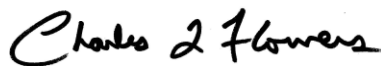


Thank you!

Your unit's participation in the **Occonechee Council's 2020 Fall Popcorn Sale** is **greatly appreciated!!!!** Each year, the Occonechee Council's predominate Fundraising Program achieves three main objectives for Scouting. First, our Scouts **sold over \$1.6 million of Scout popcorn in 2019, raising approximately \$1,130,000** to fund scouting experiences for Scouts in our 12 counties of North Carolina. Approximately **\$510,000 directly benefits funding their individual unit programs.** There is nothing more amazing, than watching your Scouts earn their way to summer camp, day camp, NYLT, high adventure base camps, & more. Second, a portion of the Popcorn Fundraising Campaign remains with the Occonechee Council to help provide support for our Council's facilities and services – such as the Occonechee Scout Reservation and Camp Campbell. Lastly, this **poppin'** amazing fundraising program **instills an incredibly strong work ethic in participating youth,** encouraging them to earn their way to activities and events while supporting the bigger worldwide message of Scouting. Thanks to the fact that over **73% of the fundraising program stays within our Council,** the annual popcorn program is a huge resource for our local Scouting program. The popcorn sale offers intensive training for our adult leaders and creates new and exciting programs for our Scouts. By participating in the sale, you not only **provide your unit an opportunity to participate in higher quality experiences,** your commitment also guarantees lower prices for program events as well as availability of **resources and training to our leaders.** Thank you for your amazing leadership and dedicated involvement in this important program!!

Yours in Scouting,



Charles L. Flowers
Occonechee Council
Scout Executive



BOY SCOUTS
OF AMERICA

OCCONEECHEE COUNCIL

Prepared. For Life.™



This Resource Guide will provide Unit Kernels with the details to promote a strong and successful program. The annual popcorn program is the only money earning activity that allows Scouts to wear their BSA uniform while raising funds to pay for their own way through their Scouting career and their own adventures. Scouts in uniform bring awareness to their community and demonstrate Scout Spirit in their actions.

In addition to this guide, the Occoneechee Council and Trail's End provides program information through weekly motivational emails, the Council popcorn webpage, trainings and District teams.

Here is what you will find inside.....

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Details in this guide are subject to change without notice. To assure you have the most current version, check the date at the right footer.

GETTING STARTED

What does a Unit Popcorn Kernel do?

Text Facebook at 62771 to join our Trail's End community today.

Help your Scouts succeed by organizing and managing your Unit's popcorn sale to meet or exceed their goals.

KEYS TO SUCCESS:

1. Develop a Unit Popcorn Committee to help you ensure an effective and efficient selling program – you don't have to do this alone!
2. Develop an incentive plan for your Scouts in addition to the program prize structure
3. Clearly communicate what popcorn sales pay for in your Unit and for the Scouts
4. Encourage all Scouts to set up their Trail's End online account at [trails-end.com](https://www.trails-end.com)
5. Distribute Take Order forms to your Scouts in early August
6. Host a FUN & EXCITING Unit Kickoff Event.
7. Manage the popcorn inventory
8. Encourage all Scouts to track their sales with the Trail's End App
9. Remind Scouts along the way why they are selling, what they will earn & how to succeed
10. Celebrate a great season with an End of the Year closing event

If you are new to Popcorn, don't worry, you have a District and Council team to help you along the way. Here is what to do next....

1. SET UP YOUR TRAIL'S END POPCORN SYSTEM ACCOUNT

- This is the administration site for the sale where you can place Unit orders, track sales, transfer between Units, view your invoice and run reports to get sale data
- To get started or if you forgot your username or password goto: <https://www.trails-end.com/>

2. GET TRAINED

- This step you have already started using this resource will provide you with the details to help guide you through the logistics of the popcorn sale.
- Occoneechee Council offers in-person training every summer, check the popcorn webpage for upcoming dates.
- Trail's End offers online training videos for Leaders and Youth designed by Trail's End and top selling Units and Scouts across the country. They can be accessed by any mobile device or computer at: <https://www.trails-end.com/training>

3. SHARE WHAT YOU KNOW

- Teach the Scouts in your Unit about goals, products and sale details.
- Get them excited about everything they can do in Scouting
- Show them how this is possible through their popcorn sale.

My Trail's End Username: _____

COVID-19 MESSAGE

2020 has presented many new obstacles and opportunities for us to creatively accomplish the things we want and need. We are finding ways to be flexible and ***be prepared*** for changes with little to no notice. With the hope that our Scouts will have new exciting adventures waiting for them in 2021, the Occoneechee Council and Trail's End continue to be here to support their dreams through the annual popcorn fundraising program. The Trail's End Scout app and Leader portal include resources to show Scouts how to have a successful sale while maintaining social distancing. Please look at the information below and make sure every Scout and family have been informed.

