Welcome to Spring 2012 Popcorn Training



Spring 2012 Popcorn Sale

- Benefits to Scouting
- Product Rundown
- Packaging
- Prizes
- Sale Methods
- Best Practices
- Resources
- Calendar



Benefits of Selling Popcorn

For the Unit

- Great Customer Service
- Teaches youth salesmanship, working with adults
- High Commission
- Ability to get product early with Show and Deliver
- Ease of Ordering
- Ability to return product
- Variety of Price Points
- Known Product

For the Council

- Keeps Scouting affordable
- Campership dollars
- Camp Equipment
- Provide services
- Training
- Reference publications for leaders
- New Programs
- Only Board approved fundraiser for NSC.



Spring 2012-Product Line

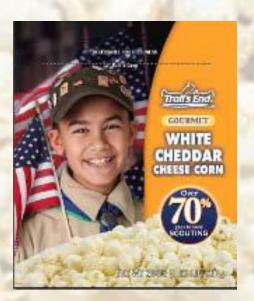
- 11oz Caramel
- 26oz Caramel with Nuts—more nuts included
- Butter Toffee
- 18 Pack Micro Unbelievable Butter
- 18 Pack Micro Butter Light
- 18 Pack Kettle Corn
- 2.5lb Popping Corn
- Cheese Lovers Collection
- Military Donation levels Gold and Silver



Packaging

- More distinct Coloring
- More promotion of Scouting brand
- Popping Corn seam is fixed.







Prizes

 All Trails End Prizes are Giftcards, no more choices of physical prizes for lower levels.

Youth can choose from:





 Troops and Crews can opt for no prizes and take a 4% cash option instead.



Prizes

• \$600 Club Prize





Prizes

- \$100 Military Donation Patch
 - Special Military Event for any Scout who sells \$100 in Military Donations.



 In 2011, Scouts in Northern Star Council donated \$170,000 worth of popcorn to Military Families in MN and WI.



Types of Selling

- Show and Deliver ordered on www.buyscoutpopcorn.com
 - Order product before the sale—Due March 16
 - PDF slide show "How to order Show and Deliver" on the website for a step by step guide.
 - Great to have product ahead of time
 - Can order up to 80% of what sold Spring 2011
 - If no order in 2011, work with Bill A-H
 - Storefront sales, Church, etc
 - Can return unsold product on Wed. April 25.
 - Any product returned after April 2 will be subject to a 10% restocking fee.



Commission

- Base Commission is 32%
- Training is a 3% increase
- Total Base Commission is 35%

- Troops and Crews have an option to forgo prizes and take a 4% cash option.
- Jamboree Scouts earn 45% commission with no prizes.



Types of Selling

- Take Order ordered on www.buyscoutpopcorn.com
 - Traditional sale
 - Order what you need

Online Sales- ordered at www.trails-end.com



Online Selling Focus

- Great way to sell to people from out of the area.
- Buyers on average spend \$48 per sale.
- Same commission rate as normal sale.
- Easy to sign up and create an account
- Focus on Youth ages 14-18
 - No door to door
 - No storefronts
 - Little time/effort
 - Using Facebook/Twitter/Email

Scouts can get updates on the sale and be eligible for daily prizes: "Like" the NSC Popcorn sale page on Facebook or follow us on Twitter @NSCpopcornsale



Distribution

- Show and Deliver
 - Friday March 30
 - Four Locations in Metro
 - Sign Up With District Popcorn Chair/District
 Executive for Pick up times.
 - Some outlying units can work with their Popcorn
 Chair and DE for local pick up.
 - Take Order will be same process, but on May 4



Ways to increase your sale

- Unit Kickoffs
- Unit and Scout Goal
- Blitz Days
- Show and Deliver
- Storefronts
- Inter den/patrol competition
- Lion Cubs are now eligible to sell



Resources

- Prize Posters mailed out mid September
- www.buyscoutpopcorn.com
- www.trails-end.com
- Weekly Tuesday Emails
- Other leaders
- Excel forms for
 - Show and Deliver Tracking
 - Sale Tracking
 - Storefront "hourly wage"
 - And more!



Calendar

•	Fri. March 16	Show & Deliver Order Due		5:00	PM
•	Fri. March 30	Show & Deliver Pickup Sign	Up with	your DE	Varies
•	Sat. March 31	SALE BEGINS!		8:00	AM
•	Sun. April 22	SALE ENDS!		11:59	PM
•	Wed. April 25	Return Excess S&D		3-7:00	PM
•	Fri. April 27	Take Orders Due		5:00	PM
•	Fri. May 11	Take Order Distribution		Varies	
•	Fri. May 25	Prize Order Due	5:00	PM	
•	Fri. June 8	Popcorn Payment Due		5:00	PM



Contacts

Bill Anderson Horecka—Popcorn Staff Advisor

651-254-9146 <u>billa-h@nsbsa.org</u>

Email about big picture ideas, show and deliver quantities, sales questions, prize questions.

Marge Frendt—Popcorn Support

651-254-9147 mfrendt@nsbsa.org

Email about log in problems, ordering online issues.



Training Complete

- If you are doing this training online, please email the following to POPCORN@NSBSA.ORG
- Name
- Unit Type and Number
- District
- Date you took the training
- Where you want to pick up your Sales Guides Packet (West or East Office or Other)

