2017 UNIT POPCORN GUIDE

CREATE SCOUTING ADVENTURES WITH POPCORN!

Be a HERO
Dear Scout Volunteer,

Thank you for serving as this year’s popcorn volunteer! Everyone knows how tasty Boy Scout Popcorn is, but there is so much more to popcorn. We’re talking about things like goal setting, self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! Boy Scout Popcorn is a very important part of the Scout leadership experience and the core resource to delivering those skills to youth. In addition, popcorn funds adventure! A great Scout program has lots of fun activities, and popcorn helps to make all of those great adventures affordable.

You, as a volunteer, help Scouts develop leadership skills by taking part in the popcorn program. In addition to the life skills Scouts gain, 73 percent of the proceeds generated from the Popcorn Program stay right here for Scouts in Dan Beard Council! Thank you for all of your help and support.

Sincerely,

Steve Weigand
Council Popcorn Kernel

Ken Brunner
Director of Development & Marketing
WHY SELL POPCORN

When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Unit’s also have the ability to fund their entire year’s program through the popcorn sale alone. That means less fundraising, less time asking parents for money, and more time for Scouting fun.

All proceeds stay right here to help support local Scouts. That’s 73% that goes to Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit, and into local programs and supplies. For example, a bunch of the materials you received for free to support your popcorn sale this year, came from popcorn. New program equipment like bows and arrows, and facility improvements like composite decking at Cub World were also funded in part by popcorn.

Together we make a huge difference to support local Scouting program and the adventures of a lifetime!

NEW IN 2017

- Let’s simplify things to make the best sale possible for your unit
- Popcorn Product Updates: Sea Salt Caramel Added; Butter Light and Jalapeno Cheddar Unavailable
- Lions can sell popcorn
- More Available Popcorn Rally Trainings
- Simplified Bonus Commission Structure
- Popcorn Reminders via “Remind”
- Superhero Theme
- Ideas for Your Kickoff
- Unit Kickoff Superhero Capes
- Free Credit Card Reader
- Unit Show and Sell Banner
- Unit Posters
- Military Donation Bucket
- Hometown Heroes – Military Donation Program
- Fill It Up Challenge
- Kroger Sign-Up Process
- Slimeball Splat Kit and Bonus Prizes

THE UNIT KERNEL’S ROLE

Keep Everyone Motivated
The unit kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.

Learn About the Sale
Be familiar with the popcorn program, including the products available, key calendar dates, and special incentives.

Set a Goal
With your unit’s leadership and based on your unit’s annual program plan, set a sales goal. This is one of the most often skipped steps of the sales planning process! Based on your overall goal, and with the help of your district’s popcorn team, figure out how to achieve it.

Hold a Unit Kickoff
Plan and conduct Unit Popcorn Kickoff to communicate the program and goals to your Scouts and their families. Get everyone excited, motivated, and focused on getting every Scout involved. How the sales materials are presented is a huge factor in how successful the sale is. So, organizing a good kick off is one of the most important parts of the kernel’s job. Don’t be one of those units that just puts forms on a table in the back of the room for Scouts to pick up on their way out.

Organize Unit Efforts
If the unit is going to have a show and sell or blitz day, be prepared to get parents’ help with staffing the event. Know your dates and locations up front so that Scouts and parents can sign up at the kickoff. Also, communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.

Place Orders and Distribute Popcorn
Collect and make your unit’s order, pick up product, distribute products, and collect money. Payment is due, by check, on or before December 4. A 2% late fee is added each week that payment is late after the Dec 4 due date.
### Sale Timeline

**August**
- August 1: Have Scouts begin their Online Sale
- August 8: Popcorn Rally #1
- August 10: Register for Kroger Show & Sell
  - www.danbeard.org/popcorn/kroger
- August 10: Popcorn Rally #2
- August 17: Popcorn Rally #3

**September**
- September 1: Show & Sell Orders Due
- September 15: Show & Sell Sort Day and Distribution
- September 16: Sale Officially Begins
- September 23: Superhero Blitz Day
- September 26: Transfer Night - Ohio Location
- September Warehouse Days – To be posted online

