



2018 Fall Product Popcorn and Nuts Sale

Sweet Dreams

What's New for 2018

Products

- New Online Product Mix for popcorn
- New 24oz Dark Chocolate Peanut Clusters
- New \$15.00 item for Nuts, Peanut Brittle

New Commission Structure

- 1% for early signups
- Up to 39% to your unit

New Prizes

- New No Prize option available for an increased commission

Technology

- New You Tube training opportunities covering all aspects of the sale
- New Online Tools



Table of Contents

Letter from the Kernel

2018 Calendar

Unit Responsibilities

- Step 1: Commit your unit
- Step 2: Recruit your Kernel
- Step 3: Establish your unit Budget and Goal
- Step 3: Decide how your unit will Participate, Military Sales and Credit Card Readers
- Step 4: Plan your sale into your unit calendar
- Step 5: Have a unit Kickoff
- Step 6: Communicate with your leadership
- Step 7: Have a Celebration
- Step 8: Payment

Kernel Responsibilities

Presale

- Step 1: Ensure Unit is Signed Up
- Step 2: Attend Council Training for Leaders
- Step 3: Line up Show and Sell Locations
- Step 4: Work with Unit Committee to Establish Goal
- Step 5: Ensure Youth have Order Form and Start Preorder Take Order Selling
- Step 6: Have Youth Attend Council Kickoff
- Step 7: Plan Wagon Draggin'
- Step 8: Prep Show and Sell Order
- Step 9: Order Product
- Step 10: Pick up Product

During the Sale

- Step 1: Product Control
- Step 2: Order additional product as needed
- Step 3: Control of Money

Post Sale

- Step 1: Return of Unsold Product
- Step 2: Prep Take Order Order
- Step 3: Place Take Order Order
- Step 4: Pickup and Distribute Take Order Order
- Step 5: Collect and Turn in Prizemania Orders and Council Prizes
- Step 6: Collect Outstanding Money
- Step 7: Turn in Amount Due to Council

Youth Responsibilities

- Step 1: Attend Council Kickoff
- Step 2: Set a Personal Goal
- Step 3: Sign up for Show and Sells, Wagon Draggin's and Create Online Page
- Step 4: Start Selling Take Order
- Step 5: Turn in Order and Money

Step 6: Deliver Take Order Product

Step 7: Attend Unit and Council Celebrations if earned

Step 8: Insure Scholarship Information has been submitted

Expand Your Knowledge/Get to Know the Products/Online Sales

2018 Commission Structure

Important Websites

Who can you call for help? Contact info

FAQs

Appendixes

- I Commission Structure
- II Planning Your Unit Kickoff
- III Refrigerator Calendar
- IV Return Policy and Waiver
- V 2018 Show and Sell Calculator
- VI Camp Bucks Program Order Form



Welcome,

...to our new as well as our seasoned (bad pun intended!) Kernels to the 2018 Fall Product Sale (Popcorn and Nuts). Thank you for your dedication and commitment to continue to make this sale one of the main fundraisers for your unit and the PA Dutch Council. This sale is extremely important to funding your unit's Scouting program. It is equally as important to our council. We are able to fund and maintain camps, provide service to units, develop new programs, and much more with your efforts.

This is an exciting time in Scouting and our core values have not changed! In addition to the fundraising aspect the Popcorn Sale assists in the proactive development of our Scouts. Some of the lessons learned are time and money management skills, how to interact with others, and just as important how to handle rejection. We call it the Popcorn Sale but our Scouts really are not selling popcorn and nuts, they are selling Scouting and it's principles. People support our sale because of what our programs do and what Scouting represents.

We hope to make this the most successful sale ever and have added new incentives and products to help your sale. Included in this guidebook you will find highlights of the program for 2018, the products, some selling techniques, and a calendar with all the important dates.

This Product Sale Guidebook highlights the key steps for success and should be reviewed carefully. Some of the information included is general information about best practices from across the country while other information is specific to the sale here in the Pennsylvania Dutch Council.

We hope you have a great sale and an even better year in Scouting. If you have any questions during the sale please reach out to the members of the team and we will be happy to assist.

Thank you again for your efforts and support of the 2018 Popcorn Sale.

The 2018 Popcorn Sale Team

Calendar for 2018 Fall Product Sale

| Date | Action | Show & Sell | Take Order | Combined |
|------------|--|-------------|------------|----------|
| 1-Jun | Units submit their Unit Commitment Forms and RSVP for Kickoff | X | X | X |
| 25-Jul | Unit Kernel Kickoff | X | X | X |
| 7/1-8/30 | Contact local venues for Show and Sell Opportunities. Schedule early! | X | | |
| 1-Aug | Sale begins | X | X | X |
| 8-Aug | Product Sale Youth Kickoff | X | X | X |
| 8/4-9/15 | Units conduct individual kickoffs to share information about the Product sale with their Scouts and their parents. | X | X | X |
| 22-Aug | Show & Sell Orders due at Council Support Center or Online. | X | | |
| 9/6&7 | Units pick-up their Show & Sell product. The unit kernel will be emailed information regarding the pick-up location & time. | X | | |
| 10/21 & 22 | Product sale return date. Returns are made to the warehouse by district. Please do not return to service center. | X | | |
| 24-Oct | Product sale campaign ends. Unit Orders for the Take Order Sale are due. | X | X | X |
| 1-Nov | Prize order completed online or form and incentive sheet due. | X | X | X |
| 11/8&9 | Unit's pick-up their Take Order product. The unit kernel will be emailed information regarding the pick-up location & time. | | X | X |
| 26-Nov | Any missed or additional orders due. The unit kernel will be emailed information regarding the pickup location and time. | | X | |
| 10-Dec | Product sale money Due - Final deadline. Unit retains base commission on all sales. | X | X | X |
| 14-Dec | Late Payment penalty begins: Units will incur a 3% penalty per week on all outstanding balances due to the Council. i.e. late one week = -3%, and is ineligible for bonus commissions. | X | X | X |
| 21-Dec | Late Payment penalty: Units now incurs a 6% on all outstanding balances due to the Council and is ineligible for bonus commissions. Penalty compounds. | X | X | X |
| 28-Dec | Late Payment penalty: Units now incurs 9% on all outstanding balances due the Council and is ineligible for bonus commissions. Penalty compounds. | X | X | X |
| 1/6/2019 | Victory Celebration at Penn Cinema, By invitation only. "Wreck it Ralph 2" movie. | X | X | X |
| 2/1/2019 | Bonus commission and Online Sales commission checks sent to units. | X | X | X |

Running Your 2018 Fall Product Popcorn and Nuts Sale

Instructions:

This guide has been compiled to take you through the entire 2018 sale and help you plan and execute your plan in order to achieve your *Ideal Year of Scouting*. Whether you are a brand- new kernel or a seasoned veteran, this guide has been designed to take you step-by-step to help you achieve your goals! It is broken into 3 main areas; the responsibilities of for the 3 key factors for you unit to be successful, responsibilities for the unit, the kernel and for the youth. To Level Up your sale you will need to hit all three as successes in a row.

Unit Responsibilities:

Step 1: Commit your Unit

If you have not already done so get committed to the sale!

Complete your Unit Commitment Form

- This may be done through the emailform on the council website or by a downloadable hard copy of the Unit Commitment Form at www.padutchbsa.org/popcorn/
- The Unit Commitment Form provides important details for coordinating your sale:
 - Contact information for the Kernel
 - Contact information for the Unit Treasurer
 - Information on what parts of the sale your unit will be participating in
 - Preferred location to pick-up product
 - Unit Goal (These are not binding. A unit goal helps the Kernel Team know what your unit is planning to do during the sale year so they can support you in reaching your goal!)
- You may also opt to register directly through Trails End.
- All Kernels will be automatically added to the *What's Poppin'* Newsletter for the sale. Anyone is welcome to sign up for the bi-monthly communication that has lots of great information about the sale.
- **Whether you have sold before or this is your first sale you must commit, otherwise you will be unable to place your product order in the Trails End System.**

Step 2: Recruit your Unit Kernel

Your Unit Kernel is your lead contact for the sale. Primary communication regarding the sale will be conducted with your kernel. While the most successful units have a team of parents and leaders assisting, one person will need to be the unit contact. It is strongly suggested that this person does not hold another position of responsibility, Scoutmaster, Den Leader, Committee Chairman etc. While sometimes this may be unavoidable the position of Unit Kernel can be overwhelming if the person is performing other duties within the unit. Things to look for in a kernel prospect are: organized, an eye to detail, a cheerleader. With proper unit support this position can be fun as well as essential.

