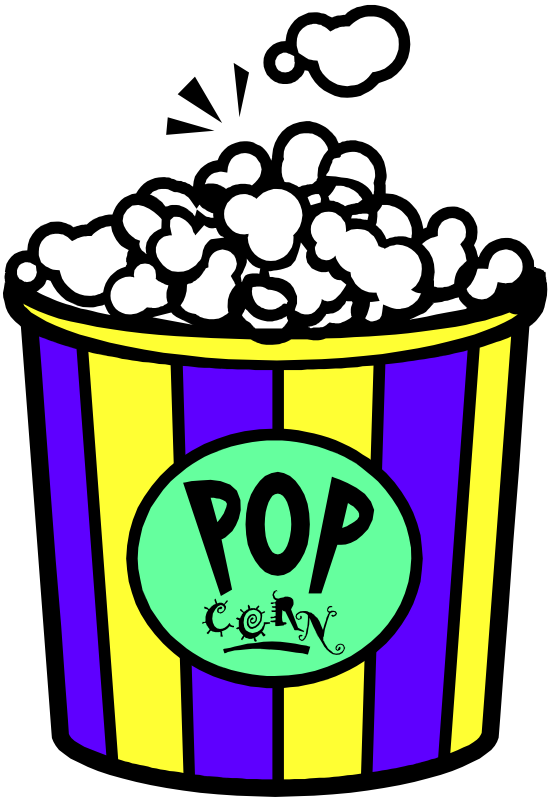
Bay Area Council
Fall 2012
Popcorn Kernel
Leaders Guide



Popcorn Sale Commitment Form
2012 Sale
*****Please fill out completely. All fields are required! Please print legibly*****

District **(circle one):** Northern Star / Coastal / Thunderbird / Cradle of Texas

Unit **(circle one**): Pack, Troop, Crew # _____

Unit Popcorn Kernel (Name) _____

Address _____

City, State, Zip _____

Phone # _____ Alt. Phone # _____

Unit Kernel e-mail _____

Additional e-mail _____ (work email, co-kernels etc)

_____ Our Unit **Will** participate in the 2012 Popcorn Sale

_____ # of Scouts that will participate

_____ 28% Commission **With** Trails-End Prizes

_____ 33 % Commission **Without** Trails-End Prizes

Return completed form to your District Popcorn Kernel (listed on pg 18) or fax completed form to the council at 409-744-7850 or email to tina.brendle@scouting.org by no later than August 23, 2011.

The 2012 Calendar Dates:

Popcorn Sales Start: August 7, 2012

Show & Sell Sale:

Orders due.....Tuesday, August 21, 2012

Pickup product.....Saturday, September 8, 2012

Take Order Sale:

Orders due.....Friday, October 19, 2012

Pickup product.....Saturday, November 3, 2012

Prize Orders due.....Saturday, November 17, 2012

Prize Orders MUST be submitted ONLINE by November 17, 2012. (Don't forget to hit the "submit" button!)

NO LATE ORDERS WILL BE PROCESSED!!!!!!!!!!!!!!!

****All payments due to Council …December 17, 2012 ****

One Great Sale,
3 different ways to sell

1) Show and Sell –

- Make arrangements through your charter partner to set up a table following a church service on one or several Sundays.
- Publicize your efforts in the church bulletin prior to the event.
- Other methods include setting up a table at local festivals, stores, or businesses.
- Parents can use Show & Sell at their desks or areas at work.

Any left over product from Show & Sell sales can be deducted from your Take Order Sale order. Just reduce the amount that you order for the Take Order Sale by what you have left on hand from Show & Sell. ***Show and Sell popcorn can not be returned to council.***

Orders must be received by council (via trails-end website) on **Tuesday, August 21, 2012** for the Show & Sell Sale.

2) Take Order

This is based on order forms that the Scouts circulate among friends, family, and neighbors. Parents can also take an order form to work with them—for quick and easy extra sales. Your final popcorn order forms finish the Take Order phase of the sale. Make sure to reduce the amount you order for the Take Order Sale by what you have left on hand from the Show & Sell phase. Orders must be received by council (via trails-end website) on **Friday, October 19, 2012**.

