



Des Plaines Valley Council
2011 Trail's End Popcorn Sale
UNIT GUIDE BOOK



This Guidebook has been compiled to help you, the Unit Popcorn Kernel, coordinate the Trail's End Popcorn Sale.

Dates, responsibilities and contacts are included for reference as well as other information for use in training Scouts.

There are several exciting changes that promise to make this popcorn sale the best ever.

Good luck and have fun!



TRAIL'S END BACKGROUND

General Popcorn Information

Weaver Popcorn Company is the world's largest popcorn producer. They produce popcorn in a multitude of variations and even distribute their product to places such as Egypt and South America.

The Trail's End division of the company was formed as an exclusive fund raising program available only to the Boy Scouts of America and Scouts Canada.

Studies have shown that scouts selling Trail's End popcorn contact only 18% of all US households; what a tremendous growth possibility!

When asked 2 out of 3 consumers buy from a scout in uniform and 92% of consumers will buy again.



Why Des Plaines Valley Council Supports Selling Trails End Popcorn

Although units may consider a variety of fundraisers to help financially support their unit activities, the Des Plaines Valley Council supports only 1 major fundraising event each year, **POPCORN!**

Popcorn revenue makes up over 25% of the Council's annual operating budget, which directly impacts the Scouting programs offered at the Council level.

Due to the commitment of Trails End to promote the values of Scouting with an easy to succeed and profitable sales system for both the Unit and individual Scouts, we are pleased to partner up with Trails End for another fun and successful year.

TRAIL'S END PRIZE PROGRAM

\$1,500 Level Trail's End Prize Program

To qualify for the program:

- You must be a registered member of the Boy Scouts of America.
- You must have sold a minimum of \$1,500 during one sale year.
- You can choose a bonus \$50 Walmart or Amazon.com gift card in addition to the prize from the appropriate prize selection category

\$2,500 Level Trail's End Scholarship Program

To qualify for the program:

- You must be a registered member of the Boy Scouts of America.
- You must have sold a minimum of \$2,500 during one sale year.
- You must submit the scholarship form and copies of completed take order forms to Trail's End, signed by the Popcorn Staff Advisor, by Saturday, November 5, 2011.
- You must have a Social Security number.

After you qualify, the program:

- Credits your account with 6 % of your gross sales, up to a maximum of \$1,000 per sale year.
- Your account will earn interest (compounded annually) at a rate equal to the prime rate as set by the *Wall Street Journal* on January 1st of each year.
- Annual statements will be issued from Trails End reflecting the amount of the Scout's qualifying sales and accumulated credits to the scholarship account.

To receive Scholarship payments:

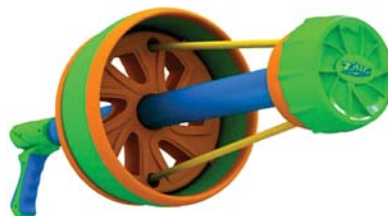
- You must be between the ages of 18 and 24.
- You must be a registered full time student at a national or state accredited college or university, vocational, or technical school.
- You must provide verification of enrollment by submitting to Trail's End a class schedule issued by the Registrar's office.
- Trail's End will send payment in the amount of your credits plus interest to your school to be applied to tuition, books/materials, and room and board.

For a complete description of the Trail's End Scholarship program please call trails End at 800-782-4255 or visit the web site at www.scouts.trails-end.com.



\$600 Club

Scouts who earn \$600 or more in retail sales this year will earn a Zyclone and patch in addition to their chosen prize.



DPVC COUNCIL PRIZE PROGRAM

- Scouts that fulfill the requirements for the \$600 Club will also be eligible for a DPVC \$600+ Sellers Pizza Party at Enchanted Castle in January.
- Scouts selling a minimum of \$1,500 will also receive 2 free tickets to a Chicago Wolves Hockey Saturday evening game in January. Additional tickets may be purchased at a discounted rate for family and friends.
- The top 5 sellers in the Council will receive 2 tickets to view the same Saturday evening game in January from the luxury of a Lower Level Box! The Chicago Wolves organization will be recognizing all the scouts attending the game on the matrix board.
- The Scout with the highest sales in the council be honored at the Annual Council Banquet in February
- All units attending the kickoff receive a free “Popcorn Sales Kit” that includes posters, military receipts, a Zyclone and more!



Prize Information

- Prizes are based on the **total** of show and sell sales, take order and online sales dollars. **Each Show and Sell date that the Scout participated in should be listed separately on Scout’s take order form. The total of online sales is to be listed on one line of the form.**
- Every scout earns a Trails End Popcorn Sale patch or pin for participating in the popcorn sale.
- At \$250.00 dollars and above in sales, a scout earns **one** prize based on his total sales level.
- There is a limit of one prize per scout.
- A Scout may choose from his earned prize level or a prize level **lower** than the earned level.
- Prize dollars are not transferable and are for youth only.
- Prizes (including zyclones) will be shipped from Trail’s End directly to the unit contact listed on the prize form (Note: a full street address must be used, no P.O. Boxes).
- **Your unit’s prize order will not be placed until all your unit payments are paid in full.**

DPVC COUNCIL COMMISSION STRUCTURE

- Standard Commission is 30% of total dollars sold of traditional and online sales.
- Units must complete three requirements in order to get a 3% bonus commission on the combined totals of both traditional and online sales:
 1. The unit attends the entire August 15, 2011 Popcorn Sale Kick-Off meeting.
 2. The unit increases their sale by 15% over last year.
 3. The unit must comply with all dates on the popcorn calendar.

