



Prepared. For Life.™

East Carolina Council Fall Product Sale Leader's Guidebook



Featuring:





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June 1, 2011

Dear Popcorn Kernel,

Is your unit “Powered by Popcorn?”

The theme of this year’s product sale is “Project Popcorn.” It is your enthusiasm that brings the magic into scouting! Thank you for taking the lead in financially supporting your scouting program through this year’s product sale.

In truth, we’re not selling popcorn at all. We are allowing the public to financially support the Boy Scout program. We are teaching our scouts valuable lessons in goal setting, courage, perseverance, and focus. We’re allowing our scouts to learn to be independent leaders and self sufficient. It is not the product sold, but the lessons learned through selling that makes a difference in the lives of our youth.

70% of the revenues from this year’s sale will stay right here with the East Carolina Council. The units will keep more than half of the funds earned, provided they meet all of the performance criteria. In exchange for having a sale-kickoff, identification of a unit product chair other than the Cubmaster or Scoutmaster, and periodic reporting as well as goal achievement, units can earn a 3% bonus over what they’ve earned in past years. This is a program that benefits all scouts and all should share in the effort.

The beauty of this sale is that in helping your unit, you’re also helping the Council to continue to provide the services that we rely upon. Independent unit sales are often not as cost efficient and do little to fund our Council programs. Over 10,000 scouts and scouters enjoy the privilege of camping at the six camp facilities that the Council owns. The Council staff helps in our recruiting of new scouts, the training of our scout leaders and in managing the scouting program itself. We must continue to do our part in financially supporting our program.

Think of the getting your first badge. Think of the excitement of the Pinewood Derby. Think of the look in the eyes of a young scout on their first camping trip. Think of the respect given to the rank of Eagle. If you think that all of these things happen by themselves, think again. Your diligence with this sale plays a big part in making the magic happen.

Yours in scouting,

Tom Boykin
ECC Popcorn Chair



Why Participate in Product Sale

- Raise all the money your Unit needs to fund their entire year with one product sale as their only fundraiser
- Product sales returns 70% of the money raised to assist in support of your Pack, Troop, or Crew and the East Carolina Council
- The Ideal Year of Scouting will help you achieve your Unit's dreams in Scouting and get more parents involved in the program
- Proven Product Quality with 2 out of 3 people buying when asked and 92% of customers saying they would buy again!
- Teach your members the life lesson of earning their own way

Show and Sell or Show and Deliver for Popcorn Sale

The popcorn sale offers the opportunity to pre-order popcorn for a consignment sale. Popcorn ordered by August 16 will be available for pick-up on August 27.

Show and Sell:

Units do a store front sale in front of a local retail establishment, yard sale, or community event.

Show and Deliver:

Scouts carry product with them in door to door sales and make instant delivery after the sale.

Recommended Show and Sell Order:

The average customer spends \$15.00 at a show and sell. Recommended products include Butter, Butter Light, and the 8oz Caramel. These three products are the top selling product in both Show and Sell and the Take Order sale. For 2011 we have increased our show and sell offerings to include the Cheese Tin, and Carmel with Pecans and Almonds.

Sale Conclusion and Unsold Product

Units should first use unsold product to fill their own order. Units may return only **unopened full cases** for credit. Unopened, full cases must be inventoried and reported to the East Carolina Council on November 4. The reported inventory must be returned at your district's distribution day or other day told to you. **Units failing to report by November 4 will be financially responsible for the product.**

Popcorn and the LDS Church

In a letter written on August 17, 2005 by Charles W. Dahlquist, Young Men General President, The Church of Jesus Christ of Latter-day Saints, President Dahlquist stated: **“While the LDS Church does not endorse any specific fund-raiser or product, if conducted in accordance with the LDS Church Budget Allowance Guidelines, the sale of popcorn would be an appropriate fundraising tool for LDS-sponsored units.”** Please contact Michael Hesbach for information.