3) Online Sales

A way to make sales the rest of the year! All online sales WILL count as part of the fall sale and are eligible for prizes or incentives that are offered by both the Council and Trails-end. Commissions earned for online sales, will be paid quarterly by council and the funds will be electronically deposited into the units Scout Shop Account. If you do not have a unit Scout Shop Account, one will be set up. It is up to the unit to disperse the funds accordingly as they see fit.

Online Sales FAQ's - Trails-end.com

(formerly known as Orderpopcorn.com)

Q. Do the boy's get commission?
A. After much discussion council has decided that the boys will not get the commission directly, but the Unit will. Commission earned from sales made online will be deposited into your Units Shop account at the council office. If you do not have a unit shop account, one will be opened for you. It will then be up to your Unit to decide how to use the funds.

Q. Is shipping free if they order a case?
A. Please visit the trails-end.com website for their current shipping fees and specials.

Q. Can the items be shipped to various addresses?
A. Yes, you can place individual orders (or the purchaser would place their own orders) and ship the items to any address within the U.S. However; if one person wants to order 10 cheese lovers tins and ship those to 10 different addresses, the orders would need to be keyed in separately. I was informed that Trails-end is working on changing this to make it more user friendly in the future.

Q. Will revenue show up in the unit's allotment for prizes?
A. Yes

Q. Will online sales count towards prize incentives for both council and trails-end?
A. Yes, during our normal sale dates.

2012 Product Line

$75 Premium Chocolate Lovers Collection ***Not available for Show & Sell**

White Chocolately Pretzels – 17oz
Milk Chocolately Pretzels – 17oz
White Chocolately Caramel Crunch – 14oz
Chocolately Caramel Crunch – 14oz
Chocolately Peanut Clusters – 11oz

$55 Chocolate Lover's Collection ***Not available for Show & Sell**

White Chocolately Pretzels – 17oz
Milk Chocolately Pretzels – 17oz
White Chocolately Caramel Crunch – 14oz
Chocolately Caramel Crunch – 14oz

$40 Sweet & Savory Collection ***Not available for Show & Sell**

Butter Toffee Caramel Corn – 20oz
Mile Chocolately Pretzels – 17oz (New!)
Sour Cream & Cheese Corn – 7oz (New!)

$30 Cheese Lover's Collection

Cheddar Cheese Corn – 7oz
Sour Cream & Cheese Corn – 7oz (New!)
White Cheddar Cheese Corn – 7oz

$30 Double Caramel Crunch, with a hint of cheese, 22 oz (New!)

$30 White Chocolatey Pretzels – 17oz ***Not available for Show & Sell**

$22 Kettle Corn Microwave – 18pk

$20 Chocolatey Triple Delight – 20oz ***Not available for Show & Sell**

$20 Caramel Corn w/Almonds &Pecans – 24oz

$18 Unbelievable Butter Microwave – 18pk

$18 Butter Light Microwave – 18pk

$15 Cheddar Cheese Corn – 7oz

$10 Caramel Corn – 11oz

***Due to the high heat and humidity in Texas, Chocolate items will not be available for the Show & Sell portion of our sale.**

Commission:

Base commission w/Trails-End Prizes: 28%

If your unit decides to opt out of the prize program from Trails End the commission is 33%

Online Sales receive 28% Commission

Council Incentives:

Trails-End Prize Programs for youth

Scouts may select a prize at the level achieved, or a combination of prizes from a lower level as long as the total prize value does not exceed the level achieved. Please see the order form for prizes and levels. Trails-end also offers Bonus Rewards for those that reach various sales levels.

**** To be eligible for the following COUNCIL prizes, your scouts MUST be registered Scouters, and be set up on the Trails-end website and their popcorn sales entered online for verification purposes ****

***** Orders placed between August 7 and November 10th qualify for council incentives***

Top Sellers

Overall Top $ Seller – Will receive the prize package that they qualify for *plus* the Overall Top Seller will have the opportunity to do the Puck Drop or be the Honorary Aero for the Game!

