

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:



or



- **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

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- **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

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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)

