



BOY SCOUTS  
OF AMERICA®  
GREATER YOSEMITE  
COUNCIL

## 2016 Unit Sale Planning Guide

*Revised 8/8/16*

## 2016 Unit Popcorn Sales Guide

Congratulations! You and your Scouts sold more than \$450,000 to fund your unit's programs in 2015, engineering the largest sale in the council's history. Well Done! We now have several units in each district with sales levels in excess of \$20,000. We even had one unit sell more than \$73,000. The good news is that any pack or troop can have these same results, and it's not that hard to make it happen. If you follow some simple steps, and make a firm commitment, your pack or troop can reach these heights.

This book is designed to help you plan your sale and achieve excellence in 2016. We are confident that if you follow all of the steps, and maintain a laser focus, you could grow your sale to \$20,000 or even \$30,000. There are packs and troops just like yours that have already done it by following these steps.

The Popcorn sale is a valuable part of the character development program of the Boy Scouts of America, because it teaches a scout the value of money and he gains some understanding of what goes into earning it. And, if you do it correctly, it's the only fundraiser that you will need all year!

The District Popcorn Kernels and the Council Staff stand ready to assist you in having the greatest sale ever!

See you at the leaders meetings!

Sincerely

Suzanne Antirien  
Council Popcorn Kernel



## 8 STEPS TO SUCCESS



- ◆ **Develop an ANNUAL PROGRAM PLAN AND BUDGET with input from parents and Scouts.** Have key unit leadership attend one of the Budget Building Seminars on May 9 or 14.
- ◆ **Set a UNIT SALES GOAL AND A PER SCOUT GOAL.** Use the tools available on the council website or at Trails-End.com.
- ◆ **Develop a UNIT INCENTIVE PLAN** Keep it exciting for scouts and family members and encourage 100% participation in your unit.
- ◆ **Train and inspire your scouts with a great KICK OFF.** Explain how they can earn popcorn prizes and support their activities.
- ◆ **Use all 4 sales methods** Take Order, Show & Sell, Show & Deliver, Online.
- ◆ **Attend the COUNCIL KICKOFF at Boomers in Modesto, August 12, 2016 6:00pm-9:00pm.**
- ◆ **Use NEW METHODS in 2016.** Study the successful units in our council and elsewhere, and copy what they do. You can't expect better results if you don't incorporate new techniques and methods. Most of all: Believe that you can!
- ◆ **COMMUNICATE FREQUENTLY with scouts and family members.**



### **Increase your sales**

- ◆ Focus on **Take Order Sales**. Have the scouts sell to everyone that they know and encourage parents to do the same. Encourage your boys to fill a sheet.
- ◆ Assign **Individual Scout Kits**. Increase show and deliver success by giving every scout family a prescribed amount of popcorn to sell by a certain date. Use unsold popcorn for remaining site sales.
- ◆ Set smaller **benchmark goals** that add up to your final goal. Celebrate & recognize boy, den, pack/troop successes as you achieve each benchmark. This will Keep the boys engaged and motivated throughout the sale.
- ◆ Conduct **Sales Training** for site sales and teach the Boys how to more effectively interact with customers.
- ◆ **Encourage your boys to earn a Stikbot Studio Pro or 7-Function Survival Tool and the other \$600 incentives.**
- ◆ **Remember that door-to-door sales produce \$250 of popcorn sales per hour!**



# Four SELLING OPTIONS: Show & Sell - Show & Deliver - Take order - Online PARTICIPATE IN ALL FOUR AND EARN MORE!

## 2016 TIMETABLE

WORTH  
1%  
commission

- May 9 Key Leadership briefing at the Modesto Service Center
- May 14 Key Leadership briefing North /Central at LDS Church on Don Ave

WORTH  
1%  
commission

- June 6 Unit Kernel orientation meeting at Modesto Service Center
- June 9 Unit Kernel orientation meeting at Valley Roundtable
- June 14 Unit Kernel orientation meeting in Angels Camp.  
Roundtable Pizza. 27 N. Main Street. Angels Camp. 6:30pm.
- June 16 Unit Kernel orientation meeting North at LDS Church on Don Ave

WORTH  
1%  
commission

- June & July Conduct sales strategizing meetings with staff or District kernel
- July 22 Popcorn Show & Sell orders due
- August 11 Show & Sell (Show & Deliver) product distribution. (Sale begins)  
⇒ North Distribution Site: 3400 E Eight Mile Rd in Stockton  
⇒ Central/South Distribution Site: 1030 Kansas Ave in Modesto
- August 12 Popcorn Sale Kickoff at Funworks in Modesto open to all scouts and leaders.