Sell $6000 – *"GET IT ALL!" (Get 1 of each of the following: iPad; Playstation Vita, Family 4 pack Houston Dynamo tickets; plus 2 tickets to Schlitterbahn and get 2 Free Tickets to an Aero's game, autographed puck and the opportunity to be a part of an intermission activity)*

Sell $5000 – Get an Apple iPad (9" latest generation), plus 2 tickets to Schlitterbahn and get 2 Free Tickets to an Aero's game, autographed puck and the opportunity to be a part of an intermission activity

Sell $4000 – Get a Playstation Vita, plus 2 tickets to Schlitterbahn and get 2 Free Tickets to an Aero's game, autographed puck and the opportunity to be a part of an intermission activity

Sell $ 2500 – Get a Family 4 to pack to the Houston Dynamo *plus* 2 tickets to Schlitterbahn

Sell $1000 – Get 2 tickets to Schlitterbahn

Sell $600 – Get a Super Soaker Tornado Strike

Sell ONE Item – Get 1 ticket to a Houston Aero's Game (Game date TBA)

Bonus Prize - The Scout with the HIGHEST dollar amount of Military Donations will win a "Staycation" for a family of 4 that will consist of a one night stay at Moody Gardens, plus 4 Moody Gardens attraction tickets, and dinner for 4 at a Landry's restaurant (and maybe more!)

2012
Bay Area Council
Popcorn Camp Incentive

Earn free Bay Area Council Summer Camp for each scout who meets ALL of the following requirements:

1. Leaders must create an individual Scout account on the trails-end website for each Scout and enter each scouts order form on the Trails-End web site.

2. Each ***registered**** Bay Area Council youth that sells **$1250 or more** will receive **FREE BAY AREA COUNCIL SUMMER CAMP. Free[+] eligible 2013 Summer Camps consist of Cub Scout Cub Camp, Webelos Camp, Venturing Crew Bash or Boy Scout Summer Camp *only.***

   [*] *Youth must be a registered scouter at the time of the 2012 popcorn sale and at the time of camp to qualify.* [+] Free Camps are not transferable or extendable.

3. Have your units Popcorn Orders paid to council by December 17th 2012. (This means council should have received and applied the payment to your account. Payments that are "in the mail" will disqualify you).

(Limited to **ONE FREE CAMP** per Scout)

Bonus Prizes from Trails-End

$600 Sellers!

Earn a Nerf Super Soaker Tornado Strike in addition to your other rewards

$1,500 Sellers!

Choose either: a $50 Wal-Mart Gift Card or Amazon.com Gift Card

$2500 Sellers!

A Scout who meets the qualifying criteria can earn 6 % of his popcorn sales total <u>each</u> year and let it earn interest until he is ready to use it for his post-high school education. An application form for the Trail's End Scholarship can be downloaded from the Trails-end website.

Also, did you know that once you qualify at the $2,500 level all other sales amounts in future years are added to your account?

POPCORN KERNELS

Returning Popcorn Kernels:

1) Please make sure that you fill out and submit to council, a 2012 Popcorn commitment form by no later than August 23 (see pg 2). This allows me to confirm your contact information, supply you with your password from last year, and update your commission and to keep the mass email list updated.

2) If you are a returning kernel, the trails-end system will require you to change your user name and password the first time you try to log in this year. Key your current log in information into the log-in screen and follow the prompts.

3) Please take the time to log in to the trails-end system and confirm your personal information such as your email address, phone numbers and in particular your address. All prizes, including patches and pins are mailed via UPS or FedEx and require a physical address.

New Kernels:

1) Please fill out and submit to council a 2011 Popcorn commitment form by August 23 (see pg 2). This allows council to set up a user name and password for you in the trails-end system and to record your unit's commission so that you can enter your popcorn order.

2) Once you log into the trails-end system take a look at the information found under the "Help" link to learn more about the trails-end system, reports, usage etc.

3) Make a point to attend either the Popcorn Kick-off, or one of the district kernel training events to familiarize your self with the sale, the incentives offered by both council and trails-end, and the trails-end order entry system.

Ordering Popcorn:

Popcorn orders must be submitted via the Trails-end website at www.trails-end.com

Show & Sell Sale:

- Order in FULL CASE orders ONLY
- **Orders must be submitted by 11:59pm on** August 21, 2012
- NO LATE ORDERS WILL BE ACCEPTED.
- Extra popcorn can **NOT** be returned to council so order accordingly.