Step 3: Establish a Unit Budget and Set a Goal

Plan Your Ideal Year of Scouting:

As a leader, what does your Ideal Year of Scouting look like to you? Does it look the same for your Cub Scouts or your Boy Scouts? What do the parents in your unit think about when you mention an Ideal Year of Scouting? One of the greatest things about Scouting is your Ideal Year of Scouting can be whatever you can dream of and the 2018 Kernel Team wants to help you DREAM BIG! How big? Maybe it's taking your Troop to the Battleship New Jersey for a weekend. Maybe it's taking your Pack to the National Aquarium for an overnighner. Maybe it's taking your unit to Hawaii or Space Camp! ALL have been done before with the help of Popcorn.

Hold a Unit Planning Conference:

Between May and August bring together leaders, parents, and even Scouts to plan the upcoming Scouting year! Review the prior year:

- What events did the unit do last year?
- What went well? What didn't?
- What are key unit, district, or council dates to put on your unit calendar?
- What should we definitely do again? What didn't we have a chance to do?

Brainstorm. All ideas are great and welcome! The number one rule in brainstorming is never say no to an idea. NO ideas are too big. From your list agree on what events/activities/programs/dreams will be part of your next year of Scouting

Build a Budget:

Once you know WHAT you want to do, the next step is to figure out HOW are you going to do it. One of the first questions regarding HOW involves how you are going to pay for it.

Considerations for building your budget include: Registration Fees, *Boys' Life* Subscriptions, Advancement, Activities, Camping, and Program Materials and Equipment. To help you build your budget, consider using the *Program Planner Spreadsheet on the council Web Page*, www.padutchbsa.org

- Using this tool, you can establish: A unit fundraising goal for the year, a per boy fundraising goal, and a goal for the popcorn and nuts sale

Ideally when building your budget you want to create it so that as long as goals are met you will not need to ask parents for additional funds.

Set a unit goal

- Once you have figured out how much you need to generate from the Fall Sale you need to set a goal. Goal setting creates something to strive for that can then be communicated to Leaders, Parents and Boys. Without a goal it is much harder to gauge your success. So to set your goal you need to know how the Commission Structure works. In general:
 - All our products return 73% back to Scouting
 - Units keep a minimum of 32% of Commission on every item in the sale
 - Units can achieve as much as 39% of Commission on every item in the sale
 - To see the details of the Commission Program (Appendix I)

Step 4: Decide How Your Unit Will Participate

As a part of the commitment process you will be asked how your unit plans to participate. Units have 5 options for participating in the sale. Units can use any or all of these methods **but the most successful units use a combination of all of the options below:**

1. Show and Sell
2. Show and Deliver (Wagon Dragin')
3. Take Order
4. Online Sales (Popcorn Only)
5. Combined Show and Sell and Take Order

Show and Sell (September 7th – October 21st, Distribution September 7th)

Show and Sell is designed for units to set up at locations such as grocery stores, local events, Wal-Mart, etc.... where they can display and sell product. You will need to estimate how much product you anticipate you will sell. Lower dollar items such as the small Carmel Corn sell the best, but this may vary according to your location. Show and Sell successes are determined by location and the youth sharing with people what the money is being raised for. **Units must order full cases for the Show and Sell** and any leftover product (individual containers or cases) can and should be used in your Take Order sale or

returned for credit (see the **Sale Calendar** for due dates). Units retaining product may conduct additional show and sells, but any product not returned by the final return date of October 22 will be assumed to be kept by the unit and will need to be paid for by the council.

Many Scouts are successful with Military Sales as part of their Show and Sell. You do not have to pre-order military sales the same way that you order the other product. Any military sales made during the Show and Sell portion of the sale should be totaled up and the order placed when you place the Take Order portion of the sale. It is fine if your unit participates only in the Show and Sell and only has to place military sales as part of the Take Order portion of the campaign.

Show and Deliver: "The Family Preferred Method of Selling" (September 7th-October 21st)

This is similar to a Show and Sell except a unit selects a neighborhood and goes door-to-door with the product. This way a customer can receive and pay for the product on the spot. You will need to organize this a little different than a Show and Sell so that someone has a supply of the product to follow the boys around with.

"A Scout can sell 5 times as much product vs. Show and Sell"

Take Order (Order Form Distribution-October 22rd)

The Take Order Sale may begin as soon as a unit receives its packet of materials at kickoff. The youth go door-to-door selling to friends, family, and neighbors. If you start right away include what your unit has sold so far in your Show and Sell order, work with your popcorn team and this will not count towards your 80% order. **ONLY SHOW AND SELL ITEMS WILL BE AVAILABLE FOR EARLY TAKE ORDER. CHOCOLATE PRODUCTS WILL NOT BE SHIPPED PRIOR TO NOVEMBER DUE TO HIGH CHANCES OF PRODUCT GETTING DAMAGED DURING TRANSPORTATION OR STORAGE.** You will also need to set a deadline within your unit for the youth to turn in their orders, orders are due to the council by midnight October 24th, so be sure to give yourself enough time to gather and collate orders. Orders for the Take Order sale can be made in container count and not just by case, when ordered in October.

Online Sales (Popcorn Products Only-August 1st-November 15th)

Scouts contact friends and family members via e-mail, phone, or social media and invite them to visit their page. There the customer can read about the Scout and his goals, order product, pay by credit card, and have product delivered to their home. As a kernel this is the easiest method of selling because you never have to account for product. Trails End has a special Online Sales Prize program for all Scouts who sell online. The average online sale is \$65.00 compared to \$18.00 for a face-to-face sale. Commission received for Online Sales will be sent to the unit in a Commission Check at the end of the sale!

**Advantage: Allows Scouts to sell to friends and family members who live out of state.
Also allows for repeat purchases year around.**

Combined Show and Sell/Deliver, Take Order and Online Sales (Order Form Distribution-November 15th)

This combined sale is the most effective method of selling, allowing units to display and sell product at a store front as well as each individual youth taking orders from neighbors, friends, and family. When ordering product for the combined sale, the Show and Sell/Deliver order is by full case only and any leftover product should be used to fill your Take Order sale needs or returned for credit. You can place the second order (Take Order Sale) by containers.

What about Military Sales with Show and Sell?

Many Scouts are successful with Military Sales as part of their Show and Sell. You do not have to pre-order military sales the same way that you order the other product. Any military sales made during the Show and Sell portion of the sale should be totaled up and the order placed when you place the Take Order portion of the sale. It is fine if your unit participates only in the Show and Sell and only has to

place military sales as part of the Take Order portion of the campaign. Remember though that the most successful units participate in Show and Sell, Take Order and On-Line sales.

Credit Card Readers

Fewer and fewer people carry cash on them these days. Because of that Credit Card Readers can be a great way to increase your sales. Storefront Sales and Wagon Draggins are where they are most handy. Some units, nationally, have reported increased sales of over \$5,000 during the sale taking credit cards on site. Here are some thoughts regarding Credit Card Readers when considering them:

- Ability to take credit card payments
- Use multiple readers at different location at the same time
- While most companies offer a “salesman” mode, where you can invite others in your unit to the main account and keep track of sales they have via their credit card readers. Some have additional fees associated with them, be careful.
- Be sure to turn them on or off.
- Fees are the responsibility of the **unit**
- Remember, the fees are on sales you would not normally have gotten, not all of your sale. While you may have some increased expenses, you net out to increased sales and increased sales means more money for the unit.
- You should attach the deposits to your unit’s bank account, but depending on the vender it is not mandatory.
- Individual parents can have an account to collect dollars, and then they can pay the unit directly. Individuals can NOT sign up for nonprofit status accounts, which may have a better transaction % rate.

While the Pennsylvania Dutch Council, Trails End or Whitley’s Peanut Factory do not endorse any specific Credit Card Reader company, here are three of the most popular;

Square – www.squareup.com

Intuit – <http://payments.intuit.com>

Paypal – www.paypal.com

Make sure to research and see what matches up with your unit’s needs.

Step 4: Plan your sale into your unit calendar

One item you will want to remember is that while planning your unit calendar for the fall to make sure you include Popcorn into your plans. By putting your sale into your calendar, you let your parents and leaders know what they need to plan around. Any Show and Sell dates that you have set up should be included as well as your unit and council kickoffs, turn in and distribution dates and of course your celebration. While we need to make sure that the “Outing” is in “Scouting,” any campouts and weekend activities may remove a potential weekend of sales decreasing your financial outcomes of the sale. An average show and sell sale is about \$110.00 an hour. So, if you had 3 locations set up for 4 hours each you would be sacrificing \$1320.00 for the weekend, so close to \$450 for your budget. Remember the more time your Scouts can put into an early sale, the more time they will have later in the year for activities.