**October**
- October Warehouse Days – To be posted online
- October 11: Transfer Night - Ohio (SAC)
- October 12: Transfer Night - Kentucky (Roundtable)
- October 21: Popcorn Return Day
- October 27: Show & Sell Payment Due?
- October 27: Final Unit Orders Due

**November**
- November 3: Prize Orders Due
- November 10: Take Order Sort Day and Distribution

**December**
- December 1 & 4: Office Hours for Take Order check drop off (8:30am-5pm)
  - Check can be mailed, but MUST be postmarked by December 4
- December 4: Final Payments Due
- December 16: Top Sellers Movie Event ($1,200 and above)

### Checklist

- Work with your unit committee to set unit sales goal
- Set Date for Unit Popcorn Kickoff for early Sept.
- Organize a Unit Popcorn Team
- Log into Trail’s End website and update contact info
- Attend one of the Popcorn Rallies
- “Like” Dan Beard Council Popcorn Facebook
- Setup other store front sale locations (Meijer, Walmart, Home Depot, etc.)
- Setup Blitz days

- Hold an Exciting Unit Popcorn Kickoff!
- Schedule your Popcorn Pick-up Time
- Setup your Blitz Days
- Participate in the Council-Wide Blitz
- Encourage Scouts to get out and sell
- Conduct your storefront sales

- Communicate with parents on inventory
- Track progress and order more popcorn or trade with others
- Return any popcorn you don’t intend to sell
- Place orders
- Collect prize order from Scouts

- Schedule your Popcorn Pick-up Time
Cheese Lover’s Collection
3 Pack with delicious:
- White Cheddar
- Yellow Cheddar
- Jalapeno Cheddar

Sea Salt Caramel
Unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

White Chocolatey Pretzels
The perfect blend of crispy pretzels wrapped in white chocolatey goodness.

Premium Caramel Corn
The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.

Unbelievable Butter
The perfect combination of popcorn, oil, salt and butter to make you like you are at the movies.

Chocolate Lover’s Tin
A delicious mix of chocolatey flavors in a special designer tin.

White Cheddar
The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

Chocolate Caramel Crunch
Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

Classic Caramel
A traditional favorite full of rich caramel flavor

Kettle Corn
Deliciously sweet and salty popcorn that melts in your mouth.

Popping Corn
Trail’s End plain kernels for those who like to make popcorn from scratch.
SALES METHODS

There are multiple sales methods that your Scouts can try this fall. Using all of them will help you achieve your goals even faster.

Show & Sell

Show & Sell is when Scouts have popcorn in hand so that they are able to show it and sell it to the customer on the spot. There are several types of Show and Sell that have proven successful for units.

Door to Door – Complete the SUPER CIRCLE!
The most effective sales method! In this case, a unit signs out a small quantity of popcorn to a Scout who takes it throughout his neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later.

SUPER CIRCLE!
Have your Scout use their superpowers to look after your neighbors by completing the SUPER CIRCLE! The SUPER CIRCLE is the 10 neighbors that surround your home. Make a circle from your home by selling to the first 3 neighbors down, cross the street and sell to 5 houses back toward your home, cross back to your side of the street and stop by 2 neighbors on your way back home. We have found tremendous success from units who just have each of their Scouts do this simple task.

Neighborhood Blitz & Blitz Day
A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

Superhero Blitz Day:
A special council-wide blitz day is being planned for Saturday, September 23. We’re hoping to draw media attention to the sale and harness all that publicity to get the sale started in every community. To do this, we’re asking all units to commit to do a Show & Sell activity that day.

Scheduled Sales or Store Front Sales:
This type of show & sell is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell.

There are specific sign-up rules for selling at Kroger. See page 14 for more details.

Take Order
This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn and candy using an order sheet. Parents can also help by taking an order form to work. Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

Online
The online sale is a great supplement to your traditional sale. Scouts create accounts on Trails-end.com and send emails to people they know, asking for their support by buying popcorn. Customers place online orders and have the popcorn shipped directly to their homes. More details on page 15.
PLACING YOUR POPCORN ORDER

For a detailed pdf help sheet, visit the website

Ordering Popcorn—2 Important Popcorn Order Dates:

Show & Sell Order Due: September 1st  |  Take Order Final Order Due: October 27th

Below is a list of steps a Unit Popcorn Chair should take to ensure quick and stress free product ordering.