Message from the Center for Disease Control

COVID-19 is a new disease, and we are still learning about [how it spreads](#). Here's what we currently know:

- It mainly spreads from person to person.
 - Between people who are in close contact (within about 6 feet)
 - Through respiratory droplets produced when a person who has COVID-19 coughs, sneezes, or talks
- You can get the virus from people who don't seem sick or show symptoms.
- You may be able to get COVID-19 by touching a surface or object that has the virus on it and then touching your mouth, nose, or your eyes.

Because our Scouts & families handle money and interact with various unknown community supporters, we ask you to follow the CDC guidelines for bank employees. You could come into contact with the virus by:

- Being in close contact (within 6 feet) with customers or fellow Scouts/Scouters.
- Sharing common equipment such as electronic devices, tables, cash boxes and chip readers.
- Touching or handling items, cash, or paperwork and then touching your mouth, nose, or eyes.

How You Can Protect Yourself and Others and Slow the Spread

Stay home if you are having [symptoms](#) of COVID-19.

- Follow [CDC recommended precautions](#) and isolate yourself if you are sick or if you are well but someone you live with has COVID-19.
- Do not return to booths/door to door until it's safe. See [Discontinuation of Home Isolation](#) and talk to your healthcare provider.

Stay at least 6 feet away from customers and fellow Scouts.

- All booths should be worked by a single Scout and parent/guardian. No shared booths in 2020. The only exception to this rule is Scouts that reside in the same household.

- Remember that people may be able to spread COVID-19 even if they do not show symptoms. Consider all close interactions (within 6 feet) as a potential source of exposure.
- Follow protective policies such as adjusting your table to minimize close contact and using transparent shields or other barriers to physically separate yourself from customers.
- Keep a distance of 6 feet from other people ([social distancing](#)) at all times.

Use a [cloth face covering](#) at all times

- Cloth face coverings are intended to protect other people—not the wearer. They are not considered to be personal protective equipment (PPE).
- Learn how to [put on and take off a cloth face covering](#) safely.
- Wash the cloth face covering after every shift.
- Cloth face coverings should not be worn if they create a new risk (e.g., if they interfere with driving or vision, or contribute to heat-related illness).

[Clean and disinfect](#) frequently touched surfaces.

- The following areas and surfaces should be cleaned routinely using products that meet [EPA criteria for use against SARS-CoV-2](#), - diluted household bleach solutions, or alcohol solutions with at least 70% alcohol- appropriate for surface disinfection:
 - Cash drawers, tables, wagons, chip readers and any other items that are touched by anyone other than the Scout

[Wash your hands](#) often with soap and water for at least 20 seconds. You don't need to wear gloves if you wash your hands often.

- Use a hand sanitizer with at least 60% alcohol if soap and water aren't available.
- Wash your hands or use hand sanitizer at these key times:
 - Before eating food
 - After using the toilet
 - After blowing your nose, coughing, or sneezing
 - After putting on, touching, or removing cloth face coverings
 - Before and after work and work breaks
 - After handling documents or cash or contact with high-touch surfaces
 - After cleaning high-touch surfaces

Do not touch your eyes, nose, or mouth.

Cover your [coughs and sneezes](#).

- Use tissues to cover your mouth and nose when you cough or sneeze.
- Throw used tissues in the trash and wash your hands.

COVID 19 SELF SCREENING

People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. Symptoms may appear **2-14 days after exposure to the virus.**

People with these symptoms may have COVID-19:

If you or your Scout answer yes to any item below – do not participate in popcorn activities until cleared...

1. Have you tested positive for COVID-19 in the past 14 days?

If it has been more than 14 days, please check the CDC website for further guidance before participating. [CDC After COVID-19 guidelines](#)

2. Do you have....

- ┆ Fever or chills
- ┆ Cough
- ┆ Shortness of breath or difficulty breathing
- ┆ Fatigue
- ┆ Muscle or body aches
- ┆ Headache
- ┆ New loss of taste or smell
- ┆ Sore throat
- ┆ Congestion or runny nose
- ┆ Nausea or vomiting
- ┆ Diarrhea

3. Have you been in direct contact with anyone who has tested positive in the past 14 days or has multiple symptoms from the list above?