Step 5: Have a unit kickoff

The Unit Kickoff is one of the most important parts of having a successful sale. Kickoffs should be scheduled for one of the unit's first meetings in August or September. Kickoffs can happen as soon as you have your sale forms or later in September if the unit is only going to participate in Take Order and/or Online Sale.

Objectives of the Kickoff

1. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
2. Educate parents so they know:
 - i. The purpose of the sale
 - ii. How the money raised will be used
 - iii. What the "per-Scout goal" is. (*They will be much more interested when they know this information.*)
3. Get Scouts and families excited! Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want. If you have selected the no prize option this will give you even more flexibility.

Step 6: Communicate with your leadership

Another key to success with your Product Sale is communication. For this to work it should be from two directions. From the Kernel to the Unit, typically the Committee Chair or Fundraising Chair and the unit leader. Also, from the Unit to the Kernel. Questions and statements like:

1. Are all Show and Sells covered for the weekend?
2. Has Den Three reported in their Wagon Dragin' results?
3. Jimmy Jones has already sold \$2000.
4. Here is the information for the end of the week for the Bear Patrol 2.
5. How are things going? Do you need any other help?

These are just a few ideas, but the main idea is to keep an open line of communication so there are no surprises. You want to make sure that the committee and the leaders who have the most contact with parents all know what is going on.

Step 7: Have a Celebration

Be sure to have a celebration with your unit to recognize their efforts for the sale. Think about recognizing your top sellers. This is great time to distribute any prizes earned through the Prizemania program. Be sure to let everyone know the results of your sale.

Step 8: Make your payment

Invoices will be sent to your Kernel unless otherwise specified. On-time Payment is due to the council office Monday December 10th. Payment will need to be made for all Show and Sell and Take Order product. If you placed a late order you will be notified when payment is due for that order. Invoices will reflect your base commission and if you have selected the No Prize option. Payment should be one unit check, made payable to PA Dutch Council, BSA. Units that have not paid will be assessed a fee of 3% weekly after the payment deadline. To be eligible for your bonus commission, if any, payment must be made on-time. Bonuses and Online sale commission checks will be sent to the Kernel, unless otherwise specified January 31st.

Kernel Responsibilities:

Pre Sale

Step 1: Ensure Unit is Signed up

Same as in step 1 Unit responsibilities

Step 2: Attend Council Training for Leaders

We will have a special training for Kernels July 25th. In order to be eligible for the additional 1% commission for Early signups you must have at least one Leader attend. Unit kernels and key leadership will be contacted with details. Leaders who are Key to sale should attend.

- Receive and learn about your support materials for the sale including: kernel packets, order forms, posters, etc.
- Meet the Kernel Team and ask them ANY questions that you may have
- Learn about what is new for this year's sale (i.e. products, incentives, programs)
- Free samples

Additionally, Trails End will once again be offering a series of short videos on line to help you in every aspect of the sale <https://www.trails-end.com/unit-training-dashboard>. There are 26 videos total that you can watch covering all aspects of the sale; Team Building and Planning, Ways to Sell, Show and Sell, Sale Logistics and Best Practices, Kickoff Prizes and Incentives and Resources. The longest is 4 minutes. Most are 2 to 2 ½ minutes. 3 are under 2 minutes. This is great resource, please be aware though that the knowledge you will gain can also be applied to the nut products being sold, the nuts are produced by a separate company and will not be mentioned on the site.

If you are a brand New Kernel, feel free to reach to your District Executive or Popcorn Kernel for additional help.

Step 3: Line up Show and Sell Locations

If you are participating in the Show and Sell Portion of the sale, you will want to contact the locations you wish to sell at early. Some of the high performing units start contacting locations in May or even earlier. Locations are not managed by the council. For many high traffic locations they fill on a first come first served basis. You will want to have a sense of how long you wish to sell at each location. For planning purposes figure roughly \$110.00 an hour per location, some will be more and some less, but this is an average. So if you plan to sell \$4,000 in Show and Sell plan on about 37 hours worth of locations, or 9 locations for a little over 10 hours. Think out of the box when setting up locations. While it may seem harder to set locations up during the week, don't count it out. Many people grocery shop Wednesdays and Thursdays, giving you a great opportunity that many units don't do. Think about where people gather and when.

Step 4: Work with Unit Committee to Establish Goal

See above under Unit Responsibilities on how to build a budget and set a goal.

Step 5: Ensure Youth have Order Form and Start Preorder Take Order Selling

All registered youth will be bulk mailed a copy of the order forms. With the introduction of the No Prize option in order to prevent confusion the Prize Brochure will not be included. Prize brochures are included in your unit packet for all units that have not told us they are taking the No Prize Option. Your packet will also include additional copies of the Popcorn and Nut Brochures. You will want to ensure that all families have copies of the appropriate forms. If you will be doing an early Take Order Sale to include with your Show and Sell Order make doubly sure that all of your youth have their forms. We reiterate **ONLY SHOW AND SELL ITEMS WILL BE AVAILABLE FOR EARLY TAKE ORDER. CHOCOLATE PRODUCTS WILL NOT BE SHIPPED PRIOR TO NOVEMBER DUE TO HIGH CHANCES OF PRODUCT GETTING DAMAGED DURING TRANSPORTATION OR STORAGE.**

Step 6: Have Youth Attend Council Kickoff

The Council Kickoff for youth was a great success last year. We will be having it again the year. It is scheduled for August 8th at Sky Zone in Lancaster. Each Scout family will be sent an invitation from the council to the email addresses we have on file. Why should Scouts attend the kickoff? Scouts will have classes on the following:

- Safety
- Sales techniques
- Introduction of products
- 2018 Prizes
- How to set up a personalized Selling Page

The training is about an hour. Once the Training is over your youth will then have an hour of Free Jumping at Skyzone. Your Scouts will need to register individually and will be assigned a time. We will put them into small groups and do our best to keep units together. Each youth must be accompanied by an adult. If you have a sibling in Scouting one parent may be with both. There will be multiple time slots available and they will be filled on a first come first served basis. Sky Zone will also be offering a special deal for families. Any sibling of a Scout will be able to bounce at a reduced fee of \$12.00, plus \$2.50 for socks for the full 2 hours. **Attendees need to arrive no less than 20 minutes before their session.**

Step 7: Plan Unit Wagon Draggin'

If you are not familiar with Wagon Draggin', also known as neighborhood sales, this is one of the best uses of your manpower to have a successful sale. Wagon Draggin' provides the best of two worlds. Neighborhoods or routes are assigned to your various families. You will want to check with surrounding units if looking at neighborhoods outside of your traditional area. Youth will take the product with them, similar to a storefront sale. Additionally, they should bring their order forms so they can also offer both the candied items and higher expense items. We suggest that money be collected at the time of order so that purchasers cannot renege on their order. With this option it is incumbent upon the unit and families to ensure that your customers do indeed get their product. Additionally, make sure that the boys are trained to explain when they can expect their orders to come in. Take Order product pickup from the council will be November 9th.

Step 8: Prep Show and Sell Order

One of the trickiest steps for the Show and Sell campaign is to figure out how much product to order. The two biggest questions are **How Much to Order** and **What to Order**.

How Much to Order:

Units are only permitted to order 80% of their total sale from the previous year. On your envelope from the kickoff you will have a label that tells you what your 80% amount is.

| | | |
|----------|-------------------------|----------------|
| Example: | 2017 Unit Show and Sell | \$4,000 |
| | 2017 Unit Take Order | <u>\$6,000</u> |
| | Total Unit 2017 Sale | \$10,000 |

2018 Show and Sell Maximum Order=\$10,000 x 80% or \$8,000

These totals include both Popcorn and Nuts for Scouting. If your unit runs out of product during the Show and Sell portion, you can request additional product by contacting Leisha Rivera, leishamarie.rivera@scouting.org. Any unsold product should be used to fill your Take Order or returned with no penalty by the October 22nd Return Night. If a unit wants to request more than the 80%, the unit can fill out the **2018 Product Sale Show and Sell Orders and Return Policy** form (Appendix V) included, but **WILL NOT BE ABLE TO RETURN ANY PRODUCT**. **If your unit conducted an early take order and is using a portion of your Show and Sell order to fill those we are happy to work with you.**

What to Order:

During the Show and Sell portion of the sale it is important to remember your table space in being able to display products. You only have a few moments to catch the attention of the potential customer. Focus on the top selling products. To help you determine what products to order since you will be using 2 systems to place your order, refer to the **2018 Show and Sell Calculator, available on the website under forms**. Different products sell better in different areas. Be aware that lower priced items will sell better at Show and Sells. Items priced \$10.00 - \$20.00 will be your best seller, with a smattering of \$25.00 and above.