INITIAL ORDER (SHOW & SELL ORDER)

1. Estimate the amount of Show and Sell popcorn you would like to order. For protection of the unit, the initial Show and Sell order will be limited to 80% of the unit’s total 2016 full retail sale. If you sold last year, log in to your account at scouting.trails-end.com and view your Initial Order (Show & Sell) from last year as a baseline. Compare this with your final order.

2. Familiarize yourself with the return policy on page 9.

3. Order the Popcorn on the Trail’s End website
   a. Go to www.danbeard.org/popcorn and click the Unit Popcorn Login to login to the Trails End System.
      i. What if I don’t have a username and password?
         Check with the council office at popcorn@danbeard.org. Make sure to include your district and your unit type and number. (Example-Trailblazer, Pack 123)
   b. Click on the ORDER POPCORN button (or select the menu tab “Popcorn Orders” and click NEW UNIT ORDER)
   c. Ensure the “Select Campaign” box reads FALL 2017
   d. Click on the “Choose Delivery” drop down box and select INITIAL ORDER.
   e. Enter the total number of cases for each type of popcorn. When you tab or click outside of the box, you will see the case count update. These totals are not updated until you click the Save button. Individual containers are not available to be ordered for the Initial Order (Show & Sell), but will be available during your final Take Order.
   f. Hit the SUBMIT button to submit your order. The order is not complete until this step is done. You can also save a draft to come back later if need be. Be sure to submit your order by September 1, 2017.

FINAL ORDER (TAKE ORDER)

1. Communicate out a DEADLINE to your Scout families for getting all Scout orders to you. Inform them that their product will be delivered LATE if they do not get orders into you by the deadline set.
   a. Note: Base your deadline on the Product Return Date October 21, 2017. Work backwards from that date to determine when you need your Scout’s orders by so that you can calculate how much product to return for free.

2. Gather all of your Scout’s orders and compile a list of popcorn you need to order. Compile that list in number of CONTAINERS you need to order. This will be useful later in the process.
   a. If you sold Show & Sell, fill these orders with any product you have left before you return product or order more.

3. Order the Popcorn you need on the Trail’s End website
   a. Go to www.danbeard.org/popcorn and click the Unit Popcorn Login to login to the Trails End System.
      i. What if I don’t have a username and password?
         Check with the council office at popcorn@danbeard.org. Make sure to include your district and your unit type and number. (Example-Blue Jacket, Pack 123)
   b. Click on the ORDER POPCORN button (or select “Popcorn Orders” on the menu and click NEW UNIT ORDER)
   c. Ensure the “Select Campaign” box reads FALL 2017
   d. Click on the “Choose Delivery” drop down box and select FINAL ORDER (Take Order).
   e. You can order singles and cases. The easiest way to do this is to enter the total amount of singles you need in the CONT area and TAB over, it will auto calculate how many cases and singles you need. Note: Case=cases of product, CONT equals containers of product.
   f. Hit the SUBMIT button to submit your order. The order is not complete until this step is done. Be sure to submit your final order by October 27, 2017.
POPCORN DISTRIBUTION

INITIAL ORDER PICKUP: SEPTEMBER 15, 2017
FINAL ORDER PICKUP: NOVEMBER 10, 2017

Popcorn Pick-Up will be scheduled for each location. The Unit Kernel will be contacted prior to the Pick-Up Dates to schedule the specific time the unit popcorn team can come and receive their unit’s order.

Need to Schedule a Different Pickup Warehouse? Fill out the online request form at danbeard.org/popcorn by August 25, 2017.

Districts: Ft. Hamilton, Hopewell, WHH, Maketewa, Blue Jacket, Hopkins and LFL.