\$

- October 17 Popcorn System Wrap up Seminar at Modesto Service Center (Optional)
- October 24 Show & Sell ends & "Take Order" orders placed in Trails end system.  
**Show & Sell payment due at this time**

**October 24 Last Day to return unsold Popcorn**

\$

**Nov 12 Take Order sale popcorn distribution** (note change of date from original)

**Dec 2 TAKE ORDER FINAL PAYMENT DUE. & FINAL PRIZE ORDER DEADLINE**  
*Remember, we need your Council incentive forms at this time!*



## Commission & Incentives

### ➤ Units Earn Up To 37% Commission:

A full percentage  
increase over 2015!

- Base is 29%
- 1% more for unit leaders attending Key Leader Briefing (Key Leadership is defined as Cub Master, Scout Master, Committee Chairperson, Treasurer)
- 1% more for Unit Popcorn Kernel attending one June Unit Kernel Orientation.
- **1% more for conducting a planning session with district Kernel or Executive Staff.**
- 1% more for returning less than 10% of your Show & Sell inventory (based on sum of all Show & Sell orders placed)
- **4% more for selling 4% more than last year.**



### **\$** ACCOUNT SETTLEMENT

Unit accounts must be settled NO LATER THAN October 24 for Show & Sell and December 4 for Take Order. Units must settle their accounts with ONE check made payable to the Greater Yosemite Council. Units keep commissions and only pay the balance owed. **Additional Show & Sell orders placed after your initial order must be accompanied with 30% payment (based on retail value of product ordered).**

**December 2nd is also the FINAL deadline for prize orders and Council Incentive Forms.** Please make sure that all prize orders (including patches, pins, Zing Toys and Multi-tools) are submitted by this deadline. **Prize orders cannot be submitted after this deadline.** Unit commissions will not be adjusted after this date.

*Proper popcorn account settlement means all dollars must be receipted at one of the Council Service Centers (Modesto or Stockton) in accordance with rules and deadlines set forth in this document.*

**Set Individual Scout Goals and increase sales by 30%**  
Secure Sales Training Videos and other support at [www.trails-end.com](http://www.trails-end.com)

# Extra Scout Prizes & Incentives

Order  
Online

Incentive  
Form!

Incentive  
Form!

1. **Sell any Item:** Scout receives the 2016 Popcorn Sales Patch



2. **Military Donation \$100+ Achiever:** Scouts that collect a minimum of \$100 in Military Donations will receive a special Themed Council Strip.



3. **\$600 Club:**

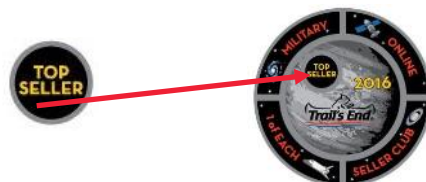
- Cub Scouts will receive a Stikbot Studio Pro and Boy Scouts will receive a 7 Function Survival tool



- a \$600 Achiever Collector's T Shirt.
- a \$100 credit good towards any 1 Greater Yosemite Council summer camp program.
- Entry into a drawing for a 32" Flat Screen television set or equivalent camping package. One entry for each increment of \$600.

4. **\$1,000:**

- The Scout joins the Exclusive K Club. Membership includes....
- A personalized *K Club t-shirt* with all the members' names on it
- An invitation for himself and a guest to an exclusive K Club Party
- The Scout earns a Top Seller Pin to complete the Galactic Sale Patch



Incentive  
Form!

Incentive  
Form!

5. **\$1,500:**

- The Scout receives full tuition to any 1 GYC Summer Camp program.
- The Scout will have the opportunity to participate in the exclusive VIP Spin to Win Event.



6. **2,500:** The first time this level is reached the Scout will qualify for the college scholarship program. 6% of all sales in the years following accumulate in the Scout's fund.