Product Sale Timeline

- By May 31 Product Sale Chair Recruited
- On June 30 Product Sale Chair Orientation
- By July 15 Champion Units Recruited
- By July 30 Units Recruited
- July 30 East Carolina Volunteer Recognition Banquet at Camp Boddie
- By August 16 District Product Sale Kick-offs
- On August 16 Show and Sell orders Due
- August 22-26 Order forms mailed to all East Carolina Scouts
- On August 27 Show and Sell Pickup
- September 7 Unit Report Due
- By September 10 All Units have held product sale kick-off
- On September 10-23 Sale Blitz
- September 21 Unit Report Due
- On September 24 \$600 Club Day
- October 5 Unit Report Due
- October 19 Unit Report Due
- On November 1 Sale Ends
- On November 4 Unsold Inventory due from Show and Sell Sale
- On November 4 Orders are due to ECC
- By November 4 Popcorn Prize Orders Due
- On November 19 Product Distribution
- By December 9 Money Due to ECC

Popcorn Websites and National Programs

www.trails-end.com

Access to this site is given to unit's product sale chair. Units can place their order for popcorn and prizes. In addition training videos, sales guides, budget planners and more are available. For access to this site please contact the ECC Product Sale Leadership on pages 8 and 9.

No Limit Rewards Program

Trails-End has changed their prize program to allow Scouts to earn a gift card at every level. As a result of this change we have eliminated the opportunity to turn down prizes, therefore all units will receive a base commission of 32% and prizes. We are offering a bonus commission program that when earned will increase the commission to 35% plus prizes!

Individual selling programs

Scouts who on their own sell at least \$1,500 in popcorn will receive a \$50 Wal-Mart gift card from Trails-End. Scouts who sell at least \$2,500 in popcorn are eligible for the Trails-End Scholarship program, and have 6% of their sale credited to a scholarship account.

<http://www.trails-end.com/trailsend/scouts/>

Trails-End Picture Contest

Scouts can submit to Trails End a popcorn inspired picture and be eligible for prizes and be featured on next year's product packaging.



Incentives and Prizes

FOR YOUR SCOUT:

- **Sell \$600**
 - \$600 Club Patch from Trails-End
 - Zyclone Shooter from Trails-End
 - Pocketknife
 - Drawing for 6 tickets for ECU Football vs. Southern Miss **drawing Oct 11**
 - Report achievement online at <http://popcorn.ecbsa.org> , to receive pocket knife

- **Online Sales**
 - 3 on-line order sales and get special “Online Achiever” logo cinch sack
 - 3 on-line order sales by **Oct 10th** – entered into entered into BSA ECC drawing for 6 tickets to ECU Pirates vs. Southern Miss football game on Nov 5, 2011

- **Other Trails-End Reward/Prize Programs:**
 - \$100 Military Club Patch, submitted with prize order
 - \$1500 Club - Sell at least \$1500 receive \$50 Wal-Mart gift card, submitted with prizes
Fall Sale Scout Rewards: **ONLINE Sales Aug 1 to ECC sale close out date**
 - Sell (1) item – get Project Popcorn patch or pin
 - Sell \$250 get \$10 amazon.com or Walmart gift card
 - Sell \$450 get \$20 amazon.com or Walmart gift card
 - Sell \$650 get \$30 amazon.com or Walmart gift card
 - Sell \$850 get \$40 amazon.com or Walmart gift card
 - Sell \$1100 get \$55 amazon.com or Walmart gift card
 - Sell \$1300 get \$75 amazon.com or Walmart gift card
 - Sell \$1800 get \$110 amazon.com or Walmart gift card
 - Sell \$2300 get \$150 amazon.com or Walmart gift card

- **Trails-End Scholarship Program:**
 - Sell at least \$2500 receive and be eligible for Trails-End Scholarship program and have 6% of sale credited to scholarship account. *See special terms and conditions on Trails-End website.*



\$600 Club Patch



Military Patch



Participation Patch



Blackbeard District

Chair: Michelle O'Kelly (252) 833-5060 - mokelly2@gmail.com
District Goal: \$60,000
Kick-off Date: August 9, 2011 at 7:00PM
Kick-off Location: Piney Grove Baptist Church – 2925 Piney Grove Church Rd. Williamston
Show and Sell Distribution: EB Grain Warehouse Rocky Mount
Distribution Location: Williamston National Guard Armory

Caswell District

Chair: Tina Crumpton (252)933-2771 bizmomt@hotmail.com
District Goal: \$53,000
Kick-off Date: August 8, 2011, 7PM
Kick-off Location: Kinston High School Performing Arts Center
Show and Sell Distribution: Troy Humphrey Moving and Storage
Distribution Location: Poole Warehouse - 4100 Berkeley Avenue

Croatan Trails District

Chair: Kim Quintero (252) 349-4894 kquintero@ec.rr.com
District Goal: \$85,000
Kick-off Date: August 4, 2011 at 7PM
Kick-off Location: Church of Jesus Christ of Latter Day Saints – Morehead City
Show and Sell Distribution: Troy Humphrey Moving and Storage
\$600 Club Day Location: Newport Scout Hut – Howard Blvd 10AM-2PM
Distribution Location: Creative Outlets on Bridges St.