Ohio Warehouse: Verst Group Logistics
11880 Enterprise Avenue
Cincinnati, OH 45241

District: Trailblazer
Kentucky Warehouse: Verst Group Logistics
340 Shorland Drive
Walton, KY 41094

District: US Grant
US Grant Warehouse: Holman Motors Warehouse
4387 Elick Ln.
Batavia, OH 45103

STEPS TO PICKING UP YOUR POPCORN

1) Pick up your product at your assigned district location. If you cannot be at the location, please find another parent to pick up the product. You can use the estimates below to help determine how many cars/volunteers you will need.
2) Find a location that is large enough to separate orders by patrol, den, or by Scout.
3) Assign each patrol, den, or Scout a popcorn pick-up time.
4) Have a receipt for each Scout to verify the amount of the product they received as well as the date that the payment is due back to the Unit.

Vehicle Guidelines:

- Bring enough vehicles to carry your entire order in a single trip.
- Bring order documents and verify as product is being loaded. The person picking up the product will sign to indicate that they have received the items and the unit will then be responsible for that inventory and payment.
- See the below guidelines to help you plan what type of vehicle you need.

Car: 20 Cases
SUV, Mini-Van, Pick-up: 30-40 Cases
Full Size Van: 50-60 Cases

Volunteer Popcorn Picking Team:

We welcome, and depend upon, a team of great volunteers to assist in the sorting of the popcorn immediately prior to the distribution. If you can assist with the sorting, please contact us at popcorn@danbeard.org.

BONUS: As a thank you for volunteering, those who help to sort will get to take your popcorn with you once everything is sorted and ready for pick up.
POPCORN RETURN DATE: OCTOBER 21, 2017

Location: Ohio and Kentucky Warehouses

There is one return day the weekend prior to your unit’s final order for units to return full cases of popcorn that were over ordered.

We encourage units to utilize the popcorn swap days with other unit kernels to swap out product they don’t need for product they do, and to make full cases to return.

Do NOT put stickers, tape, or anything detailing pricing on the product or it may not be accepted for return. Damaged product will not be accepted.

No Returns on Chocolate Product:
Chocolate products may not be returned. This includes White Chocolaty Pretzels”, “Chocolate Lovers” tin, and “Chocolaty Caramel Crunch”. These items are extremely sensitive to high temperatures and must be transported and stored properly.

Restocking Fee:
Dan Beard Council allows you to return 10% of your Initial Order free and clear. After this allowance, there is a 10% restocking fee based on the remaining product cost returned.

Example: A unit orders $1,500 of product for their initial order. 10% of $1,500 is $150. They have a $150 allowance that they can return. If they return $200 of popcorn, there will be a 10% restocking fee on the $50 remaining after the allowance. The total restocking fee in this case would be $5 ($50 x 10%).

Remember to use leftover product from your Initial Order to fill orders from your Take Order sales before making your Final Order.

Only returns of full cases, of like product, will be accepted. Please remember that the Dan Beard Council is unable to return any popcorn to Trail’s End and therefore any excess that remains unsold has a direct, negative effect on all units and youth.

Account Settlements

Payments:
Units are expected to carefully manage their inventory and finances so they are able to pay for their product in a timely manner and should expect their Scouts and parents to do likewise. You may settle your account with: CASH, CHECK, or CREDIT CARD* (cc fees apply).

Late fees will be assessed if received on or after the dates below for settlements received after the final due date.

<table>
<thead>
<tr>
<th>Date</th>
<th>Late Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 5, 2017</td>
<td>2%</td>
</tr>
<tr>
<td>December 12, 2017</td>
<td>4%</td>
</tr>
<tr>
<td>December 19, 2017</td>
<td>6%</td>
</tr>
<tr>
<td>December 29, 2017</td>
<td>8%</td>
</tr>
</tbody>
</table>

The unit’s prizes will be approved only when the unit has settled their account.

*We can take credit card payments, but all credit card payments will incur a 3% processing fee.

Transfers of Product to Other Units

Scheduled Transfer Nights: 9/26, 10/11, 10/12

Popcorn transfers are when one unit transfers product to another unit who is willing to accept that product. Both units’ accounts are then updated by the Council on the admin end. Transfers will be by container total only. For example, 1 case of Unbelievable Butter has 6 Containers.