Take Order Sale:

- Order must be received by 11:59 PM on October 19, 2012.
- NO LATE ORDERS WILL BE ACCEPTED.
- Order in full cases or individual units
- Popcorn is NOT returnable, so please order accordingly.
- Please take the time to review your order before you submit to council, once your order is submitted to council it can not be adjusted.

Ordering Prizes

All Trails-End prizes including participation patches or pins, Prize Orders, $1500 prizes, bonus prizes etc. ***MUST be*** submitted online at Trails-end.com by end of day, November 17, 2012.

Late orders WILL NOT be processed!!!!!!!!!!!!!!!!

** Please take the time to review your address under the "Users" link on the Leaders page. All prizes are sent to the address listed by either UPS or FedEx, so please make sure there are NO PO BOXES **

****DON'T FORGET TO HIT THE SUBMIT BUTTON TO SUBMIT THE ORDER TO COUNCIL *******

Distribution Locations

Show and Sell Distribution – Saturday, September 8th from 8:00am – 10:30 am

ALL DISTRICTS

Packaging Services
1904 Mykawa Rd
Pearland, TX 77581

Take Order Distribution – Saturday, November 3rd from 8:00 am – Noon

Coastal / Northern Star Districts

Packaging Services
1904 Mykawa Rd
Pearland, TX 77581

Thunderbird / Cradle of Texas Districts

Dynamic Metal Crafting
(the old World In Need bldg.)
22543 Highway 288 North
Angleton, TX 77516

Popcorn Pickup – Vehicles required

Please make sure you have enough vehicles to handle your order. Use the chart to determine the number of vehicles you need. Deduct 5-6 cases, from the numbers shown, for each passenger (kid, dog, etc.) that comes with a driver.

Approximate number of cases per vehicle:

Car	20-30
Mini-Van (rear seats out)	40-50
Panel Van	100
Moving Truck (12 foot)	200

Payment Information

Payment is Due NO LATER than December 17, 2012

Your Unit will be given an invoice for Show and Sell and Take Order Popcorn at the Take Order pickup. It can also be accessed on the Trails End Website. The invoice will reflect the Commission rate chosen at the start of the sale.

Please pay by ONE check, drawn from your Unit's bank account. Units paying by creative financing may have their Bonus Commission withheld until all checks have cleared the bank. Any bank fees incurred by the Council due to a Units creative financing will be passed on to that Unit.

Payment needs to be mailed or made in person

Bay Area Council - Popcorn
3020 53rd Street
Galveston, TX 77551

Units who are not paid in full as of December 17, 2012 may have to forfeit part or all of their commission, could be subjected to a finance charges or may be forced to forfeit council incentives. Units that have not paid by the start of the next years sales will not be able to sell popcorn until their account is brought up to date.

Any questions regarding payment can be directed to:
Tina Brendle – tina.brendle@scouting.org – 409-744-5206 ext. 2800

Planning for a Successful Unit Popcorn Sale

Follow these 7 steps for a successful popcorn sale!

1) Plan to attend the annual Popcorn Kickoff event or one of the District Popcorn Kernel trainings

2) Establish an annual Plan and Budget with input from your Scouts and Parents.

3) Set a Unit Popcorn Sales Goal, and break that goal down to a per scout goal based on the plan and budget.

4) Conduct a Unit Popcorn Kickoff to communicate the program and per scout popcorn sale goal to the scout families.

5) Sell in the neighborhoods using the following methods:
   - Show and Sell
   - Take Order

   Practice roll playing with the boys on the proper selling techniques, and the script to be used at the door.

6) Suggest and encourage your scouts to collect the money for their sales upfront.

7) Have prizes/incentives on hand for the Scouts to earn. Try the following ideas:
   - Give gift certificates to the 1st week top seller
   - All scouts who reach their sales goal get to throw pies in the leaders faces.
   - A pizza party for the top selling den
   - Have a prize drawing for all the boys who fill up a take order form.
   - Monitor the sale each week and give awards as you go
   - Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered.
   - Give away the latest and greatest current fad to the top seller.

UNIT POPCORN KICKOFF

1) Preview this year's Scouting Program and explain to the families how the entire program can be funded with one fundraiser – the Bay Area Council, Popcorn Sale!