WAYS TO SELL POPCORN

What to say

- **Focus on Scouting instead of the product.** “Would you like to support Scouting by purchasing popcorn today? The money raised will help our entire Pack go to summer camp.”
- Be specific on what the money is going to be used for. People will be more willing to purchase if they know where the money is going.

Show and Sell

Show-n-Sell is a great way to introduce new and younger scouts to the popcorn sale. They can sell with a friend and build confidence for their Take Order sale while heightening Scouting awareness.

Show-n-Sell consists of three sale methods:

1. Setting up a product display at a local store, bank or business and selling products

- Have sign-up sheets available at every meeting with Show and Sell times and dates. A successfully run Show and Sell typically has no more than 4 boys per 2-hour shift. Remember your unit needs two-deep leadership.
- Display pictures of the events you have participated in or are planning to attend. People are more willing to purchase if they know what the money is being used for.
- Use the posters/banners in your Popcorn Sale in a Box.

You will need to have the following items: variety of popcorn product, inventory sheet, pens and pencils, a small folding table, chairs, posters, tape, money box with a start-up bank and change, product for samples and small sample cups. It is easier to sell the higher priced items if they can be tasted. Have the boys practice what they are going to say to customers. Make sure Scouts and Leaders are in their uniforms.

2. Taking product door-to-door and selling (Also known as Show and Deliver).

3. Parents taking a case of product or order form to work and selling from their desk

Take Orders

Scouts are also encouraged to take an order form to neighboring houses, family parties, their parent’s work places, etc. and “pre-sell” popcorn. The Unit Kernel orders the total product needed from the Take Orders and this order is picked up at the popcorn warehouse on Saturday November 19. The unit is responsible for distributing product orders to the scout and then the scout delivers the product to each of the customers on his take order form.

Online Sales using Trails-End.com

- Scouts can obtain a Scout Order Key directly from www.trails-end.com.
- Scouts can email friends and family the popcorn sale information, being sure to include their personal Order Key, therefore getting credit for the online sale. The commission is also 30% for online sales.
- Trails End does all the rest! They ship directly to the customer! The unit and Scout will be credited with the sale. Online sales can be easily reviewed on the Trails End website.
- List the total dollar amount of a scout’s online sales on one line of the take order form to be included in their total sales. Please DO NOT separate each individual online sale on the take order form or the scout will not be considered eligible for the Fill It Up recognition.

DPVC POPCORN CONTACTS

Des Plaines Valley Council:

Council Kernel: Mike Hornung
708/485-9659
michael_hornung@att.net

Staff Advisor: Ciara Crowther
708/354-1111 ext. 19
ciara.crowther@scouting.org

Support: Kristy Sullivan
708/354-1111 ext. 25
kristy.sullivan@scouting.org

Support: Lynette Sarther
708/354-1111 ext. 23
lynette.sarther@scouting.org

Twin Lakes District:

Staff: Bart Zona
708/354-1111 ext. 16
bart.zona@scouting.org

TL District Kernel: Bonita Billa
708/452-6750
mandbb@aol.com

Voyageur Trace District:

Staff: Christopher Isit
708/354-1111 ext. 15
christopher.isit@scouting.org

VT District Kernel: Chuck Snyder
708/485-7043
lisachuck@hotmail.com

Tall Grass District:

Staff: Ciara Crowther
708/354-1111 ext. 19
ciara.crowther@scouting.org

TG District Kernel: Andrew Matt
630/750-7543
andrewmatt@ameritech.net

Trail's End:

www.trails-end.com

Popcorn Warehouse:

Delta Olympic Oil
5100 W. 70th Place
Bedford Park, IL 60638



2011 POPCORN SALE DATES

- Monday, August 15 Popcorn Kick-off
- Friday, August 26 Show and Sell orders due
- August 29-September 7 Schedule warehouse pickup time
- Saturday, September 10 Show and Sell pick-up
- Saturday, November 5 Show and Sell return
Show and Sell payment due
Take Order due
Prize Order forms due
Unit Treasurer Form due
- November 7-10 Schedule warehouse pickup time
- Saturday, November 19 Take Order pick-up
- Friday, December 2 Final Popcorn Payments Due

Between October 31-November 4 a unit that meets any of the following criteria can schedule a paperwork settlement appointment with their District Executive or Kristy Sullivan:

- A. Only sold Take Order
- B. Sold Show and Sell but have NO product to return
- C. Sold Show and Sell, and have 10 or less containers to return