CONTACT INFORMATION

District Popcorn Kernels are your 1st Line of Support

DISTRICT	KERNEL(S)	PHONE	EMAIL
Awahili	Rosanne Davis	919.339.9726	Rosanne.davis@gmail.com
Black River	Laura Forrest	919.802.4291	LMForrest1@gmail.com
Crosswinds	Martha Waltersdorf	919.810.1120	marthaaww@outlook.com
Dogwood	Mike Quintana	910.489.2020	mikequintanajr1@gmail.com
Highlander	Jessica Uricchio	910.358.1259	jessicauricchio@gmail.com
Impeesa	Mark Wheelless	919.219.8104	mwheelless@nc.rr.com
LaFayette	Angie Frassel	910.578.4633	kfraz37@hotmail.com
Mawat	Ginger Ehmann	919.578.4884	gehmann@gmail.com
Neuse River	Becky Jaber	919.210.2591	beckyjaber@aol.com
Shakori	Kim Hill	919.304.5930	khill4374@gmail.com

Council Popcorn Specialist

Alicia Embrey

(919) 872-4884

alicia.embrey@scouting.org

Occonechee Council Site

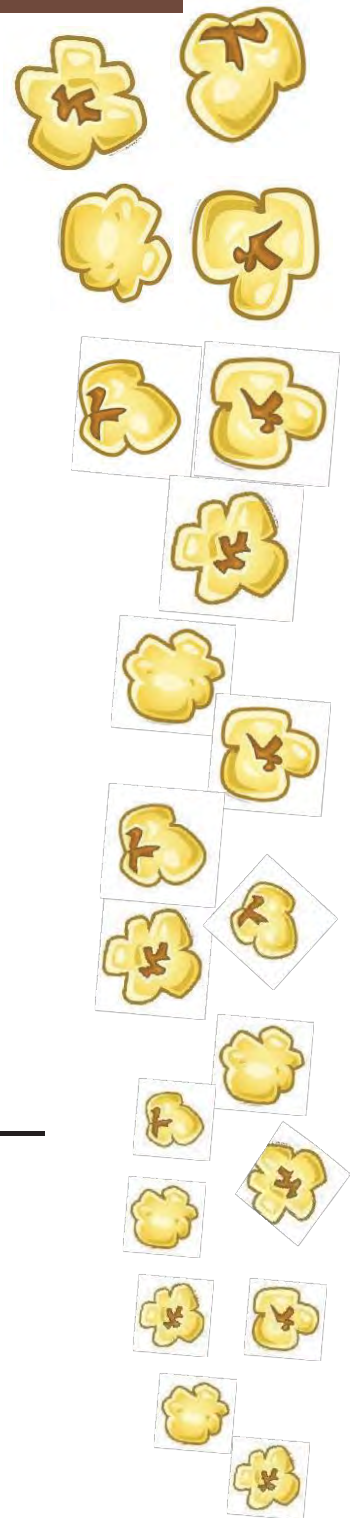
www.ocscout.org/occonechee-sites/popcorn/

Trail's End Site

<http://www.trails-end.com/>

POPCORN PROGRAM CALENDAR 2020

August 30th	Show and Sell Order Due
September 15th	Show and Sell Delivered to Council
September 18th	Show and Sell Distribution
September 18th	Popcorn Sale Begins
October 5th	Show and Sell Invoices Ready
October 16th	Show and Sell Payment Deadline
October 25th	Take Orders Due to Council
November 6th	Popcorn Distribution Day – Take Order
November 20th	Take Order Invoice Ready (If you need additional replenishments, payment will be due at time of pickup.)
December 4th	Unit Payment Deadline
December 10th	First Day for Prizes to be Released to Units with FULLY Paid Invoices.



My Unit Kick Off _____

My Unit End of Sale Celebration _____

2020 PRODUCT LINE**SHOW & SELL / DELIVER**

Salted Caramel 20 oz. bag	\$25 each / \$300 case (12)
White Cheddar Cheese pre-popped 9 oz. bag	\$20 each / \$160 case (8)
Blazin' Hot Cheddar pre-popped 8 oz. bag	\$20 each / \$160 case (8)
Unbelievable Butter pre-popped 8 oz. bag	\$20 each / \$160 case (8)
Caramel Corn 9 oz. bag	\$10 each / \$120 case (12)
Cheese Lovers Box	\$35 each / one per case
Contains: 9 oz. White Cheddar Cheese (1 bag)	
8 oz. Blazin' Hot Cheddar Cheese (1 bag)	
Military Donation	\$30 / \$30
Silver Level	\$50 / \$50
Gold Level	Any dollar amount on app
Other	

In addition to the products above, Trail's End offers a variety of coffee, chocolate and other products through the Online Sale at www.trails-end.com.

PRIZES

Unit Level - Scout-Designed Prize Program

Scouts can design their own prize program by selecting their choice of camping gear, sports equipment, LEGOs, toys, or anything else they can find on Amazon.com. Unit Kernels are no longer required to meet with Scouts to get their price choices, place the order(shop) or shuffle through the delivery.

Within the Amazon website parents can filter views by category, gender, age group and product rating. Scouts can find items they like and create a wish list that can be saved on the Amazon website and app. Using the prize level sheet, they will know what they are working towards and when they will hit their mark. Don't worry if a Scout changes interest between August and November, they can shop again when they are ready to redeem their Amazon e-rewards. Prizes are shipped directly to the Scout's home. Plus, families with Amazon prime can get free 2-day shipping and many items ship free for all customers.