Neuse Basin District

Chair: Heather Gonzalez (240) 320-3635- hgonzalez@robinstith.com
District Goal: \$50,000
Kick-off Date: August 16, 2011 at 7:00PM
Kick-off Location: St. Andrews Lutheran Church, New Bern
Show and Sell Distribution: Troy Humphrey Moving and Storage
Distribution Location: McNaughton-McKay

Pitt District

Chair: Lisa Lassiter (252) 847-0827 melassiter@embarqmail.com
District Goal: \$93,000
Kick-off Date: August 16, 2011 at 7:00PM
Kick-off Location: Boys and Girls Club on Firetower Road
Show and Sell Distribution: EB Grain Warehouse Rocky Mount
Distribution Location: Overton Sporting Goods at Red Banks and Evans Streets



Tar River District

Chair: Gloria Dunn (252)937-2800x1373 - gloriadunn@boddienoell.com
District Goal: \$66,000
Kick-off Date: August 11, 2011 at 6:30PM
Kick-off Location: St. Paul's United Methodist Church, 1217 Bethlehem Rd. Rocky Mount
Show and Sell Distribution:
\$600 Club Day Location: Starbucks at Golden East Crossing Mall from 10AM to 1PM
Distribution Location:

Tri-County District

Chair: Tanya Glasgow (252) 578-3916 – telg68@charter.net
District Goal: \$28,000
Kick-off Date: August 9, 2011 at 6:30PM
Kick-off Location: Jackson United Methodist Church -
Show and Sell Distribution: EB Grain Warehouse Rocky Mount
Distribution Location: Interstate Storage – 501 Jackson Street Roanoke Rapids

White Oak River District

Chair: Orine Funk (910) 265-0924 orine2755@hotmail.com
District Goal: \$127,000
Kick-off Date: August 16, 2011 7:00PM
Kick-off Location: Church of Jesus Christ of Latter Day Saints, Jacksonville
Show and Sell Distribution: Troy Humphrey Moving and Storage
\$600 Club Day Location: Church of Jesus Christ of Latter Day Saints, Jacksonville 9AM-12PM
Distribution Location: Troy Humphrey Moving and Storage

Wilson District

Chair: Ron McCullough (252) 292-9637 ron.mccullough2@gmail.com
District Goal: \$48,000
Kick-off Date: August 4, 2011 at 7PM
Kick-off Location: Camp Charles, Bailey
Show and Sell Distribution: EB Grain Warehouse Rocky Mount
\$600 Club Day Location: Hobby Shop – Wilson Mall from 10AM-1PM
Distribution Location: W T Lamm – 1801 Quality Drive, Wilson