Trail's-end  
Enrollment  
Form



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# WIN & WIN BIG

**KELLER MARKETING**  
A Division of General Commercial Corp.  
888-361-8000

## Level 8 - Sell \$775

- 22 - High Speed Remote Control Race Track
- 23 - LEGO Super Heroes Kryptonite Interception
- 24 - Waterproof Tent - 68"x60"x48"
- 25 - Grab Bag G



## Level 7 - Sell \$575

- 18 - LEGO Technic - Getaway Racer
- 19 - HEXBUG Fire Ant
- 20 - Ultra Mini "Phusic" Bluetooth w/ Selfie Remote
- 21 - Grab Bag F



## Level 6 - Sell \$375

- 14 - Zing Zeon Bow
- 15 - HEXBUG Aquabot 2.0
- 16 - Large Brass & Rosewood Knife w/ Case and BSA® Branding
- 17 - Grab Bag E



## Level 5 - Sell \$275

- 10 - Dart Zone Raplor Mini Bow w/ 4 Darts
- 11 - Rosewood Handle Knife w/ Clip & BSA® Branding
- 12 - Switchblade Boomerang
- 13 - Grab Bag D



## Level 4 - Sell \$175

- 7 - First Aid Kit
- 8 - Small Brass & Rosewood Handle Knife w/ BSA® Branding
- 9 - Zing Helix Spinner



## Level 3 - Sell \$125

- 4 - Glow in the Dark Flashlight
- 5 - Cinch Backpack w/ BSA® Branding
- 6 - Frisbee w/ LED Lights & BSA® Branding



## Level 2 - Sell \$75

- 1 - Lock Blade Knife
- 2 - 3" Carabiner w/ Strap & BSA® Branding
- 3 - Compass-Thermometer-Whistle



## Level 1 - Patch Collection

- 0.1 - Sell One Item - Receive the Lunar Participation Patch
- 0.2 - Make One Sale Online - Receive the Satellite Rocker
- 0.3 - Sell a Total of \$600 (Face-to-Face and Online) - Receive the Saturn Rocker
- 0.4 - Make One Military Sale - Receive the Galaxy Rocker
- 0.5 - Sell One of each Item on the Take Order Form - Receive the Space Shuttle Rocker
- 0.6 - Be a Top Seller and sell at least \$1,000 - Receive the Top Seller Pin



**Level 14 - Sell \$4,500**

- 46 - Playmobil Royal Lion Knights Castle
- 47 - Lionel New York Central RS-3 Freight Set
- 48 - HEXBUG Vex IQ Robotic
- 49 - \$200 Walmart Gift Card



**Level 13 - Sell \$3,500**

- 42 - Carrera GO!!! CT Contest Slot Car Track
- 43 - LEGO Star Wars Millennium Falcon
- 44 - Sevylor Kayak
- 45 - \$165 Walmart Gift Card



**Level 12 - Sell \$2,750**

- 38 - Carrera PROFI Remote Control Truck
- 39 - Eureka Tetragon 3 Tent
- 40 - LEGO Star Wars Imperial Assault Carrier
- 41 - \$125 Walmart Gift Card



**Level 11 - Sell \$2,000**

- 34 - LEGO City Air Show
- 35 - Eagle Claw Freshwater Spinning Package
- 36 - Case® Jr. Scout Knife
- 37 - \$90 Walmart Gift Card



**Level 10 - Sell \$1,650**

- 30 - LEGO Star Wars Resistance Troop Transporter
- 31 - Swiss Army "Scout" Backpack
- 32 - My Robot Time - Sensing
- 33 - \$75 Walmart Gift Card



**Level 9 - Sell \$1,100**

- 26 - Buck® Bora's Pocket Knife
- 27 - Playmobil Red Serpent Pirate Ship
- 28 - Lighted Gyro Drone Quadcopter
- 29 - \$40 Walmart Gift Card



**GREATER YOSEMITE COUNCIL**

Council ID: 89GYC      www.yosemitescouting.org



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**Popcorn Sale Important Dates**

August 13th - Sale Start  
October 23rd - Sale Ends

**Who to Contact:**

Popcorn Related Questions: Council Office 209-545-8320  
Prize Related Questions: Keller Marketing 568-351-8000

**How to Select Your Prizes**

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$75 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$125 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.
- Parent's permission and a Whiting Chp or Totin' Chp is required to select a knife as your prize.

**Example:** Sales of \$575 choose one prize from Level 7 ...OR... TWO prizes from Level 5 ...OR... ONE prize from Level 5, ONE prize from Level 4, and ONE prize from Level 3; etc.

Prizes are subject to substitution after consultation with Council and will be of equal or greater value.

**\$600 Club**

Cub Scouts who sell \$600 receive a Stikbot Studio Pro.

Boy Scouts who sell \$600 receive a 7 Function Survival Tool.