New rewards point system – get to your prize level even faster by taking credit cards and selling online.

- 1 Point** **For every cash dollar tracked through the app**
- 1.5 Points** **For every credit/debit dollar tracked through the app**
- 2 Points** **For every dollar tracked through the online sale**

Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

Council Specific Bonus Prizes

Who is eligible: All Scouts who sell popcorn during the 2020 season. Levels are cumulative and are calculated using Show & Sell, Take Order and Online sales.

Prize level eligibility is determined by tracked sales. All Scout in-person sales should be tracked in the Trail's End App at the time of sale. Unit Kernels can assist in tracking missed sales or paper sales by using the SCOUT TRACKING tab in the Trail's End Popcorn System.

Council level prizes will be awarded to Scouts selling \$1,000. They will earn an additional prize for each additional \$1,000 sold. Prizes will be announced at a later date.

2020 UNIT COMMISSION STRUCTURE

All Phases

- All Units Receive a 30% commission on Booth Sales, Take Order and Wagon Sales, and a 33% for online sales after 9/1/20.
- Free Credit Card Processing through the Trail's End app
- Amazon e-rewards for Scouts tracking 400 points or more
- Council level prizes for Scouts tracking \$1,000 or more

Units cannot opt out of prizes

CREDIT CARD PROCESSING

Free Credit Card Processing

All Units/Scouts are eligible for Free Credit Card Processing through the Trail's End App powered by Square.

Units do not need to attach Unit bank accounts to accept credit card payment but will need to if the credit card and online sales exceed the Unit Invoice.

How it works: Scout logs into the Trail's End App from any handheld device
(must have wifi connectivity)
 Select products being purchased
 Total the sale and select credit for the purchase type
 Use any attached Square reader or key in the card information on the device
 Scouts may also accept Apple Pay and Google Pay if their device offers those functions

All credit card payments are paid directly to Trail's End and are deducted from the Unit invoice.

Splitting Sales If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail's End App to process sales. At the end of the booth, the Unit Kernel can log into the sale portal and select Split

RECEIVING ONLINE COMMISSION

Online Sales Commission will be applied to the Unit invoice as a credit. Trail's End will post these credits at least twice per month as a system applied credit that will appear under the *transactions* portion of the Unit invoice.

What if our Credit Card and Online Sales Exceed Cash Sales?

If your Unit has an overpayment to Trail's End you must enter the Unit's bank account information into Trail's End.

From the Leader's portal

- 🕒 Click Account Summary
- 🕒 Click Manage Unit Bank Account
- 🕒 Complete the form

Unit commission will be deposited every month for Units that do not have open invoices with the Council.