The unit that is GIVING the product to another unit is responsible for filling out and submitting the TRANSFER SLIP paperwork to ensure accounts are updated properly. You will need:
-Your Unit # and District
- Receivers Unit # and District
- Name & Signature from the receiver

Once submitted, both parties will be notified prior to any updates are made in the system. We will assume the transfer is correct unless we hear back from you.

Please DO NOT attempt to go into your unit account and make/change an order. The Council will process transfers from the admin side as quickly as possible on a weekly basis.
**Popcorn Commission & Prizes**

<table>
<thead>
<tr>
<th>Commission Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Commission</td>
<td>29%</td>
</tr>
<tr>
<td>Attend a Popcorn Rally and get trained.</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32%</strong></td>
</tr>
<tr>
<td>Cash Option (for Troops)</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>35%</strong></td>
</tr>
</tbody>
</table>

**Popcorn Prize Program**

Your Scouts also earn awesome prizes when they sell popcorn! Dan Beard Council is excited to partner with BSA National Supply again this year for the popcorn prize program.

Scouts get to choose from physical prizes or Scout Bucks (Scout Cash) at the various prize levels.

Order your prizes online at: [danbeard.org/popcorn](http://danbeard.org/popcorn)

One order with everything shipped directly to the unit chair. Simple!

Scout can qualify for Bonus Clubs and earn extra prizes at $650, $1200, $1600, and $2600. Bonus Clubs orders will be submitted through a separate online form at danbeard.org/popcorn.

Contact the Customer Service Center at 800-323-0736, Monday – Friday, from 8:00am to 7:00pm if you have questions or concerns about ordering prizes.

**Planning for Prizes**

1. Communicate a Prize Selection Due Date to your Scouts and parents several times during the sale. Coordinate this date with the final order date.
2. Set a firm deadline and have a “Default Prize Choice” for each prize level if they don’t have their choice into you by the due date.
3. Be sure to order your prizes by November 3, 2017
4. Verify the correct shipping address.

**How to Order Prizes**

Login to your popcorn unit page from: [danbeard.org/popcorn](http://danbeard.org/popcorn)

1. Once logged into to your Unit Trail’s End page, click the PRIZES tab located on the far right of the menu.
2. Click the dropdown box to select FALL 2017
3. Click the GO TO PRIZES button to the right of the dropdown box.
4. You will begin your order by selecting CHOOSE YOUR PRIZES.
5. You can sort the page by prices, low to high or high to low, for easier keying of your order.
6. You can also change the view of your page for easier keying, by selecting from the options beside the Sort by box, such as Grid View, List View, or Entry View.
7. For this guide we will use the Grid View with images. Select the item you wish to order and enter the QTY. to be placed in your cart. You only have to hit the Add to Cart button one time for all of your items to load in your cart.
8. Once you have entered your order and added the items to your cart, you will need to move back to the top of the page and select the Shipping Info tab.
9. You will have a pop up that asks you to verify the name and address again. You will need to click on OK to proceed.
10. The system will then take you to the Order Confirmation – Checkout page. Please check your order quantities to ensure that they are accurate. You can change quantities in the Qty. box, or remove the entire line item by clicking on the red X.
11. You are then asked to submit your Sales Information. If you have comments that you would like for the Council Approver to see you may enter them in the notes section. You must click on the blue SUBMIT ORDER button for order processing to begin; otherwise, the order will continue to sit in your Pending Queue until you submit the order.
12. Once you have submitted your order you will receive an order conformation. Please print this document for your records. The Council Approver will also receive notification that your order is in the approval queue. The Council Approver will review your order and approve for processing, OR they will reject the order which will send the order back to you for further action.
**FILL IT UP CHALLENGE**

Scouts who fill up a Trails End popcorn order form (30 total customers) in 2017 will qualify for an awesome mid-sale experience and a chance for some great prizes! Just submit a copy of it to the Dan Beard Council. Order forms can be faxed to 513-577-7738, emailed to popcorn@danbeard.org or dropped off at the Scout Achievement Center.

