



BOY SCOUTS  
OF AMERICA®

ALAMO AREA COUNCIL

# Welcome!

Do you have a question?  
Please write your question  
and contact information on a  
sticky note and place it on our  
“parking lot” board.  
If we don’t answer it tonight,  
we will follow up with you.





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# 2018 Popcorn Sale



# Popcorn Perks

## Scouts learn life skills

- Salesmanship
- Public Speaking skills
- Self confidence
- Goal Setting
- Earn their own way

## Risk-free Fundraising

### **73% of sales come back to local Scouting:**

- 35-40% to local Units & Scouts
- 33% to your Council



# Your Unit's Scouting Program

**All Scouts deserve a QUALITY PROGRAM!**

**PROGRAM is the key to a healthy and successful unit.**

**Better PROGRAM = more FUN!**



# Your Unit's Scouting Program

## What does your Unit do every year?

- Pinewood Derby
- Blue & gold
- Pack Overnighter
- Summer Camps
- Monthly camping trips
- "High Adventure" trips
- Merit Badges



# Your Unit's Scouting Program

## What would you *like* to do?

- Purchase needed equipment?
- Provide uniforms for Scouts in need?
- Go to NASA, the USS Lexington, or Philmont?
- Buy a Pinewood Derby track?
- Buy a Trailer for your unit?



# What is your plan?

## Unleash Your Imagination!!!



# What is your plan?

- **Set a Unit goal based on your program**
- **Set a goal for each Scout** (Unit Goal  $\div$  # of Scouts)  
(Units & Scouts that set a goal typically sell TWICE as much as those who do not)
- **Set PRIZES** (from your Council or your Unit)





# What is your plan?

- **How will you publicize?**
  - Social Media?
- **How will you sell?**
  - Show & Sell
  - Show & Deliver
  - Take Orders
  - Online Sales (higher commission)
  - Military Donations - use a donation jar (donations are part of the popcorn sale)



# What is your plan?

- **Set a schedule/calendar for your Unit's sale**
  - Remember your Council and Unit deadlines
- **How will you communicate the PLAN & PRIZES?**
  - Trail's End Scholarship Program?
  - Commission and Benefits to their Scout and Unit?
  - Training and preparation?
  - Communication?



# Quick Review

- Determine your PROGRAM (include some dreams)
- Have a PLAN
- Set GOALS
- Sell SCOUTING (not popcorn)





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# 2018 Popcorn Sale



# UNLEASH YOUR ADVENTURE!



# Calendar Highlights

**Thursday, August 2** – Scouting EXPO/Popcorn Sale Begins

**Sunday, August 19** – 11:59 p.m. – Unit orders due online

**Friday, August 31** – Show & Sell Pick Up Begins

**Friday, November 16** – Take Order Pick up Begins

**Saturday, December 1** – 1:00 p.m. – Payments due

**Monday, December 3** – Prize and Patch Orders due





# Products & Pricing



**\$60**  
Over \$35.00 to local Scouting

**CHOCOLATE LOVER'S COLLECTION**

- Milk Chocolatey Pretzels 1/2 lb.
- White Chocolatey Pretzels 1/2 lb.
- Pecan Clusters 1/2 lb.
- Chocolatey Caramel Crunch 1/2 lb.

comes in a gift box



**\$30**  
Over \$20.00 to local Scouting

**CHEESE LOVER'S COLLECTION**

- White Cheddar Cheese Corn 1/2 lb.
- Yellow Cheddar Cheese Corn 1/2 lb.
- Jalapeño Cheddar Cheese Corn 1/2 lb.

comes in a gift box



**POPCORN FOR OUR TROOPS**

Create a gift of popcorn for our military men and women, their families, and veterans' organizations.

**\$50** Gold Donation  
**\$30** Silver Donation



**\$30**  
Over \$21.00 to local Scouting

**CHOCOLATEY CARAMEL CRUNCH**

10 oz.

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

comes in a gift box



**\$25**  
Over \$18.00 to local Scouting

**SALTED CARAMEL POPCORN**

20 oz. with Sea Salt

A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.



**\$20**  
Over \$14.00 to local Scouting

**PREMIUM CARAMEL CORN**

18 oz. with Almonds, Cashews & Pecans

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



**\$25**  
Over \$18.00 to local Scouting

**18-Pack Microwave KETTLE CORN**

18-PACK MICROWAVE

Deliciously sweet and salty popcorn that melts in your mouth.