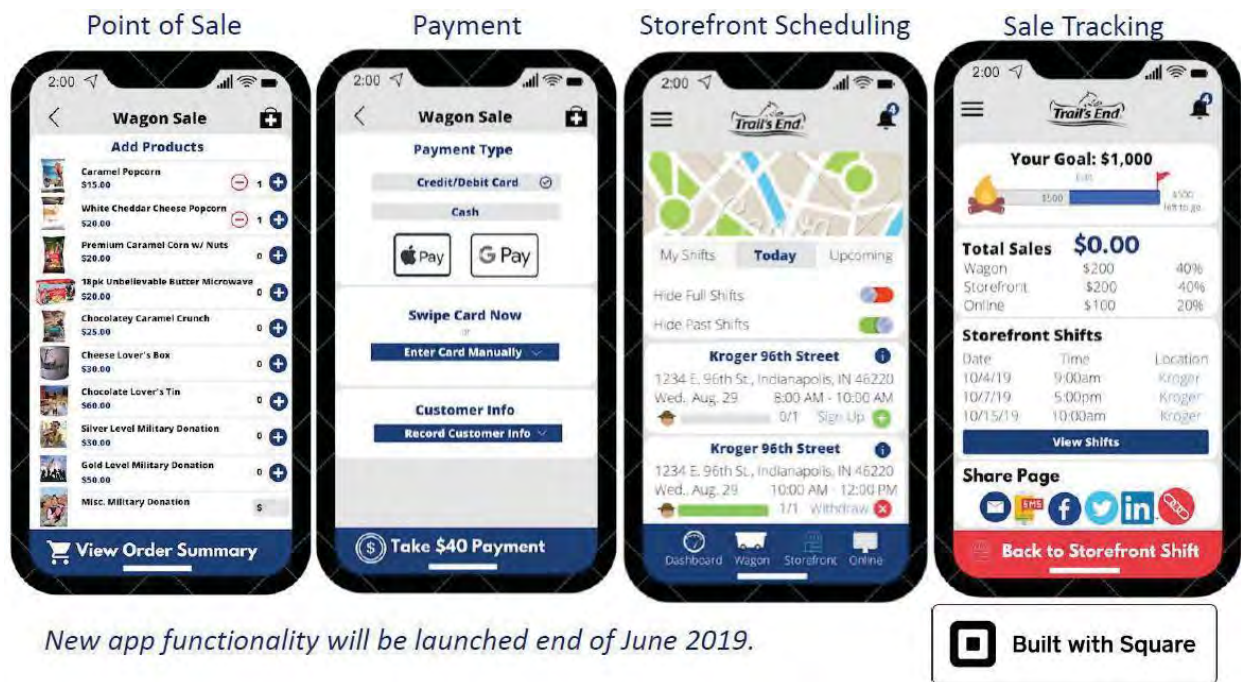
TRAIL'S END APP

Mobile app for Scouts to track and report real-time sales, accept payment, schedule booth locations and track inventory.

Benefit for Unit: **No Credit Card Fees** – powered by Square
 Compatible with your Square readers
 Automatically communicates and tracks sales for rewards and inventory management.

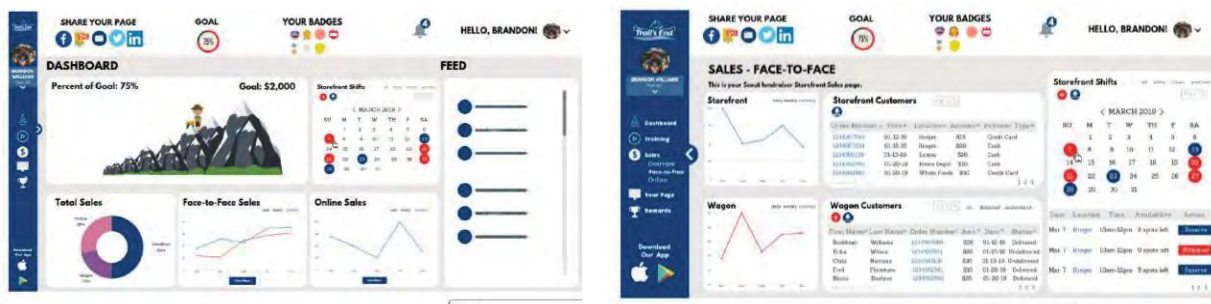
Benefit for Scout: Accepting credit cards increases your sale
 Real-time tracking of Scout sales
 Can see how close they are to reaching their goal and desired reward

DEVICE VIEWS:



New app functionality will be launched end of June 2019.

ONLINE SCOUT PORTAL VIEWS:



TRAIL'S END APP

The app is only for Scout use. Leaders will not be able to access the app, but the online Unit Leader Portal will provide tools for sale tracking, inventory management and booth management.

SAMPLE LEADER VIEWS:

LEADER DASHBOARD

Unit Goal: **\$13,000** (\$2,500) \$10,500 left to go

Scouts' Goals: **\$5,000** (\$2,500) \$2,500 left to go

Total Unit Sales: **\$0**

Storefront	50	0%
Personal	50	0%
Online	50	0%
Cash	50	0%
Credit	50	0%

0 out of 1 registered Scouts recorded an online order.

0 out of 1 registered Scouts recorded an app order.

10 out of 20 storefront sites shifts have been claimed.

STOREFRONT SALES

Total Storefront Sales: **\$750**

Storefront Sales Split: **Individual**

Cashed Owed to Unit: **\$477**

Registered Shifts: Today: 17/20, Tomorrow: 0/5

SITE NAME	DATE	CITY	SHIFT STATUS	ACTIONS
Kroger – 96 th St.	01/26/2019	Indianapolis	0/5	Select One GO!
Home Depot – Washington Blvd.	01/27/2019	Carmel	2/4	Select One GO!
Kroger – 96 th St.	01/28/2019	Indianapolis	3/5	Select One GO!
Meijer – Whitestown Blvd.	01/29/2019	Whitestown	0/5	Select One GO!
Meijer – Whitestown Blvd.	01/30/2019	Whitestown	0/5	Select One GO!

Showing 5 of 40 Storefront Sites

WAGON SALES

Total Wagon Sales: **\$750**

Cashed Owed to Unit: **\$477**

Unsold Scout Inventory: **\$477**

Total Orders: Delivered: 400, Undelivered: 50

SCOUT	WAGON SALES	CASH OWED BY SCOUT	Undelivered Orders	ACTIONS
Ethan Naviaux	\$500	\$0	1	Select One GO!
Stuart Alexander	\$500	\$250	5	Select One GO!
Brandon Williams	\$500	\$350	4	Select One GO!
Mitch Manders	\$500	\$400	0	Select One GO!
Chris Naviaux	\$500	\$450	0	Select One GO!