For information or help related to your popcorn sales efforts, you may call or email your District Popcorn Kernel or your district staff advisor:

**Council Support**

Rich McCartney	<a href="mailto:rmcartn@bsamail.org">rmcartn@bsamail.org</a>	(209) 566-7701
Robin Wilson	<a href="mailto:robin.wilson@scouting.org">robin.wilson@scouting.org</a>	(209) 566-7702
Suzanne Antirien	<a href="mailto:jeanandsuzie@yahoo.com">jeanandsuzie@yahoo.com</a>	(209) 589-8472

**Gold Country District**

District Kernel: Neil McKeown	<a href="mailto:neil.mckeown@icloud.com">neil.mckeown@icloud.com</a>	(209) 747-8482
District Advisor: Adan Barajas	<a href="mailto:adan.barajas@scouting.org">adan.barajas@scouting.org</a>	(209) 566-7720

**Sierra Valley District**

District Kernel: Diana Stewart	<a href="mailto:dianastewart0401@gmail.com">dianastewart0401@gmail.com</a>	(209) 606-0499
Lt Kernel: Stefanie Holliday	<a href="mailto:stefanie19772003@yahoo.com">stefanie19772003@yahoo.com</a>	(209) 809-6832
District Advisor: Steve Olson	<a href="mailto:stephen.olson@scouting.org">stephen.olson@scouting.org</a>	(209) 566-7707

**Rio del Oro District**

District Kernel: Renette Kelso	<a href="mailto:Renette.kelso98@gmail.com">Renette.kelso98@gmail.com</a>	(209) 617-4494
District Advisor: Jenni Long	<a href="mailto:jenni.long@scouting.org">jenni.long@scouting.org</a>	(209) 566-7712



**2015 Spin to Win Celebration**

More than 70 top sellers who sold in excess of \$1500 were invited to a fun morning of pizza and prizes on February 6, 2016.

**2016 Spin to Win Celebration**

Plans are underway now to make the 2016 celebration even bigger and better. We want every Cub Scout, Boy Scout, and Venturer to have a chance to participate!

## HOW TO ORDER YOUR UNIT'S POPCORN & PRIZES

Popcorn and prize orders must be submitted online at:  
[www.trails-end.com](http://www.trails-end.com).



- Order Show & Sell, Show & Deliver and Take Order Popcorn**  
Online at: [www.trails-end.com](http://www.trails-end.com)
- Prize Order Form (online)**  
Once you have compiled your prize needs, order online at  
[www.trails-end.com](http://www.trails-end.com)

The following forms need to be submitted via fax, mail or hand-delivered to either Scout Service Center by December 4.

**THESE FORMS ARE AVAILABLE ON THE KERNEL'S KORNER WEBPAGE:**  
[www.yosemitescouting.org](http://www.yosemitescouting.org) > [Support Scouting](#)

- Council Incentive Form.** The \$600, \$1,000 and \$1,500 levels indicating which camp the scout will be attending. The scout must choose only one camp to apply this recognition.
- Military Popcorn Donation Incentive Form.** The Unit Kernel must complete and submit this form by the prize deadline.
- \$2500 Scholarship Award Recipient Form**  
Fill out for each scout that achieves this level or has achieved in a prior year.



### Try the following ideas:

- All scouts who reach their sales goals get to throw pies in the leader's faces.
- Flat Screen TV for top unit salesman.
- Give a gift certificate at the end of the 1<sup>st</sup> week's sale to the top sellers.
- Have a pizza party for the top selling den/patrol
- Have a small prize for the boys who fill up a take order form.
- Monitor the sale each week and give awards as you go.
- Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered.



# MYSCOUT ADVENTURES PATH TO ADVANCEMENT

## CUB SCOUT ADVANCEMENT OPPORTUNITIES



### TIGERS



#### Curiosity, Intrigue and Magical Mysteries

Create a secret code to use during your Popcorn Sale **(Req. 4)**



#### Stories in Shapes

Create an art piece advertising your Popcorn Sale **(Req. 1b)**



#### Tiger Tales

Create your own Tall Tale about your Popcorn Sale **(Req. 2)**



### WOLVES



#### Howling at the Moon

Pick one of the four forms of communication **(Req. 1)** and create a Popcorn Skit **(Req. 2)**



#### Paws on the Path

Tell what the Buddy System is and why you need to use it during your Popcorn Sale **(Req. 2)**