*For lions, 3 forms or 30 total customers still applies*

**Early Bird Fill It Up Drawing (Submit by 9/1/17):** Scouts who submit their filled-up-sheet by 9/1/17 will be entered into a drawing to win gift cards or prizes.

**Fill It Up Drawing (Submit by 9/25/17):** Scouts who submit their filled-up-sheet by 9/25/17 will be entered into a drawing to win gift cards or prizes.

**Mid-Sale Super Rally (Submit by 10/1/17):** All Scouts who submit their filled-up-sheet by 10/1/17 will qualify to attend an exciting Mid-Sale event in October.

**BONUS CLUBS**

There are 4 awesome Bonus Clubs for this year’s sale. Scouts earn these prizes in addition to the prizes at the various prize levels.

**$650 CLUB**
Scouts enhance their superhero powers with their very own incredible Slimeball Splat Kit! See below

**$1200 CLUB**
Top Seller Movie Experience in December
Scouts in the Top Seller Club will be invited to enjoy a special movie event with a viewing of the brand new Star Wars 8: The Last Jedi. See below

**$1600 CLUB**
Scouts get to choose between a FREE trip to Dan Beard Council Day Camp or a $50 Walmart gift card.

**$2600 CLUB**
Scouts will receive a FREE trip to Dan Beard Council Scout Resident Camp (Boy Scout or Cub Scout), or they can choose an $80 Walmart gift card.

**NEW SUPERHERO COLLECTION PATCH**

Mega-Corn and the Superhero Popcorn Squad have come to planet earth to help you deliver popcorn to the entire world. Join the Popcorn Squad and use your super powers to help them! Unit leaders order their patches with their prize order.

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**Participation Patch**
Sell at least one product traditionally (*excludes online*)

**One of Each Patch**
Sell one of each product on the Scout’s Take Order form
(*Lion’s sales form qualifies for Lions*)

**Online Patch**
Sell at least one product online

**Collect Them All**

**Seller’s Club Patch**
Reach the $650 Seller’s Club Level

**Military Patch**
Sell at least one Military Donation online or traditionally

**Top Seller Patch**
Reach the $1200 Top Seller’s Club
UNIT POPCORN KICKOFF

The Popcorn Kickoff sets the tone for your entire Popcorn Sale. Motivated Scouts and, more importantly, motivated parents are the key to a successful sale. Have fun! Give away prizes and more.

Use the Unit Kickoff handout from the rally (or online) to help plan your kickoff. Here are a few helpful notes as well.

MORE THAN A FUNDRAISER!

First, help parents to understand that popcorn is more than just another fundraiser. Popcorn is also about Advancement and practicing life skills. Help them see that their Scout will gain self-confidence, set goals, and learn the value of a dollar earned.

Second, explain to parents that if the unit gives it all for just a couple of weeks, they can fund the entire year of fun activities.

SAMPLE AGENDA

Welcome – Do a Popcorn Cheer or Skit. Use your Superhero cape.

Review the Pack’s Planned Program Activities
- Show a few pictures of fun last year
- Talk about the fun at Pack meetings & awards

Pay For It All with Popcorn
- The importance of a Family/Scout Goal
- Pack Goal: Talk about what you can do if you reach the goal

What the Family Gets Out of Popcorn
- Free Activities
- Free Camping
- Free Registration
- Goal = Nothing out of parent’s pocket

Separate Scouts and Parents
- Teach the parents about the importance of popcorn
- Setup some fun popcorn games for the kids.

End with a FUN spotlight. Whip Cream Pie for the leader!

SUPERHERO CAPE

Your unit gets its own superhero cape to use throughout the sale. Think of fun and creative ways to use the cape on an ongoing basis.

- Have a leader wear it for the Popcorn Kickoff.
- Tell the Scouts the top seller for each week will get to wear it at the meeting.
- Give it as a prize to your highest seller.

New Sellers Superhero Academy

Come to the superhero academy to hone your superhero skills prior to selling. This is the perfect event for Lions, new Scout families, and new Scout sellers. This superhero themed fun-day is full of exciting activities for Scouts. Each activity will also help to teach them a little bit more about the popcorn sale. Parents should attend with their Scout.