Showing 25 of 40 Scouts

DONATIONS & CUSTOMER RECEIPTS

Military Donations

For 15 years Trail's End has sent popcorn treats to the U.S. Military on behalf of the Boy Scouts of America. Popcorn is sent to veterans' organizations, U.S. troops stationed in Afghanistan and Iraq, all other U. S. Military Bases overseas, domestic U.S. Military Bases, and families of U.S. servicemen and women.



Military donations are offered through individual Scout sales and online throughout the year at www.Trails-End.com. Actual product items sent vary by shipment.

Be sure to promote **POPCORN FOR OUR TROOPS**. The Unit commission on Military Donations is the same as any other product sold. Therefore, the Unit earns the same commission, but does not receive or deliver any popcorn product.

Cash Donations



Per BSA Policy on Fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. Turn in donated cash in the form of Military Donation orders – the new Trail's End App will allow you to enter any denomination.

WANT TO INCREASE YOUR INCOME & SUPPORT OUR TROOPS??? Put out a donation canister to collect change from purchases, loose change, and money from those not interested in buying popcorn. Most people will give to our soldiers even if they can't buy popcorn. Don't forget to track them in your app.

Customer Receipts

Each year the Council receives several phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. The Council recommends that you do not collect any money until you deliver the product. If you do collect money up front, give the customer a receipt (samples are provided online) with contact information and the date of when to expect delivery of their order. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. Remember: 73% of any product and 100% of all Military Donations are tax deductible.

STEPS FOR A SUCCESSFUL UNIT SALE

Units having the greatest success in the popcorn sale have several things in common...

- ✦ Attend Popcorn Training.
- ✦ LEAD with Enthusiasm - This is a motivating factor for both the Scouts and their parents.
- ✦ COMMUNICATE Effectively - Make sure Scouts and parents understand the popcorn sale plan.
- ✦ Include Popcorn in your Unit Budgeting - Planning the Unit's yearly program around a budget demonstrates just how much it costs to provide a great program.
- ✦ Establish GOALS - Both the Unit and the Scouts need goals. The Unit can plan the annual program around the sale. A great sale helps enable a great program. Planning and explaining the benefits of the Scouts' goals motivates both the youth and his parents.
- ✦ EDUCATE parents of the direct benefits to them - i.e. Johnny sells \$x amount in popcorn and gets to go to camp.... without Mom or Dad having to open their checkbook.
- ✦ EXPLAIN benefits of this important fundraiser, including prizes, free program activities, opportunity for scouts to build confidence and learn salesmanship techniques, and how this fundraiser gives back to the Unit and the council.
- ✦ HOST a FUN and EXCITING Unit KICKOFF to provide families all the materials and MOTIVATION for a successful sale. Review prizes and incentives.
CREATE a UNIT INCENTIVE PROGRAM in addition to the Council Rewards Program. *For example each Scout who sells \$500 gets to go to Day Camp for free, or a portion of Webelos Camp or Summer Camp is paid; top selling den / patrol gets a pizza party; sell \$800 or more and the Scout gets to pie the Cubmaster / Scoutmaster; Scout that has the highest sales each week gets a prize.*
- ✦ ESTABLISH a Customer Base – Contact last year's customers for this year's sale
- ✦ Keep accurate records - Collect the money when popcorn is delivered. Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.
- ✦ Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters, friends and relatives.
- ✦ FOLLOW the BSA's Fiscal Policies and Procedures regarding Individual Scout Accounts found online at www.ocscouts.org.



UNIT POPCORN KICKOFF SUGGESTIONS

A successful popcorn kickoff is the single most important part of your popcorn sale!

Here is a kickoff plan to get you started. Customize your kickoff to suit your Unit.

Objective: Get scouts excited about what they can earn. Get parents informed about why their Scout should sell.

Sample Kickoff Agenda (40 minutes):

- ✦ **Grand Opening (5 minutes):**
 - Play music, dim the lights, make a scene and have fun!!.
- ✦ **Share your Scouting program & promote upcoming adventures (10 minutes):**
 - Make sure families understand the benefits of selling popcorn and how it pays for their program
 - Highlight key dates that are important to the popcorn sale
- ✦ **Train your Scouts (20 minutes):**
 - Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet
 - Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order and online at Trails-End.com
 - Educate them on the tracking their sales through the Trail's End app and credit card processing.
 - Use role playing games to practice their scripts
- ✦ **Showcase your Scout rewards (5 minutes):**
 - Introduce your unit incentive program, including Trail's End Amazon.com Rewards
- ✦ **The Big Finish:**
 - Have the top sellers from last year throw pies in the faces of the leaders
 - Send everyone home motivated to sell!