Step 9: Order Product

If your unit is participating in the Show and Sell portion of the sale, you will need to order product in order to have it available for your sale. You will need to use the Trail's End System to order your Popcorn Product and our Nuts System on emailmeform to order your Nut Products.

To Place Your Trail's End Order

Visit <http://scouting.trails-end.com/>. Enter your **Username** and **Password**. If you forget your Username and/or Password, you can click on **Need help?** To recover them or contact Leisha Rivera at the Council Office.

Once logged in you will be on the Homepage of your Unit Leader Account. Before ordering click the Cluster of White Cubes at the top of your screen. Make sure under the drop down **Available Period** you are set to the 2018-2019 Fundraising Cycle. If you are the Kernel for multiple units or have multiple roles in a unit make sure the drop down for **Available Roles** is the correct unit and role that you are entering an order for.

Return to the Unit Leader Homepage and click the **Unit Orders** from the Navigation bar. Then click the **New Unit Order** button. you will then be taken to the Unit Ordering screen. Using the drop-down menus to select **Campaign (Fall 2018)**, **Order name**. A list of products that are available will populate and you can select your order quantities (remember Show and Sell orders are by case, quantities that are 1:1 mean that there is 1 container in a case, quantities that are 12:1 mean there are 12 containers in a case). Once you have completed your order click **Save** on the right-hand side of the screen if you want to come back to it later or **Submit** if the order is complete and you would like to submit it to the council. You will receive a **Green Success** notification once you have saved or submitted. Tutorials on placing your order are available at: <http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos>

To Place Your Nuts for Scouting Order

Visit www.padutchbsa.org/popcorn/ and click on the button for **Nuts Fall Product Order**. Enter your **name, district, unit type, unit number, email address, phone number, address, order date and pick-up location**. From the drop-down menus, select the products you want (must order in quantities of 12, there are 12 cans to a case). Click **Submit**. You will receive a confirmation email with the product that you ordered. Once you hit **Submit**, if you would like to make any changes please contact the Pennsylvania Dutch Council

Step 10: Pick up Product

Pick-up Information

Whether you are participating in Show and Sell only, Take Order only, or both you will need to plan to pick-up your product at the designated warehouse space on our distribution dates. Most districts are setting times for your pickups, so please look for emails from your respective kernels or DEs.

Show & Sell Order – Due Wednesday August 22, 2018

Pick-up Friday September 7, 2018 – Districts will Schedule
(directions to the warehouses will be emailed the week prior to delivery)

Tips for Pick-up

- Bring enough vehicles to carry your entire order in one trip (use numbers below to determine roughly how much product will fit in your vehicle)
 - Mid-size car—10 cases
 - Jeep—25 cases
 - Mini-van—50 cases
 - Suburban—60 cases
 - Full Size Pick-Up Truck—80 cases
- Bring order documents and verify your order as it's loaded
- Bring someone to help you count your order as it's loaded

During the Sale

Step 1: Product Control

One of the most important items for you during the sale is Product control. Once you pick up your product you will need to decide how you want to manage it. Some Kernels parcel out all of their order to their families, some hold onto part while giving some to the families and some hold onto all the product and parcel out as needed. Please be aware that all product picked up by the unit then becomes the units responsibility to account for. We do recommend that you control the product for Show and Sells and that all unsold products come back to you. If you do decide to parcel out product to your families be sure that you have a mechanism to check how they are doing and replace any product that they feel they need.

Step 2: Order Additional Product as Needed

If you need additional product please contact Leisha at the Council Service Center. Email what you need and the quantity. Additional product may be picked up at the Council Service Center Monday -Friday during normal business hours, 8:30-4:30. You may also make arrangements with your executive outside of those times. During the Show and Sell portion of the sale all product must be reordered by cases. After Take Order pick up has been distributed additional product may be requested by piece.

Step 3: Control of Money

You will periodically want to collect money from your families as well as your Show and Sells. Be sure to turn in money to your Unit Treasurer or Committee Chair. All checks should be made out to the unit. As with product you will not want any surprises where monies and product do not reconcile.

Post Sale

Step 1: Return of Unsold Product

Returns

Returns are **ONLY** part of the Show and Sell portion of the sale. At the end of the Show and Sell, units who **have not** exceeded their **80%** (please see the **2018 Product Sale Show and Sell Orders and Return Policy** for additional details) are permitted to return any of their product with no penalty. Product must be returned on the evening of October 22nd or earlier at the designated warehouses.

Tips for Return Night

- Make sure you have a good inventory of what you will be returning BEFORE you bring it to the warehouse
- At the warehouse a volunteer will verify the quantity and the shape of your returns

- If you discover damaged product during the sale, please REPORT IT RIGHT AWAY
- Damaged product ***will not be accepted at returns*** and the unit will be billed for the damaged product
- You may return cases AND individual containers
- Keep products together, Mixed products will slow down your return and all returns must be verified.

What should I return? What should I keep?

If you are participating in both the Show and Sell and Take Order portions of the sale, you can use leftover Show and Sell product to fill your take orders. Use the **2018 Returns and Take Order Forms** to help determine which product you should keep and which products you should return. Electronic versions are available at www.padutchbsa.org/popcorn/.

Steps 2 & 3: Prep and Place Take Order

The Major difference between Show and Sell and Take Order orders is that while you had to order full cases in Show and Sell you may order by the piece for Take Order. The process for ordering Take Order product is the same as for Show and Sell. See Show and Sell information above on how to order your Take Order Product.

Again, in order to place an order you must be registered for the sale or you will be unable to place the order through the Trails End System.

Step 4: Pickup and Distribute Take Order

As with the Show and Sell order you will need to plan to pick-up your product at the designated warehouse space on our distribution dates. Most districts are setting times for your pickups, so please look for emails from your respective kernels or DEs.

Take Orders – Due Wednesday October 24, 2018

Pick-up Friday November 9, 2018 – Districts will Schedule

(directions to the warehouses will be emailed the week prior to delivery)

See Show and Sell information above on approximate vehicle loads for your planning purposes.

Step 5: Collect and Turn in Prizemania Orders and Council Prizes

Prizes are a huge incentive for our Scouts to be recognized for all their hard work. Every Scout who participates in the sale should have the opportunity to earn a prize and be recognized at a unit Victory Celebration. Prizes from our prize company are typically delivered in the month of November as long as your order is submitted by the end of October. In addition to the prizes that are on the flier in each of the order forms, the Pennsylvania Dutch Council is offering some great incentives for this year!

Pennsylvania Dutch Council Incentives and Prizes

- **\$3,500 Club**—Every Scout who sells at least \$3,500 will be recognized as our top salesmen with an exclusive \$3,500 Club Fleece, Hershey Park tickets, Hershey Bears Tickets, and Penn Cinema Recognition Event.
- **\$2,750 Club** – Every Scout who sells at least \$2,750 will be recognized with an exclusive \$2,750 Club Blanket, Hershey Park tickets, Hershey Bears Tickets, and Penn Cinema Recognition Event.
- **\$2,000 Club – Sponsored by Hershey Park** Every Scout who sells at least \$2,000 will be recognized with a free ticket to Hershey Park for the 2019 season. They will also be recognized with Hershey Bears Tickets, and Penn Cinema Recognition Event.
- **\$1,500 Club – Sponsored by the Hershey Bears** Every Scout who sells at least \$1,500 will become a member of the \$1,500 Club. Membership in the club will entitle the Scout to attend a special night at a Hershey Bears game. (Tickets for parents and siblings will be available for purchase at a discount price). The Scout will also be invited to our special Penn Cinema Event.
- **\$1000 Club** – Every Scout who sells at least \$1000 will become a member of the \$1,000 Club and be invited to the Penn Cinema Recognition Event. (*All exclusive prizes are only available at that level and do not stack—i.e. a Scout who sells \$3,500 does not get both the blanket and the fleece)