Date: Saturday, September 16, 2017 | 9:00am - Noon
Location: Camp Friedlander | 581 Ibold Rd, Loveland, OH 45140

Stations (subject to change):
- Popcorn Tasting – What’s your favorite flavor?
- Practice Your Pitch - Superhero Slimeball Action Shot
- Prize Booth
- Superhero Patch Collection
- Set Your Popcorn Goal – Superhero Mask
- Online (Web) Sales – Spiderman Web Toss

RSVP’s Required – Register on danbeard.org. Come & Go as you please.
Free Credit Card Reader!

Credit Card Readers can be a great way to increase your sales. Storefront sales are where these are typically the most handy when customers may not have cash.

Did you know?...
The average popcorn sale increases by over 10% when you accept credit cards.

- Credit Card Readers allow you to accept credit cards
- Use multiple readers at different locations if you like
- Dollars are transferred directly into the unit account. Refer to the account setup flyer (online).
- Most readers offer a “Salesman Mode” where you can invite others in your unit to a main account and keep track of all sales. Be aware of fees with this.
- Fees are a responsibility of the unit. But remember, the fees are on sales that you would not normally have landed, not your entire sale. Just a few successful transactions would more than cover any fees.
- Upload a template with popcorn product to your reader for easy transactions.

E-Newsletter Communications

We encourage all unit kernels and those interested in getting important popcorn information to sign up for the 2017 Popcorn Newsletter.

You can sign-up at www.danbeard.org/popcorn. We’ll send you important sales updates, reminders, and action items.

Remind Me | Text Message Reminder Service

“Remind” is a text message service often used by schools and organizations to get important information out to parents via text message. This fall, the popcorn sale will utilize this program to help send you important updates and reminders.

We encourage that all popcorn kernels sign-up to receive text messages from the 2017 Popcorn account. You can sign-up online at danbeard.org/popcorn. Just enter your name and phone number.

You can choose to unsubscribe at anytime. Just reply @leave and send via text at any time.

Messages that will be sent include: Deadline reminders, important announcements or changes, and occasional tips. Our main purpose is for deadline reminders and we will try to limit these to one per week. Standard message and data rates apply.

Interested in the service? It’s free. Setup your own unit account and encourage parents to sign-up so that you can easily communicate with Scout parents about the sale.

www.danbeard.org/popcorn

The website is your resource center for all of your needs. Regular updates will be made there throughout the sale.

Inventory Control Help

Develop a plan to track the inventory your unit has in stock. Keep product in the hands of your Scouts to keep them selling throughout the sale. The goal is not running out of product yet not having product left over to return at the end.

Here are some helpful tips:

-Use the Sale Tracker Wizard (Available for download at danbeard.org/popcorn). This nifty excel wizard allows you input your unit roster and track each Scouts inventory and sales for both Show & Sell and Take Order. So when it’s time to place your unit order, you have the numbers right in front of you.

-Review last year’s sale data online or see general sale data posted on danbeard.org/popcorn.

-Share your information with others in your district at the popcorn rally. Share contact information so that you can trade product later in the sale.

-Use the Dan Beard Council Popcorn facebook page to chat with other kernels and trade product.

-Communicate with your Scouts regularly. Ask them to report back if they have unsold product early so that you can transfer it to Scouts who have waiting customers.
STOREFRONT TIPS:

BEFORE THE SALE DATE
- Visit or call locations early (except Kroger). Remember there are plenty of other places besides Kroger for Storefront Sales.
- If the store requires proof of insurance, please contact popcorn@danbeard.org or refer to danbeard.org/popcorn.
- When reserving your day, ask the business if there are any setup restrictions that you should be aware of.
- Double check with the business the day before in case a conflict has arisen. Schedule 2-3 Scouts and 2-3 parents for about 2 hour shifts to keep things organized. Confirm with the parents a few days beforehand.

DURING AND AFTER THE STOREFRONT SALE
- Have Scouts in uniform and stand in front of the table.
- Never have the Scouts ask if they want to buy popcorn. Coach them to ask things like: “Would you be willing to help support me going to Scout summer camp?
- Have products displayed neatly. Putting prices on will likely discourage higher purchases.
- Make sure to thank the store manager. Consider buying a bag and giving it to the store manager along with a thank you note signed by the Scouts.
- Split sales either by Scout performance, or by dividing out the sales by an hourly rate.