***Keep it fun! Keep it moving!
Keep it short!***

SELLING DO'S AND DON'TS

- ✦ **DO:** Wear your uniform. Everybody loves to support a Scout in uniform.
- ✦ **DO:** Sell with a parent. Per BSA's Youth Protection Policies, be sure to maintain TWO-DEEP LEADERSHIP at all show and sell events and while walking door-to-door.
- ✦ **DON'T:** Sell after dark.
- ✦ **DO:** Act like a Scout - be polite and courteous, **wear** a smile and introduce yourself. **You are the face of Scouting.**
- ✦ **DO:** Tell your customers why you are selling popcorn and how the money will be used. Remember that you are asking for help supporting your Scout program, not "selling popcorn."
- ✦ **DO:** Walk on the sidewalk and driveway, **not** through the yard. **Watch** for traffic.
- ✦ **DON'T** carry large amounts of cash with you.
- ✦ **DON'T EVER** enter anyone's house.
- ✦ **DO** take 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- ✦ **DO** know your product - all the different types of popcorn products you are selling...be prepared to answer, "Which is your favorite?"
- ✦ **DO** know the date when you will be delivering the popcorn to your customers.
- ✦ **DO** put popcorn sale articles in your school, place of worship, and community bulletins, and newsletters.
- ✦ **DO** remind your parents, grandparents, aunts, uncles and neighbors what a great gift Trail's End Popcorn makes for teachers, friends, co-workers, etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- ✦ **DO** ask your friends at your place of worship if they would like to buy some Trail's End popcorn.
- ✦ **DO** ask your parents if you can go to their office or club (Rotary, Kiwanis, Lions, bowling league, hockey league, etc.), to sell. Many business leaders give holiday gifts to clients and employees and Trail's End popcorn makes a great gift.
- ✦ **DO** write a thank you note and place a copy of it on all the Trail's End popcorn you deliver. This will benefit you next year when you call on them. Inform people about www.Trails-End.com where they can buy popcorn year-round to support you and your Scouting Unit.
- ✦ **DO** keep a copy of your Take Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail's End popcorn that they did not buy enough of!
- ✦ **STATISTICS** show 8 out of 10 houses buy Trail's End Popcorn when asked. **NOT** every house will buy so do not become discouraged. **THE MORE PEOPLE YOU ASK - THE MORE PEOPLE WILL BUY.**
- ✦ **DO SAY "THANK YOU"** whether or not someone buys popcorn!

THE SALES PITCH

- ✦ **Focus on Scouting** instead of the product. "Will you support Scouting by purchasing popcorn today?" "Will you help us go to camp by purchasing popcorn today?" Avoid asking if they would like to 'buy popcorn', **if they just wanted to buy popcorn, they could get it cheaper in a store.**
- ✦ **People buy popcorn to support Scouting** and the Scout in front of them. They can't buy the Scouting experience for a young person through store-bought popcorn.
- ✦ **Be specific on how the money will be used.** People are more willing to purchase if they know where the money is going. (73% of the money directly supports scouts in the Occoneechee Council to provide needed funds for camping, leadership development and staffing).
- ✦ **Maintain eye contact.** If the customer is not looking at you or you are not looking at them, somebody is not paying attention.
- ✦ **Be polite.** Use 'Sir' and 'Ma'am' when addressing potential donors.
- ✦ Don't ask people IF they will buy – **ask at which level they would like to support your Scout program** with the various popcorn products and prices representing the various levels.
- ✦ **Offer higher-priced products first** to generate more program revenue.
- ✦ **Dietary restrictions?** –suggest *Popcorn For The Troops* donation or holiday gifts for teachers or coworkers
- ✦ **Have the Scouts practice the pitch** until they don't have to think about what they are going to say.
- ✦ **Most people do not buy because they were not asked...**80%+ will buy popcorn when asked.
- ✦ Over 90% of people who buy popcorn from a Scout have made up their mind to support Scouting before they have even seen what the Scout is selling!
- ✦ **Say THANK YOU – even if only for their time.**
Note: Adults should be prepared to deal with people who espouse a political agenda. Our scouts don't need to be exposed to this, so consider how to quietly defuse a situation. Do not get into an argument with the individual, simply affirm their right to hold an opinion and thank them for their thoughts.

Sample Sales Script

Hi, my name is _____(say first name only). I'm a Cub Scout with Pack _____.

We are raising money for our pack by selling popcorn. By buying popcorn today, you'll be helping me earn my way to camp next summer and do fun things with my pack all year long. More than 73% of your purchase directly supports Scouting in the Occoneechee Council.

(Hand the customer the Take Order form and a pen, or at a Show and Sell, point out a high cost product).

Which product would you like to buy, or would you rather send popcorn to our military?

You'll help us, won't you? Thank you for your support of Scouting!