- Trail's End Scholarship-**Popcorn ONLY**-If a Scout sells over \$2,500 in one year, 6% of his sales in subsequent years will go towards a scholarship fund for college. After the first year, the Scout does not need to sell \$2,500 to qualify for the program (Please, note that a new form needs to be completed and submitted every year). Sales will need to be verified and copies of Take Order and Show and Sell sales will need to be provided to the council for verification.
- Military Sales-There is a recognition for Scouts that help to provide popcorn to our troops through Military Sales. Scouts that have \$125 in Military Sales will receive a Silver Level Military Patch. Scouts that have \$250 in Military Sales will receive a Gold Level Military Patch. This year's patch will be the 4th in a series featuring the Marine Corp.
- Salesman Prizes-Free Weeks at Camp - The top 6 salesmen in the council will earn a free week of summer camp at Bashore Scout Reservation or J. Edward Mack Scout Reservation, or National Youth Leader Training, (NYLT) for the 2019 camp season. *minimum \$4000 in sales **and may not be transferred to out of council summer camp experiences.**
- Top Unit Prize-Sky Zone Lancaster-Sky Zone Lancaster will host a 20 person party with bounce time and food for the top selling unit in the Pennsylvania Dutch Council! Sky Zone is located in the Greenfield Business in Lancaster. The package includes: 30 minute Private Dodgeball Court, 30 minute Jump on Main Court, Access to Foam Zone and Sky Slam, 1 hour private party, 4 one topping pizzas and 4 pitchers of fountain beverages! New for 2018, there are also a 1st Runner UP Prize of Buy One Get One GLOW package and a 2nd Runner Up Prize of Open Jump Buy One Get One.
- "Prize Mania" Prize Program-We will be working again this year with National Supply to deliver this year's prizes. This enables us to offer some official BSA items as prizes this year. A complete list of prizes is available with every order form and descriptions of prizes are available at PaDutchbsa.org/popcorn. **If your unit selected the No Prize Option in lieu of the additional percentage you are not eligible for Prizemania prizes.**
- "Camp Bucks" Prize Program-The "Prize Mania" Prize Program is a great program, but there are some Scouts who would rather use Popcorn and Nuts to help earn their way to Summer Camp. We are offering a "Camp Bucks" program at selected levels for use at Pennsylvania Dutch Council Camps or Programs. These bucks can be used for Summer Resident Camp, Summer Day Camps, Fall District Events, National Youth Leadership Training, Spring District Events, or towards Council High Adventure Programs. For 2019, the bucks ARE ONLY available for use within the Pennsylvania Dutch Council.

How do I keep track of all the prizes?

To help you keep track of the all the different prizes and to make it easier to order, please use the 2018 Prize Order Summary Sheet available on www.padutchbsa.org/popcorn/. Start by entering the Scout Dollar Totals on the Summary page. Enter their prize selections in the Individual Scout Prizes and the Unit Prize Summary will automatically populate for you to place your order in the Trails End System.

- [How do I submit prize orders?](#)

- [Prize Mania Prize Orders](#)

These prizes are the prizes that Scouts in units that have not selected the No Prize Option can be eligible for. Once you know which prizes and how many of each prize you need you can log into the Popcorn system at <http://scouting.trails-end.com/>. Here you will find a link to order prizes. Enter the quantity of each prize you need and submit. Prize Orders placed by the end of October will be delivered in November.

- [Club Prizes and Military Sales](#)

Those Scouts that qualified for the \$3,500, \$2,750, \$2,000, \$1,500, or \$1000 Clubs, qualified for the military patches need to be submitted to the Pennsylvania Dutch Council using the **2018 Council Prizes emailmeform**, the link is provided on the council website. A hard copy is also available on the website. Be sure to indicate fleece size for those Scouts in the \$3,000 Club.

- *Camp Bucks*

If Camp Bucks are selected the **Camp Bucks Program** form will be found on the website and will need to be submitted to the Council Service Center, or may be emailed to Leisha, leishamarie.rivera@scouting.org.

Step 6: Collect Outstanding Money

Be sure any outstanding monies have been collected from your members and turned into your Unit Treasurer.

Step 7: Turn in Amount due to Council

To be considered on time your invoice will need to be paid in full to the Council Service Center by December 10th. After December 10th a penalty of 3% compounded weekly will apply. You must also be paid on time to be eligible for Above and Beyond commissions. Invoices will be emailed out this year as well as being provided at Take Order pickup. If you would like your invoice to be directly sent to your unit treasurer please make sure that you have given us their information as a part of the additional information we have collected and we will send it to them as well. For anyone not providing unit treasurer information the invoice will be sent to you the kernel. Should you have a late order you will be given additional time to pay for your late order only. Your primary invoice will still need to be paid by December 10th. When the unit pays please make one check payable to the PA Dutch Council. We are also able to use your unit account at the council service center as long as you have money in your account to cover what you owe. If you have a question regarding your invoice please contact Leisha at 717-394-4063 or leishamarie.rivera@scouting.org

Youth Responsibilities

Just like the unit and Kernel your youth and their families have responsibilities if you are going to have a dynamic sale.

Step 1: Attend the Council Kickoff

We will once again have a special kickoff for the youth and their families Wednesday August 8th at Sky Zone. There will be one hour of training and then at the completion of the training they will have an opportunity to spend an hour in the park at no cost to themselves. During the training we will cover methods, prizes, the mobile app and personal page among other items. This should help them have a great sale. Of the youth that attend last year almost half increase their sale over the previous year, amounting to an increase of over \$28,000 dollars and 40% of our top 100 Scouts attended the training.

Step 2: Set a Personal Goal

A key for having a successful sale is to have a goal. Every youth should have a personal goal and the totals of their goals should equal or exceed the unit goal.

Step 3: Sign up for Show and Sells, Wagon Draggin's and Create Online Page

If you are doing any Show and Sells or Wagon Draggin's you will want to ensure that you have assigned available manpower to make each a success. Be sure that all safety guidelines are observed when setting up. We strongly recommend that you have a signup available at your Kickoff. Some units have had success with sending out signup.com or signupgenius.com. Both are free and easy to use tools. Be sure to educate your parents that by participating they are able to reduce their out of pocket costs to the program.

Another key to increasing your sales is the use of technology. There are two key areas here. The first is have all Scouts create a Scout page through the Trails End system that can be used for online sales. This allows a personalized webpage that youth can then send as a link to prospective supporters outside of their regular area. While online sales are slightly more expensive, there is no handling of product. The product is paid for online and delivered by Trails End. At the end of the sale the council is sent money that will then be sent to the unit at the end of January for your commission on any online sales you have achieved during the sale.

To set up a personal selling page just go to <https://www.trails-end.com/how-it-works> for step by step instructions. Questions? Contact support@Trails-End.com or twitter @TrailsEndSnacks.

The second great piece of technology is an app that allows the sales form to be loaded onto a phone or tablet and then the product can either be paid for by credit card or be paid for at delivery. A huge plus for the Kernel is that you are able to load your entire membership into a report that will let you know exactly what has been ordered so you can both keep track of how people are doing and what you will need to add onto your order to cover those sales. Please be sure to teach parents how they can do both at your at your kickoff. Videos are available on the Trails End.

Be sure that unsold product is returned to you in time for unit returns. NO PRODUCT MAY BE RETURNED AFTER OCTOBER 22ND. ALL PRODUCT NOT RETURNED BY THAT DATE WILL BE CHARGED TO THE UNIT.

Step 4: Start Selling Take Order

Once everything has been organized then it time to start selling. Be sure to periodically touch base with families, provide notes for Den or Troop meeting and regular updates as to how the unit is doing towards it's goal

Step 5: Turn in Order and Money

Be sure all your members know the key dates of your sale. Including when their order is due. Be sure to plan a little extra time because there are always those who have forgotten or had issues come up and don't have it to you on time. The council deadline is midnight Wednesday October 24th. Once the council order is placed you will be unable to add to it for that delivery. There is however a late order date designed for missed orders. Late orders may be placed after your Take Order product pickup giving you the opportunity to fill those missed orders. Late orders are due November 26th. Once the late order has been placed there will be no other orders.

Money should be turned into unit with your orders.

