Create scouting adventures
WITH POPCORN!

2017 POPCORN SALE
2017 UNIT POPCORN GUIDE

CREATE SCOUTING ADVENTURES WITH POPCORN!
“POPCORN IS ABOUT SCOUTING ADVENTURES, LEARNING NEW SKILLS, AND SUPPORTING LOCAL SCOUTS.”

—TERESA BARNETT, SCOUT PARENT AND POPCORN KERNEL
Our Goal
Help Scouts learn life-long skills while helping to fund your unit’s exciting adventures in order to provide a great Scouting program for local Scouts.
# HOW WE ARE WORKING TOWARD THAT GOAL

## SIMPLIFY

We want popcorn to provide the best possible experience for you and your scouts. We know you are busy and your parents are too. We’ve tried to simplify some things to make popcorn easy and effective.

## MORE RESOURCES

We want to make sure you have all the resources you need to put on a great popcorn sale. This year we are providing you with lots of great resources such as a Show & Sell banner, credit card readers, kickoff resources and more.

## HELPING YOU

We are here to help you. We want the absolute best that popcorn has to offer to help support your unit and your Scouts.
Setting Your Goal

Set your unit goal
Help to keep everyone motivated and working toward a common goal. Together you can achieve great things.
Let's simplify things to make the best sale possible for your unit
• Popcorn Product Updates: Sea Salt Caramel Added
• Lions can sell
• 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 Heros – Military Donation Program
• Fill It Up Challenge
• Kroger Sign-Up Process
• Slimeball Splat Kit and Bonus Prizes
Sale logistics
# Sale Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| August | • Rallies  
         • Organize  
         • Kickoff  
         • Schedule Storefront  
         • Plan Budget |
| September | • S&S Order  
           • Conduct Kickoff  
           • Distribution  
           • Blitz Days  
           • Selling Time |
| October | • Inventory Control  
           • Track Progress  
           • Transfer Nights  
           • Return Product  
           • S&S Payment Due  
           • Place Final Order |
| November | • Cleanup  
           • Prize Orders Due  
           • Take Order Distribution |
| December | • Final Payment Due  
           • Top Sellers Movie Event |
Popcorn family

Salted Caramel  *New
Cheese Lover’s Collection
Chocolate Lover’s Tin
White Chocolatey Pretzels
Premium Caramel Corn
Chocolatey Caramel Crunch
White Cheddar
Unbelievable Butter
Kettle Corn
Classic Caramel
Popping Corn
Sales Methods

SHOW & SELL
Scouts have the product with them for customers to purchase on the spot.

TAKE ORDER
Scouts take the order form to collect orders and deliver product at a future date.

ONLINE
A great supplement to your traditional sale.
Sales Methods
SHOW & SELL
Door to Door
Complete the SUPER CIRCLE
Sales Methods
SHOW & SELL

Door to Door

Neighborhood Blitz

Superhero Blitz Day: Saturday, September 23
Sales Methods
SHOW & SELL

Storefront Sales

Lots of great storefront sale opportunities. Start scheduling those now (except Kroger).
Sales Methods
SHOW & SELL

Kroger Sign-Up Policies

- Sign-ups start on Thursday, August 10 at noon.
- 4 Day window to secure 3 spots.

Visit www.danbeard.org/popcorn/kroger
Ordering popcorn

TWO IMPORTANT ORDER DATES

September 1, 2017: Initial Show & Sell Order Due
October 27, 2017: Final Take Order Due

A detailed Order Guide help document will be available for download online.
Popcorn distribution

TWO IMPORTANT ORDER DATES

Initial Order Pickup: September 15, 2017
Final Order Pickup: November 10, 2017

-Schedule your pickup time at your assigned district warehouse location.
- Let us know if you prefer a different warehouse pickup by August 25th.