   - Hand out the Parent Popcorn Fact Sheet to each family

   - Communicate the Per Scout Popcorn Sale Goals, have the boys write their goals on their order forms.
     (Explain the sales methods to be used for reaching the sales goals)

   - Have actual Unit Prizes on display to show the Scouts what they can earn for selling popcorn. (Review both the Council Prize Program and the Trail's End National Prize Program with the $1500 prize and the $2500 Scholarship Program)

   Award prizes to the:

   - Top Seller
   - Top selling den or patrol
   - Scouts who reach their Popcorn Sales Goal
   - Do a skit or fun activity to get the boys trained and excited about the sale, and to teach them about safety when selling
     (Check out the trails-end website for information)
   - Hold a unit "Blitz Week" - Specify one week where there is a major *push* to acquire popcorn sales – Offer special prizes or incentives to the scouts that participate.

Family Fact Sheet

Remember these 5 items for a successful popcorn sale!

1) List 5 things in your Scouting Program to be funded with Trail's End Popcorn this year:
   1_____
   2_____
   3_____
   4_____
   5_____

2) Write in the Scout Popcorn Sales Goal: Scout Popcorn Sales Goal $_____

3) Have your son look at the Prize Programs and decide what prize level he wants to shoot for. Pick a Prize level that exceeds his Scout Popcorn Sales Goal listed in #2

**Some units choose to take the higher commission level and no trails-end prizes, so be sure you know which option your units has chosen! **

4) Sell in the neighborhoods using Show and Sell Sale or Take Order.

Practice role-playing with your son on the sales script he will use at the door. For example:

"Hi! My name is John Smith. I am a Cub Scout with (Unit #) and we are selling popcorn to earn the money to attend (event, camp, trip etc.). I hope you will be able to help me. May I show you what we have?"

5) List the Key Dates for this year's Popcorn Sale:

   a. Order Turn in Date: _____
   b. Popcorn Pickup: _____
   c. Last day to turn Money in to Unit : _____

Where to turn for answers

These folks are your first line of defense in your Unit popcorn program. If you have a question, just give them a call. You can also contact your Scouting Professional at the Scout Service Center

For additional Scouting Professional contact:

District	District Kernel	Scouting Professional
Coastal	Rod Smalligan smalliganr@gmail.com 281-224-4668	Lisa Stegman 832-385-5217 lisa.stegman@scouting.org
Cradle of Texas	Nancy Gray 979-297-1407 Rainbow4jc@comcast.net	Justin Crooks 979-248-0437 justin.crooks@scouting.org
Northern Star	Rick Hamlin 713.924.7155 rhamlin@yahoo.com	Lisa Stegman 832-385-5217 lisa.stegman@scouting.org
Thunderbird	Beverly Wright beverlyw1@sbcglobal.net 832-217-7010	John Bernzen 979-235-7758 john.bernzen@scouting.org
Council Popcorn Kernel	Tina Brendle 409-744-5206 ext 2800 Tina.Brendle@scouting.org	Tina Brendle 409-744-5206 ext. 2800 tina.brendle@scouting.org

Council Address

Bay Area Council
3020 53rd Street
Galveston TX 77551

409-744-5206
(phone)

409-744-7850 (fax)

Popcorn Kernel Check List

- [ ] Fill out and submit a popcorn commitment form to council (even if you're a repeat kernel!)
- [ ] Attend the council's annual Popcorn Kick-Off event and your district popcorn training (check the council calendar)
- [ ] Set your scouts up on the Trails-end website to record their sales
- [ ] Select your units due date for orders. (This should be earlier than council's due date!)
- [ ] Enter each scouts order on the Trails-end website as they hand in their order forms so you don't have to do it all at once the night before orders are due to council. (This allows the system to calculate your units order and record your scouts sales to calculate commission and prizes) and hit the "Submit to Council" button by council's due date.
- [ ] Enter your scouts patch and pin prizes (for selling at least 1 item) and their prize orders (based on the qualifying levels) if you opted for prizes, on the Trails-end website by council's due date. Don't forget to hit the "Submit" button! Submit to council by November 17th.
- [ ] Collect monies from your scouts to pay council ***throughout*** the sale. Submit payment to council by December 17. (Only ONE check made out to Bay Area Council)