Step 6: Deliver Take Order Product

Be sure to pick up your Take Order product on time. Plan to get it into your Scouts hands quickly so they can quickly get it to their customers. All product picked up becomes the property of the unit and will need to be paid for. All product being picked up needs to be verified as it is being loaded into your vehicle(s). Should you note a discrepancy with you order and what was picked up immediately contact the council office. Customers who call the office looking for their product will be referred to the unit. Any payments for product not received by the unit will need to be paid for at this time. Again, we suggest getting payments up front. While not a big problem this reduces the number of people who have changed their mind and will not pay for and accept their order.

Step 7: Attend Unit and Council Celebrations if earned

Your Scouts have worked hard during the sale. Make sure they know when your unit celebrations are. If you are using a prize program, either prizemania or your own this is when we suggest you distribute your prizes. Build the excitement. Make a big deal of those youth who generated the highest funds for your unit. If they are eligible for the council celebration make sure you submit their information so we can recognize them as well.

Step 8: Insure Scholarship Information has been submitted

Trails End Scholarships are only for the sale of Trails End Products. Whitley's nuts do not count towards that scholarship. Initially, a Scout must achieve \$2,500 in sales of popcorn to be eligible. Once that has been done thereafter every year 6% of his sales goes into a scholarship account managed by trails end. Whether it is his first or his sixth year all sales must be verified by the council office before being submitted to Trails End. For Take Order we will need copies of his sales forms. For Show and Sell we must have a summary, again popcorn

only. Once verified they may then be submitted to Trails End. For payouts contact Trails End at scholarship@trails-end.com.

Expand Your Knowledge/Get to Know the Products/Online Sales

2018 Popcorn Products from Trail's End

| | | |
|--------------------------------------|------|------------------------------|
| ○ Popping Corn | \$10 | Show and Sell and Take Order |
| ○ Classic Caramel Corn* | \$10 | Show and Sell and Take Order |
| ○ White Cheddar Cheese Corn* | \$15 | Show and Sell and Take Order |
| ○ Premium Caramel Corn* | \$20 | Show and Sell and Take Order |
| ○ Unbelievable Butter-Microwave* | \$20 | Show and Sell and Take Order |
| ○ Kettle Corn-Microwave | \$25 | Show and Sell and Take Order |
| ○ Sea Salt Caramel Popcorn | \$25 | Show and Sell and Take Order |
| ○ Silver Level Military Donation | \$30 | Show and Sell and Take Order |
| ○ Cheese Lover's Collection | \$30 | Show and Sell and Take Order |
| ○ Gold Level Military Donation | \$50 | Show and Sell and Take Order |
| ○ Chocolate Lover's Collection (Tin) | \$60 | Take Order Sale Only |

*Denotes top selling products in 2017

2018 Nuts from Whitley's Peanut Factory

We are excited to be partnering with Whitley's again this year to offer a line of nut products to our sale. Just like last year these high-quality products are sure to be a hit with your sale this year!

| | | |
|---|------|-------------------------------|
| ○ Troops Salted Virginia Peanuts | \$15 | Show and Sell and Take Order |
| ○ Troops Honey Roasted Virginia Peanuts | \$15 | Show and Sell and Take Order |
| ○ Homemade Peanut Brittle | \$15 | Take Order |
| ○ Milk Chocolatey Covered Peanut Clusters | \$15 | Take Order Only |
| ○ Party and Pub Mix | \$20 | Take Order Only |
| ○ Dark Chocolatey Covered Almond Clusters | \$20 | Take Order Only |
| ○ Salted Jumbo Cashews | \$20 | Show and Sell and Take Order |
| ○ Honey Cinnamon Almonds | \$25 | Show and Sell and Take Order* |
| ○ Dark Chocolatey Covered Peanut Clusters | \$35 | Take Order Only |
| ○ 3 Pack Gift Set, with Virginia Peanuts, Honey Roasted Peanuts and Salted Jumbo Cashews | \$50 | Take Order Only |

*limited quantities available for Show and Sell, one case per unit

Trail's End Online Products

For 2018, in addition to some of the products that will be in our normal sale, most of these products are only available on line through Trail's End (subject to change):

- Classic Trail Mix
- Jalapeno Cheddar Popcorn
- Premium Caramel Popcorn with Almonds, Cashews and Pecans
- 24 pack of Movie Theater Butter Microwave Popcorn
- Milk Chocolate Pecan Clusters
- White Cheddar Popcorn
- Sweet and Cheesy Tin
- Chocolate Lover's Tin
- Caramel with Sea Salt Popcorn
- Camp Fire Blend Coffee – K-Cups
- Donut Shop Blend Ground Coffee
- 3 levels of Military Donations

2018 Unit Commissions

2018 is an exciting year for the annual Fall Product Sale. **All popcorn and nuts sold continue to count towards your unit's commission.** Units selling keep a minimum of 32% commission and have an opportunity to grow that 32% to 39%! Here is how it works!

Seller Level (32% Commission): Simple. Participate in the sale!

- Early Registration Bonus (1% Commission): Simple. Register your unit to participate by June 1 and have a leader at the Leader Training July 25th
- Select No Prize Option (2% Commission): Select the No Prize option for your unit. We suggest that units with younger members use the Prizemaina system. Many younger youth need a visible goal that the prize sheet suggests. ***Please note that prize sheets will not be automatically mailed with the order forms this year, and will be available at the leader kickoffs and at the office.**

"Above and Beyond" Bronze, Silver and Gold commissions still exist.

Bronze Level (34% Commission), (36% if "no prize" option is selected):

- Step 1: Register to participate prior to June 1 and attend the leader training on July 25th
- Step 2: Place Orders and Pay on Time
- Step 3: Increase your overall sale over 2017
- Step 4: Sell over \$3,500

Silver Level (35% Commission), (37% if no prize option is selected):

- Step 1: Register to participate prior to June 1 and attend the leader training on July 25th
- Step 2: Place Orders and Pay on Time
- Step 3: Increase your overall sale by 15% over 2017
- Step 4: Sell over \$5,000

Or: Automatically qualify by selling \$12,000 or more

Gold Level (37% Commission), (39% if no prize option is selected):

- Step 1: Register to participate prior to June 1 and attend the leader training on July 25th
- Step 2: Place Orders and Pay on Time
- Step 3: Increase your overall sale by 25% over 2017
- Step 4: Sell over \$5,000

Or: Automatically qualify by selling \$20,000 or more

***For New and Returning Separated Units please see the reverse side of commission structure on webpage**

Important Websites

Pennsylvania Dutch Council, BSA website-www.padutchbsa.org-From the Homepage follow the links for **Popcorn and Nuts**. The council site gives you access to important documents and support items for your unit's sale. It also provides contact information to help answer any questions you may have.

Trail's End Popcorn System website-<http://scouting.trails-end.com/>-This is where you will log-in to place your unit orders for Popcorn, your prize orders and log important information for your sale.

Video Tutorials for the Trail's End Systems- <http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos> -This link includes some great videos from Trail's End, but most importantly it has tutorials of how to input your order in the Trail's End System as well as how to help Scouts set up a Personalized Selling Page. These trainings have everything you need to help make your 2017 sale the best ever.

Popcorn and Nuts for Scouting Support Team

Conestoga River

Roger Harvey
Conestoga River Kernel
717-468-5438
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VACANT

Harvest

Heidi Patterson
Harvest Kernel
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Nick Barlieb
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Horse-Shoe Trail

Vacant

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Matthew.Adams@scouting.org

Frequently Asked Questions

I had a password last year but it won't work this year. Why?

With the Trail's End system, all the passwords and user IDs are annually reset. You will be able to change your password or any incorrect information when you log in for the first time.

Why are there two separate order systems for Popcorn and Nuts?

The two companies have their own ordering systems and are trademarked protected. While this does increase paperwork, we recommend that units still sell both to maximize their sales.

How do I check Online Sales?

Online sales are now directly tracked in the new Popcorn System.

I have a problem with my Prize Order. Who do I call for help?

If you need assistance with this process, please contact Supply Customer Service by phone 800-323-0736 or email customer.service@scouting.org. They are very good about replacing damaged prizes, tracking lost orders, and just being helpful in general. If you do not hear back from either contact, please contact Leisha or Scott at the Pennsylvania Dutch Council Office.

I have a problem with my bill. Who do I call?

Call the Pennsylvania Dutch Council Office at 717-394-4063 between 8:30 AM and 4:30 PM, Monday through Friday.

We have sold out of some of our popcorn and nuts for our Show & Sell. Can we get more?

Yes. We normally have some additional product on hand during the Show & Sell portion of the sale. Simply, contact the Council Office and we will coordinate getting you the additional product.

I ordered too much product for my Show & Sell. Can I return the extras to the council for a refund?