Volunteer Popcorn Picking Team
Email: popcorn@danbeard.org
Return policies

POPCORN RETURN DATE: October 21, 2017

- Work with other units and use the transfer nights to limit your return.
- Only full cases of like product accepted
- No returns on chocolate
- No returns on damaged product

Restocking Fee:
- You get a 10% allowance of the cost of your initial order free and clear.
- After the allowance, there is a 10% restocking fee based on the cost of the remaining product.
Transfers

Popcorn transfers are when one unit transfers product to another unit who is willing to accept that product.

Transfers will be by container total only.

Be sure to use a transfer slip.
Account Settlement

Final Payments Due: December 4, 2017

You may settle your account with Cash, Check, or Credit Card.
Lions Pilot for Popcorn:

- Meant to be an introduction to the popcorn sale.

- There is a special order form designed for lions.
# Commission

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Base Commission</strong></td>
<td>29%</td>
</tr>
<tr>
<td><strong>Attend a Popcorn Rally</strong></td>
<td>+3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>32%</td>
</tr>
</tbody>
</table>

| **Cash Option (for Troops)** | 3%   |
| **Total**                    | 35%   |
Scouts will earn great prizes throughout the sale.

Plan to order prizes with your final order on Oct. 27th. Be sure to order your prizes by November 3, 2017.

Prize Orders submitted online.
## Bonus club prizes

<table>
<thead>
<tr>
<th>$650 CLUB</th>
<th>$1,200 CLUB</th>
<th>$1,600 CLUB</th>
<th>$2,600 CLUB</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLIMEBALL</td>
<td>MOVIE EX Perience</td>
<td>TRIP TO DAY CAMP OR $50 WALMART GIFT CARD</td>
<td>TRIP TO RESIDENT CAMP OR $80 WALMART GIFT CARD</td>
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### $650 CLUB
SLIMEBALL

In addition to selecting a prize from the enclosed prize sheet, any Scout who sells $650 will receive an awesome Slimeball Splat Kit.

### $1,200 CLUB
MOVIE EXPERIENCE

In addition to selecting a prize from the enclosed prize sheet, any Scout who sells $1,200 will be eligible to attend our Top Seller movie event in December.

### $1,600 CLUB
TRIP TO DAY CAMP OR $50 WALMART GIFT CARD

In addition to selecting a prize from the enclosed prize sheet, any Scout who sells $1,600 will receive a free trip to DBC Day Camp or a $50 Walmart Gift Card.

### $2,600 CLUB
TRIP TO RESIDENT CAMP OR $80 WALMART GIFT CARD

In addition to selecting a prize from the enclosed prize sheet, any Scout who sells $2,600 will receive a free trip to DBC Boy Scout or Cub Scout Resident Camp or an $80 Walmart Gift Card.

Reach these bonus club levels and win these awesome prizes in addition to the regular prize levels.
Fill it up

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.
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 heros 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.
Unit kickoff

MORE THAN A FUNDRAISER

PLAN YOUR PROGRAM YEAR AND SHARE IT WITH PARENTS.
- Pay for it all with popcorn.

KEEP IT FUN.
MOTIVATE SCOUTS AND PARENTS.
Unit KERNEL resources

E-NEWSLETTER

REMINDERS VIA TEXT MESSAGE
-Pay for it all with popcorn.

INVENTORY CONTROL HELP
-Use the Sale Tracker Wizard online.

WWW.DANBEARD.ORG/POPCORN
Unit KERNEL resource

New Sellers Superhero Academy

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

Fun Stations and Activities

Perfect for Lions and new Scouts

RSVP's Required – Register on danbeard.org/popcorn.
Come & Go as you please.
Online sale

A great way to supplement your sale. Connect with relatives and friends who are not local.

COMMISSION
- Commission for all product sold online through the Trail’s End website is 45%.

PRIZES
- Prizes will be processed automatically.
- Once a Scout’s online sales exceed $300, they will receive 5% on the total amount sold online in the form of an Amazon Gift Card.