FALL POPCORN SALE CHECKLIST

April/May

Recruit a Unit Popcorn Kernel and give them this guide. If possible, provide them with an overview of how the sale works and the Unit's sales history.

Discuss your Unit's budget with your Committee to set a Unit popcorn goal.

Register your Unit for the annual fall popcorn sale online at www.ocscouts.org.

June/July

Attend Unit Popcorn Kernel training. Refer to the Occoneechee Council popcorn site for scheduled trainings.

Learn and understand the Council's commission structure.

Decide with your Unit leaders how much popcorn to allot each family for Show & Sell throughout their neighborhoods and places of business.

Connect Trail's End account with Square through the Trail's End Popcorn System.

August/September

Logon to www.scouting.trails-end.com and follow the online instructions to order your popcorn. Remember, if this is your first time, start small. The Council has extra product on hand if you need more than you originally planned.

Pass out Take Order forms to all the youth.

Host a Unit Kickoff Event. Make it fun and create excitement for the Scouts and parents.

Emphasize importance of the sale to parents and the benefits they can receive. Make sure everyone is aware of deadlines for returning popcorn and tracking every sale.

Use the Trail's End App to create a sign-up sheet to assign Show and Sell booths to your Scouts.

Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts should be in Field Uniform (Class A) while they are selling.

Check the District popcorn page and sign up for a pick-up time slot for your order. Be sure to bring a large enough vehicle to haul your order and be on time to ensure timely distribution. Store product in a cool and clean location to keep sweeter, coated items from melting and prevent damage. The Unit assumes all liability for the product once it is received.

Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location.

Have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold product. This product should be used by Scout families for Show & Sell / Deliver throughout their neighborhoods and places of business.

October

Share and post a chart with your Unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart. Each week show the Unit goal chart and check on your Scouts' progress. Present weekly prizes or incentives.

After the final week of sales, collect all unsold Show & Sell/Deliver popcorn from the Scouts.

Collect any paper take order forms that have not been tracked through the app.

Use extra Show & Sell product to fill take orders.

Finalize Take Order in the Trail's End Popcorn System.

November

Pick up your Take Order popcorn. Check the District popcorn page and sign up for a pick-up slot for your order.

Store product in a cool and clean location to prevent chocolate items from melting or other damage. The Unit assumes all liability for the product once it is received.

Distribute popcorn to your Scouts at a pre-scheduled time and location. Scout packing slips can be printed from the Trail's End Popcorn System.

Schedule a payment deadline for all Scout families to have their money turned in. All checks should be made payable to your Unit....NOT the Council as the Unit assumes all liability for accounts with insufficient funds. This date should be at least one week prior to the Council's payment deadline to ensure adequate time for the Unit Popcorn Kernel to get a check from the Unit Treasurer. Prompt payment should be made to the Occoneechee Council to ensure prizes are released promptly.

Print your Unit invoice to assure you are not overpaying or underpaying Occoneechee Council.

December

Check your Scouts prize levels.

Prizes are released after payment of invoice.

Celebrate your Scouts' achievements!

SHOW & SELL BOOTH CHECKLIST

Pack items that you will need for the sale: popcorn, banners, tables, chairs, canopy, change, patriotic box/can for military donations, pens, schedule, bottle water, etc.

Arrive early and check in with store manager to find out any necessary information for the location. If there is a Unit already selling at the location, please do not confront the store manager. Politely approach the Unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.

Set up product and site in an organized fashion. Keep site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of the business nor in their dumpster. This will make your presentation look better and strengthens your Unit's relationship with the location.

Always maintain two-deep leadership.

Let the Scouts do the selling. It's easy for adults to say no to adults, but very tough to say no to Scouts in uniform.

Checks should be made payable to your Unit . . . NOT the Council.

REMEMBER: You are not selling popcorn, never ask "Would you like to buy some popcorn"

SUPPORT SCOUTING

Details in this guide are subject to change without notice. To assure you have the most current version, check the date at the right footer.

BUDGET PLANNER



Ideal Year of Scouting

Annual Activity Planner and Popcorn Goal Setter

Fillable form with calculations at www.ocscouts.org.

Enter all activities and per scout costs for your unit for the next 12 months; Enter the number of scouts in your unit; Enter your unit commission % to be earned in the popcorn sale; Your unit's and each scout's popcorn sales goal will calculate automatically. ***Note...fill in the shaded boxes only.**

Pack/Troop _____
 # of Scouts in Unit _____
 Unit Commission _____

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

IDEAL YEAR OF SCOUTING 12 MONTH ACTIVITIES' TOTAL

('Total Cost' for each month added and multiply by number of Scouts)

Unit Popcorn Sales Goal

(12 month total divided by 0.30)

per Scout Popcorn Sales Goal

(12 month ttl divided by # of Scouts)

Potential Unit Commission

(Unit sales goal multiplied by 0.30)