Yes. You may return product prior to Tuesday, October 23rd, 2018, or before. After 10/22 we cannot accept any more product and the unit will be billed for what had been signed out. Please plan accordingly. During the sale, if you know that you will have extra product, let your district kernel know. Other units in your neighborhood are often looking for extra product and they may be able to take some off your hands. We can arrange a transfer of popcorn from one unit to another. **Please, remember if you sign the Popcorn Waiver when placing your order or if products are damaged you cannot return them.**

Do I need to submit Trail's End Scholarship paperwork every year?

Yes. Every year, including the year that you qualify, you must submit paperwork. Scouts must submit the Scholarship Form, copies of their sales sheets, and breakdowns of Online Sales and Take Order or Show and Sell forms. These forms must be submitted to Trail's End electronically. Scouts and their parents can do this directly or submit everything to the Council Office to be submitted on their behalf. The Scholarship Form is available from the Pennsylvania Dutch Council website.

Can people order additional product from my unit after the official sale is over?

Yes, they can. We generally have some additional popcorn available through the holidays so please let us know your needs. Your customers can also log onto www.trails-end.com and purchase popcorn with a credit card. The product is shipped directly from Trail's End to the customer **AND** your unit and Scouts receive credit for the sale. The Pennsylvania Dutch Council will distribute 32% commission to units on sales generated online year-round.

Are product purchases tax deductible?

Because you receive products in exchange for your payment, only a portion of your purchase is tax deductible. The portion that is tax deductible is typically the difference in the amount you would normally pay if you bought a similar item at the grocery store vs. the price of the product you purchased. For online sales, Shipping and Handling charges are NOT tax deductible. We urge you to consult your tax professional to confirm this as well.

Military Donation:

When you purchase the Military Donation you are making a charitable contribution since you don't receive actual product in exchange for your payment. This means that the purchase is 100% tax deductible. As always, make sure to double check this with your tax professional, as tax laws often change.



2018 Unit Commissions

2018 is an exciting year for the annual Fall Product Sale. **All popcorn and nuts sold continue to count towards your unit's commission.** Units selling keep a minimum of 32% commission and have an opportunity to grow that 32% to 39%!

Here is how it works!

Seller Level (32% Commission): Simple. Participate in the sale!

Early Registration Bonus (1% Commission): Simple. Register your unit to participate by June 1 and have a leader at the Leader Training July 25th

Select No Prize Option (2% Commission): Select the No Prize option for your unit. We suggest that units with younger members use the Prizemaina system. Many younger youth need a visible goal that the prize sheet suggests. ***Please note that prizes sheets will not be automatically mailed with the order forms this year, and will be available at the leader kickoffs and at the office.**

"Above and Beyond" Bronze, Silver and Gold commissions still exist.

Bronze Level (34% Commission): (36% if "no prize" option is selected)
Step 1: Register to participate prior to June 1 and attend the leader training on July 25th
Step 2: Place Orders and Pay on Time
Step 3: Increase your overall sale over 2017
Step 4: Sell over \$3,500

Silver Level (35% Commission): (37% if no prize option is selected)
Step 1: Register to participate prior to June 1 and attend the leader training on July 25th
Step 2: Place Orders and Pay on Time
Step 3: Increase your overall sale by 15% over 2017
Step 4: Sell over \$5,000
Or: Automatically qualify by selling \$12,000 or more

Gold Level (37% Commission): (39% if no prize option is selected)
Step 1: Register to participate prior to June 1 and attend the leader training on July 25th
Step 2: Place Orders and Pay on Time
Step 3: Increase your overall sale by 25% over 2017
Step 4: Sell over \$5,000
Or: Automatically qualify by selling \$20,000 or more

For New and Returning Separated Units please see the reverse side

New Units

Seller Level: (32% Commission):

Simple. Participate in the sale

Early Registration Bonus: 1% for registering by June 1 and attending the Leader Training on July 25

Select No Prize Option: 2% for selecting the No Prize option for your unit.

Bronze Level (34% Commission):

Step 1: Register by June 1 and attend the Leader Training

Step 2: Hold a Unit Level Kickoff

Step 3: Place Orders and Pay on Time

Step 4: Sell at or above the district 2017 per youth level

Silver Level (35% Commission):

Step 1: Register by June 1 and attend the Leader Training

Step 2: Hold a Unit Level Kickoff

Step 3: Place Orders and Pay on Time

Step 4: Sell 15% over the district 2017 per youth level

Or: Qualify by selling \$12,000 or more

Gold Level (37% Commission):

Step 1: Register by June 1 and attend the Leader Training

Step 2: Hold a Unit Level Kickoff

Step 3: Place Orders and Pay on Time

Step 4: Sell 25% over the district 2017 per youth level

Or: Qualify by selling \$20,000 or more

Per youth District Averages, 2017

Conestoga River \$172

Harvest \$153

Horseshoe Trail \$172

Returning Separated Units

Seller Level: (32% Commission):

Simple. Participate in the sale

Early Registration Bonus: 1% for registering by June 1 and attending the Leader Training on July 25

Select No Prize Option: 2% for selecting the No Prize option for your unit.

Bronze Level (34% Commission):

Step 1: Register by June 1 and attend the Leader Training

Step 2: Hold a Unit Level Kickoff

Step 3: Place Orders and Pay on Time

Step 4: Increase over your last sale (min. \$4,000)

Silver Level (35% Commission):

Step 1: Register by June 1 and attend the Leader Training

Step 2: Hold a Unit Level Kickoff

Step 3: Place Orders and Pay on Time

Step 4: Increase 15% over your last sale (min. \$5,000)

Or: Qualify by selling \$12,000 or more

Gold Level (37% Commission):

Step 1: Register by June 1 and attend the Leader Training

Step 2: Hold a Unit Level Kickoff

Step 3: Place Orders and Pay on Time

Step 4: Increase 25% over your last sale (min. \$5,000)

Or: Qualify by selling \$20,000 or more

Planning Your Unit Kickoff

The Unit Kickoff is one of the most important parts of a successful sale. Kickoffs should be scheduled for one of the unit's first meetings in August or September. Kickoffs can happen as early as July 26th (the night after the Council Kickoff) or later in September if the unit is only going to participate in Take Order and/or Online Sale.

Objectives of the Kickoff

- a. Emphasize what the Scouts will receive for hitting their goal; prizes, Scouting programs, camp, etc.
 - Educate parents so they know: 1) The purpose of the sale, 2) How the money raised will be used, 3) What the "per-Scout goal" is. (*They will be much more interested when they know this information.*)
- b. Get Scouts and families excited! Consider using some of the Unit's commissions to offer additional incentives that your Scouts really want.

Tips for a Successful Kickoff

- Provide plenty of popcorn and snacks and make it exciting for your sales team-The Scouts.
- Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one fundraiser: The Fall Product Sale, (Popcorn and Nut Sale.)
- Determine how much product you will need to sell to reach your goal:
 - Budget goal / commission rate = Sales goal.
 - Communicate the Unit's sales goal and each Scout's sales goal. Have the boys write their goals on the Take Order Forms.
- Show the Scouts what prizes they can earn by hitting their sales goal.
 - Have a prize for the top seller in the Unit and/or each Den/Patrol (Ticket to local amusement park, a video game, gift cards, etc.)
 - Review the Prize and Scholarship Program and all the Council Level Incentives (\$1000 Club, \$1,500 Club, \$2,000 Club, \$2,750 Club, \$3,500 Club and Free weeks at camp)
- Role-play with the Scouts on how to sell.
- Review sales materials and key dates.
- Do a skit or fun activity to get the youthss trained and excited about the sale, and to teach them about safety when selling.

During the gathering period, have a popcorn display and samples. Use the pictures taken at camp to create a collage of activities the unit participated in last year and what you want to do this year. Have a poster with the Scout's names and a place for them to write in their goals.