### BEARS



#### Baloo the Builder

Select and build one useful and one fun project for your Popcorn Sale **(Req. 3)**



### WEBELOS



#### Art Explosion

Create a Popcorn Sale poster **(Req. 3f)** or a T-shirt or hat **(Req. 3g)** for display at your Show 'n' Sell



#### Build It

Create and build a carpentry project to advertise your Popcorn Sale **(Req. 2)**  
List all the tools you used to build it **(Req. 3)**  
Check which ones you've used for the first time **(Req. 4)**



#### Movie Making

Create a story about your Popcorn Sale and do ALL requirements for Movie Making **(Req. 1-3)**

## MERIT BADGE OPPORTUNITIES



#### Art

**For requirements 5a** – Produce a Popcorn Sale poster for display.



#### Communication

**For requirement 2b** – Make a Popcorn Sales presentation to your counselor.  
**For requirement 6** – Show your counselor how you would teach others to sell Popcorn.



#### Digital Technology

**For requirements 6d** – Create a report on what you and your troop can do with the funds earned from selling Popcorn.  
**For requirements 4d** – Don't forget the Trail's End Digital Selling App.



#### Graphic Arts

**For requirements 3 and 4** – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



#### Journalism

**For requirements 3d** – Create a 200 word article about your Troop's Popcorn Sale.



#### Movie Making

**For requirements 2** – Create a storyboard and video designed to show how to sell popcorn.



#### Personal Management

**For requirements 5, 8, 9** – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities.



#### Photography

**For requirement 5a, b, f** – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale. **(Req. 7)**



#### Plant Science

With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed. **(Requirements 8a and 8b-Corn Option)**



#### Public Speaking

**For requirement 2** – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop.



#### Salesmanship

**All requirements** for this merit badge may be completed through the Popcorn Sale.



#### Truck Transportaion

**For requirement 10** – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment.

## THE PRODUCT LINE FOR 2016

### **\$25.00-\$55.00**

- Chocolate Lover's Tin \$55.00
- Gold Military Donation \$50.00
- Sweet & Savory \$40.00
- Silver Military Donation \$30.00
- Cheese Lover's \$30.00
- White Chocolate Pretzels \$25.00
- Chocolatey Caramel Crunch \$25.00

### **\$20.00**

- Premium Caramel Corn with almonds & Pecans \$20.00
- 18 PK Butter \$20.00
- 18 PK Light \$20.00
- 18-pack Kettle Corn \$20.00

### **\$10.00-\$15.00**

- Jalapeno Cheddar \$15.00
- White Cheddar Cheese \$15.00
- Small Caramel Corn \$10.00
- Popping Corn \$10.00

## **Important Packaging Update for 2016!**

The Cheese Lovers Collection box packaging will now be three 5 ounce foil bags with no artwork, and they will have a 1/2 ounce less product than the individual bags that retail for \$15.00. **We do not recommend purchasing Cheese Lover collection boxes with the intention of breaking them open to sell individually at site sales. Please keep this in mind when placing your product order. As always, no opened Cheese Lover cases are returnable.**





## TOP 10 REASONS YOUR UNIT SHOULD PARTICIPATE:

10. Risk-free commission for your unit...up to 37%.
9. Outstanding prizes for your scouts!
8. Scouts can earn college scholarships!
7. Scout advancement opportunities!
6. Support for our men and women in the military service!
5. Earn money for camp and other Scouting activities!
4. Scouts learn valuable inter-personal and sales skills.
3. Everyone LOVES Trail's End popcorn!
2. Funds your unit entire year of Scouting!
1. It's FUN!



### Quick Tips & Training for your Scouts

1. Dress for success. Wear your uniform and look neat and clean.
2. Smile, Smile, Smile. Have fun while you sell!
3. Have a prepared script and practice before you go to a door.
4. Tell them your first name and your unit. Explain why you are selling popcorn.
5. Know your product and be ready to suggest your favorite one to the customer.
6. Thank them for the order. Make them feel good about supporting your Scout program.
7. **Set smaller benchmarks along the way to help achieve your final goal and celebrate when you achieve each benchmark.**
8. Ask if they would like to support our military with a donation of popcorn.
9. Thank them again when you deliver the order.
10. Turn your order information in **on time** to your unit popcorn coordinator.  
See the Trails-End website for great online sales training and resources.  
[www.trails-end.com](http://www.trails-end.com)

# Remember to tie the Sale to program & Have Fun!