KROGER SIGN-UPS
Kroger sign-ups will begin on Thursday, August 10, 2017 at 12 noon. The Kroger Sign-up links are online at www.danbeard.org/popcorn/kroger and will become live at 12 noon. The sign-up links are pre-sorted by district so that you can select your district and see all of the available stores and times. We realize that not all of the rallies will have concluded by the sign-up start date, but we will be validating rally attendance after the rallies conclude. A representative from your unit must have attended one of the popcorn rallies in order to sign-up and sell at Kroger.

For all of the Kroger Policy details visit: www.danbeard.org/popcorn/kroger

KROGER WEEKENDS:
The following time slots will be available at all 73 Kroger locations within Dan Beard Council on the weekends of Sept. 22-24, Sept. 29-Oct. 1, Oct. 6-8.

AVAILABLE TIME SLOTS
Friday’s (2 time slots available):
5pm-7pm | 7pm-9pm

Saturday’s (3 time slots available):
9am-11am | 11am-1pm | 1pm-3pm

Sunday’s (3 time slots available):
11am-1pm | 1pm-3pm | 3pm-5pm

OTHER GREAT SHOW AND SELL POTENTIAL LOCATIONS:
Your Church
Your community park
At community events
Walmart
Meijer
Menards
Home Depot
Lowe’s
A local mall
A retail store
Soccer Field

*Be sure to speak to the appropriate person to schedule a show and sell.
Several new enhancements have been made to the Military Donation Program to help Scouts and our US Troops. Help support your unit and provide popcorn for our US Troops.

NEW: The Military Donation Levels have changed.
Gold Donation Level: $45
Silver Donation Level: $25

NEW Military Donation Challenge
This year, military donations will go to local heroes at Wright-Patterson Air Force Base. The Dan Beard Council unit that sells the most in Military Donations will have the opportunity to visit Wright-Patterson Air Force Base and help to deliver the donated popcorn.

This year your unit will also receive a special military donation bucket for your popcorn booth.

ORDERING ADDITIONAL PRODUCT

You will be able to order additional product throughout the sale if you need it (based on availability). Our warehouse arrangement occasionally requires us to be flexible in our locations, but we want to make it easy for units to pick up more popcorn.

In an effort to make your additional order pick-up a little faster, and to help streamline things, reordering product during the sale will be available online prior to pick-up through danbeard.org/popcorn.

DO NOT order additional product during the sale through the Trail’s End website.

Each warehouse staffing and schedule are to be announced and will be posted to danbeard.org/popcorn. Some product limits may be enforced if deemed necessary.

Reminder that ordering additional product will not be available for the first week of the sale.

ONLINE SALE

The online sale is a great supplemental tool for your sale. It is perfect to connect with distant relatives or friends who might want to support your Scouts, but are not close enough to home for Scouts to visit.

Scouts can go to www.trails-end.com and create an account to sell popcorn online. Scouts can use Facebook, Twitter, and emails to sell popcorn across the country (with parents permission). This is also a great way for older Scouts to get involved easily by using social media.

COMMISSION AND PRIZE PROGRAM FOR ONLINE SELLING

Commission:
Commission for all product sold online through the Trail’s End website is 45%. Online commission will be paid by Dan Beard Council to units following the sale.

Prizes:
All prizes will be handled automatically through the Trail’s End online system. Once a Scout’s online sales exceed $300 they will receive 5% back on the total amount they sell online on an AMAZON gift card. *Example: A Scout sells $300 online. He will receive a $15 AMAZON gift card. Another Scout sells $425 online. He will receive a gift card for $20.25.

*Note: The $300 is a minimum threshold to receive a prize.

Online sales totals can be combined with traditional sales for prize eligibility. Only online sales between August 9, 2017 and October 27, 2017 will be eligible to count toward prize redemption.
Team up with the Popcorn Squad and Mega-Corn to make popcorn super.

www.danbeard.org/popcorn