Reserve the Popcorn Popper

- The Council has a Popcorn Machine that units can reserve for their kickoff at no cost
- Kernels, oil, and bags are provided. (each pack serves about 10 people)
- You can submit a request to reserve the Popcorn Popper by visiting www.padutchbsa.org/popcorn/
- To check on availability, contact Leisha at leishamarie.rivera@scouting.org

Reserve the Prize Table

- This year the Kernel Team is happy to share a selection of prizes from the Prize Mania Prize Program that you can display at your kickoff
- Being able to see some of the prizes that the Scouts can earn helps to build excitement and to set goals
- The unit is responsible for any prizes that are missing or broken

- You can submit a request to reserve the prizes by visiting www.padutchbsa.org/popcorn/
- To check on availability, contact Leisha at leishamarie.rivera@scouting.org

- Sample Story Pitch and Customer Identification

- Hi, my name is (First Name Only) and I'm a Cub/Boy Scout with Pack/Troop # ____.
- I'm trying to earn my way to (pick your activity).
- (go to camp / pay for my Scouting program / earn a scholarship)
- Can I count on your support?
- All the products are delicious and you will help fund my adventures in Scouting!
- **Thank you!**

•

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**More effective than asking, "Want to buy some popcorn?" don't you think? Key to remember is you are selling Scouting. The product is what someone gets for helping at that level.

•

- Customer Identification

Your Top 15 Potential Customers

Friends and Family

1 _____

2 _____

3 _____

4 _____

5 _____

Neighbors

1 _____

2 _____

3 _____

4 _____

5 _____

Mom/Dad's Coworkers

1 _____

2 _____

3 _____

4 _____

5 _____

| SU | M | T | W | TH | F | SA | July |
|----|----|----|----|----|----|----|--|
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 25th - Leader Training at Emerald Center |
| 29 | 30 | 31 | | | | | |
| SU | M | T | W | TH | F | SA | August |
| | | | 1 | 2 | 3 | 4 | 1st - Sale Starts |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | 8th - Youth Kickoff at Lancaster Sky Zone |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | 22nd - Show and Sell Orders Due at Office by Midnight |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | |
| 26 | 27 | 28 | 29 | 30 | 31 | | |
| SU | M | T | W | TH | F | SA | September |
| | | | | | | 1 | 3rd - Labor Day Office Closed |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6th & 7th - Product Pickup Determined by District |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 29th - Hooked on Scouting |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | |
| 30 | | | | | | | |
| SU | M | T | W | TH | F | SA | October |
| | 1 | 2 | 3 | 4 | 5 | 6 | Fall Events: 5-6 Horseshoe Trail, 12-14 Conestoga River, 19-21 Harvest |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21st & 22nd - Product returns |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | 22nd - Last day product may be returned |
| 28 | 29 | 30 | 31 | | | | 24th - Take Orders Due at Office, Midnight SALE ENDS |
| SU | M | T | W | TH | F | SA | November |
| | | | | 1 | 2 | 3 | 1st - Prizemania and council prize orders due |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 8th & 9th - Product Pickup Determined by District |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 22nd & 23rd - Thanksgiving Office Closed |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 27th - Missing orders Due at Office by Midnight |
| 25 | 26 | 27 | 28 | 29 | 30 | | |
| SU | M | T | W | TH | F | SA | December |
| | | | | | | 1 | 10th - Last day to be on-time for settlement to council |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 24th & 25th - Christmas Eve and Christmas Office Closed |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 26th - 28th - Store closed for inventory |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 31st - Store closed for inventory |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | |
| 30 | 31 | | | | | | |
| SU | M | T | W | TH | F | SA | January |
| | | 1 | 2 | 3 | 4 | 5 | 6th - Celebrations at Penn Cinema |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | |



2018 Popcorn and Nuts for Scouting Sale

Show & Sell Orders and Return Policy

In order to ensure a successful sale for both the units and the council the 2018 Kernel Team has established the following Show & Sell/Return Policy.

Show & Sell with returns

Units will be able to order up to 80% of their 2017 total sales order for the show & sell order and make returns to the council of any unsold product by warehouse closing time October 22nd. If you did an early Take Order you will not be penalized on your 80%. ***See you Unit Leader Guide for additional details.** Additionally, if extra product is required and picked up during the sale this will not count against your 80%. By October 24th units must place an order for all additional needed products.

| | | |
|----------|-----------------------------|-----------------|
| Example: | 2017 Unit Show & Sell Order | \$ 4,000 |
| | 2017 Unit Take Order | <u>\$ 6,000</u> |
| | Total Unit 2016 Sale | \$10,000 |

2018 Show & Sell Maximum Order = \$10,000 x 80% or \$8,000

Returns allowed by October 22nd

2018 Take Order Due on October 24th for balance of unit needs.

Show & Sell without returns

Any unit choosing to order over 80% of the 2017 total sale for the Show & Sell will not be able to make returns of unsold product during the 2018 sale.

Please read and sign below if initially ordering over 80% of 2017 total sales

Return Waiver

District Executive _____

I _____ of Pack/Troop/Crew _____ understand that by ordering over 80% of my 2017 total sales the **we are opting out of the council's return program and the ability to return any unsold product** and agree to the payment terms of the 2018 Sale.

Signed _____ Date _____

- No Show and Sell orders above the 80% threshold will be approved unless accompanied by a signed copy of this form

2018 Show and Sell Calculator

| Popcorn Products | Cases | Containers in a Case | Price Per Container | Total Price |
|-------------------------|--------------|-----------------------------|----------------------------|--------------------|
| Popping Corn | 0 | 12 | \$ 10.00 | \$ - |
| Classic Caramel | 0 | 12 | \$ 10.00 | \$ - |
| White Cheddar | 0 | 12 | \$ 15.00 | \$ - |
| Unb. Butter | 0 | 6 | \$ 20.00 | \$ - |
| Premium Caramel | 0 | 12 | \$ 20.00 | \$ - |
| Kettle Corn | 0 | 6 | \$ 25.00 | \$ - |
| Sea Salt Caramel | 0 | 12 | \$ 25.00 | \$ - |
| Cheese Lovers | 0 | 1 | \$ 30.00 | \$ - |

Nut Products

| | | | | |
|------------------------------|---|----|----------|------|
| Troops Salted Peanuts | 0 | 12 | \$ 15.00 | \$ - |
| Troops Honey Roasted Peanuts | 0 | 12 | \$ 15.00 | \$ - |
| Jumbo Cashews | 0 | 12 | \$ 20.00 | \$ - |
| Honey Cinnamon Almonds * | 0 | 12 | \$ 25.00 | \$ - |

80% Dollar figure \$ -
Less Total Order \$ -

Use the above chart to help calculate your Show and Sell Order.

Step 1: Enter your 80% Dollar Figure provided to you at the Kickoff, the figure is on the front of you Popcorn and Nuts Envelope

Step 2: Enter your desired number of cases

Step 3: Multiply the number of cases by the number of containers by the price per container

Step 4: Subtract your Total Prices from your 80% Dollar Figure

Step 5: Adjust quantities until you get the Less Total Order as close to zero as possible

Step 6: Place your orders in the Popcorn and Nuts for Scouting Order Systems

***Limit of one case for Show and Sell**

Camp Bucks Program

By selecting to participate in the Camp Bucks program the Scouts listed below have declined to participate in the Prize Mania Program offered through Trail's End and are ineligible for the No Prize option. It is understood that: **1)** Camp bucks may only be used for Pennsylvania Dutch Council Camps or Programs including Summer Resident Camp, Summer Day Camps, NYLT, Council High Adventure, district camporees and events; **2)** These Camp Bucks must be used or applied prior to January 1, 2020; and **3)** These Camp Bucks cannot be redeemed for cash.

Any questions or issues with redeeming Camp Bucks should be directed to Scott Arnold at 717-553-4208 or scott.arnold@scouting.org

Camp Buck Amounts

| <u>Prize Level</u> | <u>Popcorn and Nuts amount</u> | <u>Camp Bucks Value</u> |
|--------------------|------------------------------------|-----------------------------|
| Level 4 | \$350 | \$ 10.00 |
| Level 5 | \$450 | \$ 15.00 |
| Level 6 | \$650 | \$ 20.00 |
| Level 7 | \$850 | \$ 30.00 |
| Level 8 | \$1,000 | \$ 35.00 |
| Level 9 | \$1,500 | \$ 55.00 |
| Level 10 | \$2,000 | \$ 80.00 |
| Level 11 | \$2,750 | \$100.00 |
| Level 12 | \$3,500 | \$150.00 |
| Level 13 | \$4,000 | \$175.00 |
| Level 14 | \$5,500 | \$200.00 |

Unit Contact Name: _____ Unit Type: _____ Unit Number: _____
(Pack, Troop, Crew)

Phone: _____ Email: _____

Scout information:

| <i>F.Name</i> | <i>L. Name</i> | <i>Address</i> | <i>Phone</i> | <i>Total Sales</i> | <i>Camp Bucks</i> |
|---------------|----------------|----------------|--------------|--------------------|-------------------|
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