**\$20**  
Over \$14.00 to local Scouting

**18-Pack Microwave UNBELIEVABLE BUTTER**

18-PACK MICROWAVE

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.



**\$15**  
Over \$11.00 to local Scouting

**1.25 oz. JALAPEÑO CHEDDAR CHEESE**

Crispy cheese popcorn with a spicy punch of jalapeño white cheddar cheese deliciousness in every family bite.



**\$15**  
Over \$11.00 to local Scouting

**1.25 oz. WHITE CHEDDAR CHEESE CORN**

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



**\$10**  
Over \$7.00 to local Scouting

**11 oz. CLASSIC CARAMEL CORN**

A traditional favorite full of rich caramel flavor.



**STAY ON TRACK FOR COLLEGE**

Sell **\$2,500** of qualifying Trail's End products in any calendar year and have **8%** of your total sales count towards your own Trail's End Scholarship.

Once enrolled, 1% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. (All no sales count!)

Visit [Trail'sEnd.com](http://Trail'sEnd.com) for full details.

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. All Trail's End® products are Kosher Dairy. Please verify the symbol on each package to verify the validating kosher organization.

\*Across the entire Trail's End® product line, an average of 17% goes to local Scouting. ©2018 Trail's End®. All rights reserved.

# 2018 Updates

- Commission
- Incentives
- Distribution
- Show & Sell





# Commission

Base Commission	32%
On-time Payment	3%
Max. with Council Prizes	35%
Max. without Council Prizes	40%
Online Sales	40%



# Online Sales Incentives

## Special Offers from Trail's End.

### Online Prize Program

- Sell \$300 online in a calendar year and earn 5% of every dollar sold!
- Sell \$300, earn a \$15 Amazon.com card
- Sell \$1,000, earn \$50 Amazon.com card
- Sell \$2,500, earn \$125, *plus* be qualified for the **Trail's End Scholarship Program.**

### Win a DISNEY Trip!

Scouts that register an account with trails-end.com and record one online sale will have a chance to win a trip for two to Walt Disney World® Resort.



# Incentives

- Your Council Prizes and Patches will be distributed by BSA National Supply Group (aka The Scout Shop)
- Unit Leaders will order prizes through a protected website
- Prizes and patches will ship directly to the unit leader
- T-shirts will be distributed by your Council



# Incentives

**Minimum sales levels have been raised.**

Council Patch - \$25 min. sale

Level 5      \$500

Level 6      \$650

Level 7      \$850

Level 8      \$1000

Level 9      \$2000

Level 10      \$3000

Level 11      \$4000

Level 12      \$5000

Level 13      \$6000

Level 14      \$7000



# Incentives

**Ordering Deadlines will be strictly observed.**

Online prize ordering will begin Monday, November 5

Prize ordering deadline will be Monday, December 3

**Your unit account must be paid in full  
before your Unit Prize Order will be approved.**



# Distribution

The Popcorn Warehouse will serve as a “Popcorn Pantry”

- The Warehouse will be stocked with product for the sale season.
- The Warehouse is located at McGimsey Scout Park.
- Units may check out product, as needed.
- Units may plan for weekly or monthly pick-up.



# Returns

- “Unlimited” returns to the warehouse through Thursday, October 18
- Beginning Friday, October 19, all returns are **limited** to 5% (retail value) of remaining, checked-out stock
- **Thursday, November 1**, last day for all returns
- Your Council’s safety net for inventory



# Warehouse Hours

August 31 – September 1

Friday 9:00 a.m. – 7:00 p.m.

Saturday 9:00 a.m. – Noon

September 4 – November 1

To be determined...

Please complete your survey.

**Saturdays 9:00 a.m. – Noon**  
**(September 8 & 15 ONLY)**





# Show & Sell Locations

**Bass Pro Show & Sell Lottery**

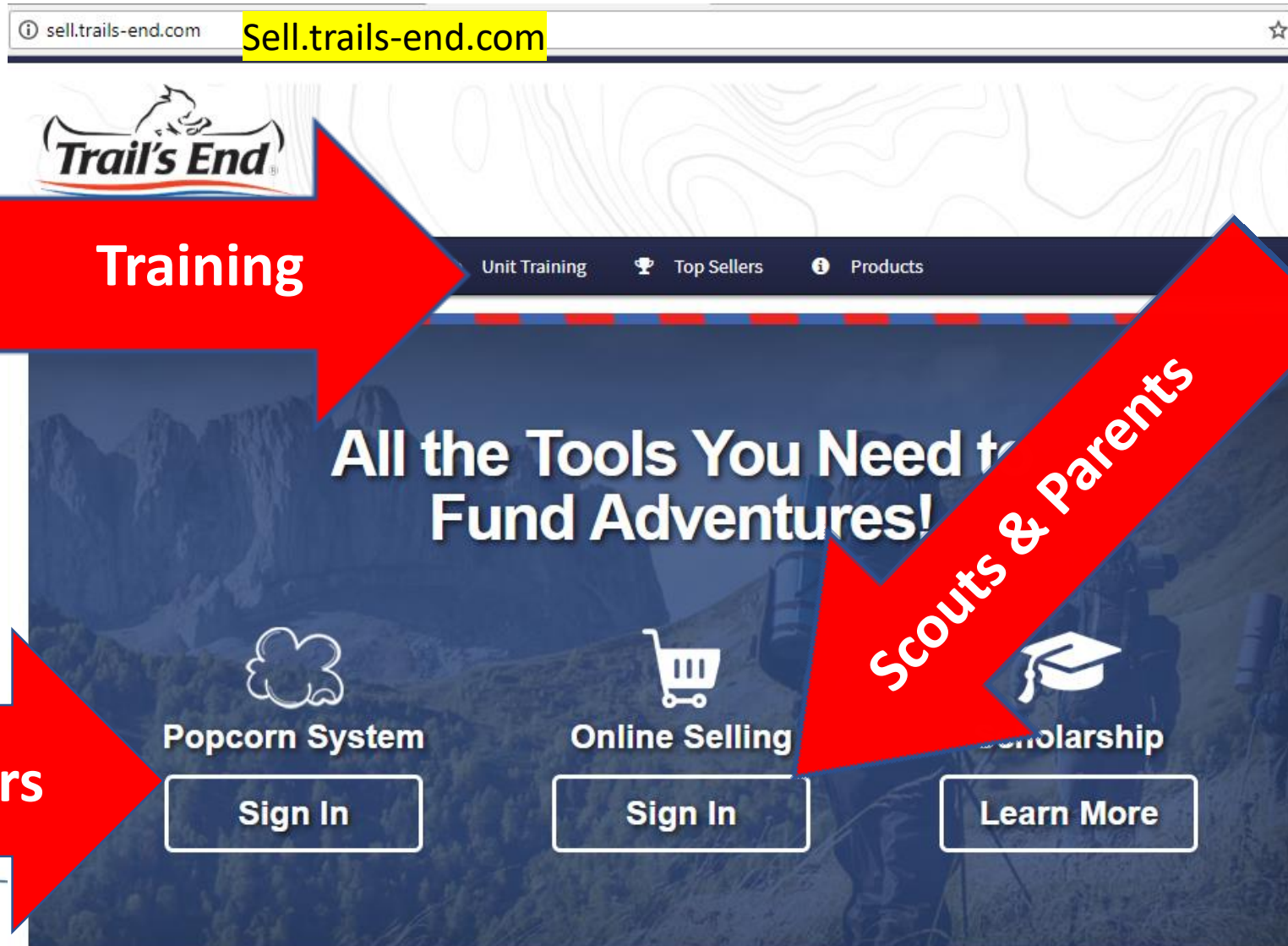
**REI** – Property Management company no longer allows sidewalk Show & Sales; **Please do not call REI**

A Do Not Call List will be posted online.

**Your Council will not schedule any additional Show & Sell Locations**



# Training & Log-in



# To do....

**Register your unit for the 2018 Popcorn Sale.  
Add two (2) separate contacts.**

**Develop your Unit Plan.**

**Make Plans to attend the Scouting Expo on Thursday, August 2.**



# Popcorn Questions?

Andrea Franklin,  
Your volunteer Council Popcorn Kernel

Jay Ghormley,  
Development Director,  
Product Sales & Special Events  
Alamo Area Council

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