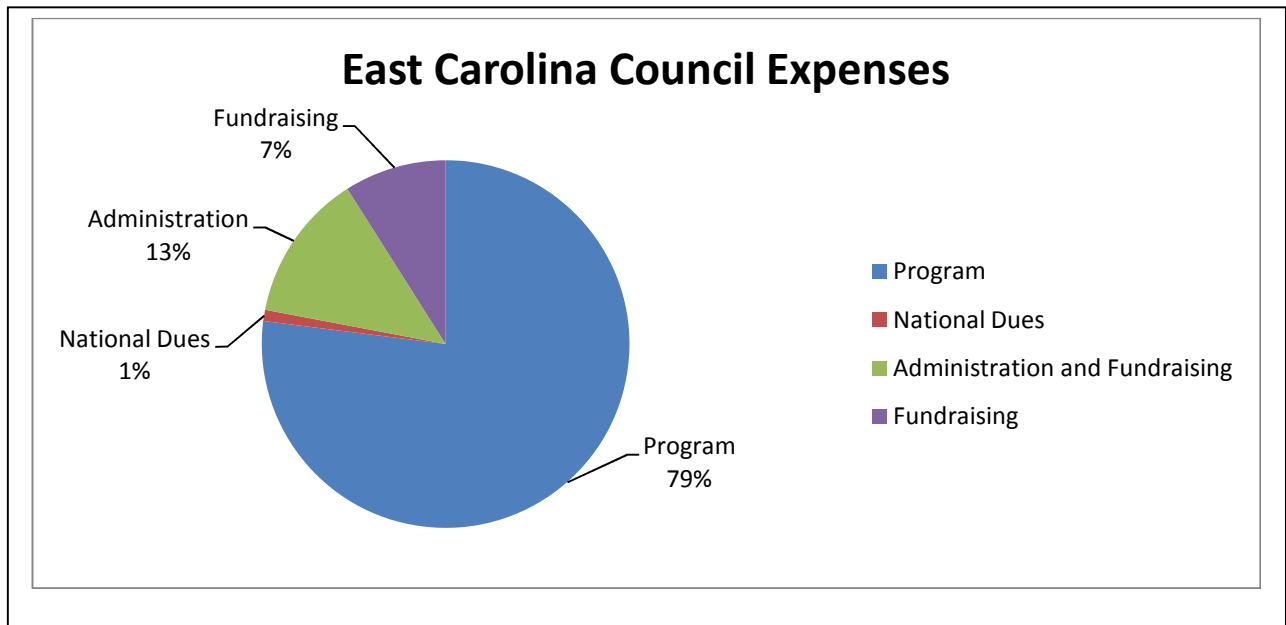
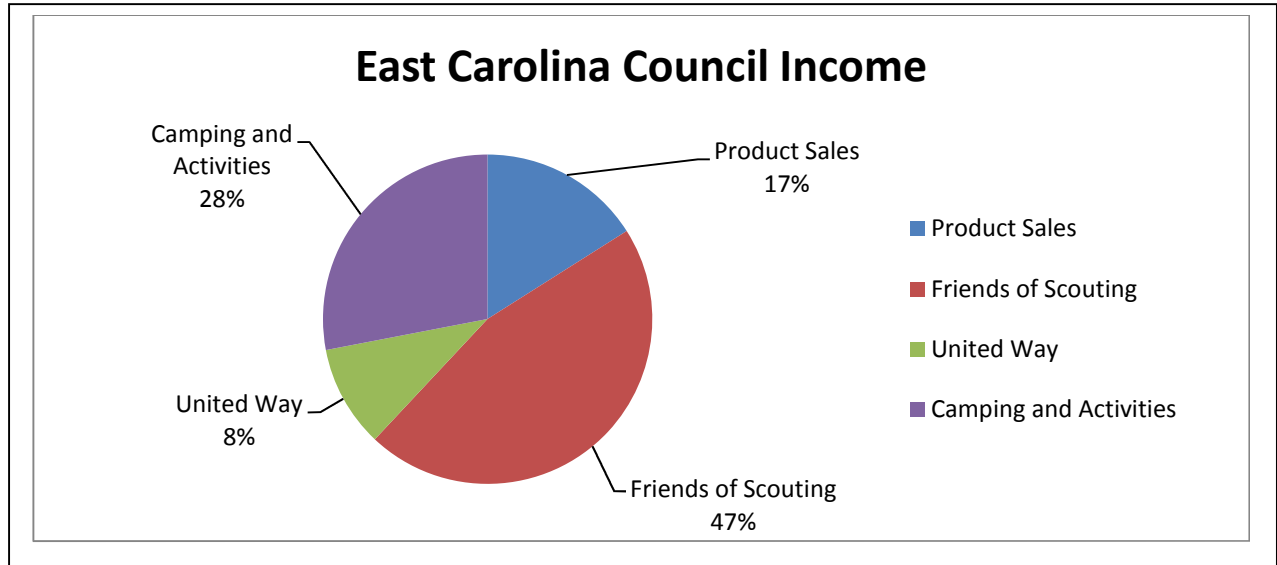
Product Sale Leadership Team

ECC Chair: Tom Boykin (252) 560-1768 tboykin6@gmail.com
Staff Advisor: Michael Hesbach (252) 413-9778 mhesbach@bsamail.org
Asst. Staff Advisor: Rachelle Hall (252) 670-7349 rahall@bsamail.org
Fundraising Specialist: Julie Sanderson (252) 522-1521x23 jusanders@bsamail.org
East Carolina Council Goal: \$610,000



Product Sale and the ECC Budget

Annually product sales contribute a significant portion of the East Carolina Council's 2 million dollar budget.





Remember these 5 items for a Successful Scout Popcorn Sale!

(For unit use, hand out to parents)

1) List 5 things in your Scouting Program to be funded with Scout Popcorn this year:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____



2) Write in the Scout Popcorn Sales Goal:

Scout Popcorn Sales Goal \$_____

Have your son/daughter write their goal on the Take Order Form.

3) Have your son/daughter look at the Prize Program and decide what prize level she/he wants to shoot for. Pick a Prize level that exceeds his Scout Popcorn Sales Goal listed in #2

**Don't forget to ask your leader about the Scout Popcorn National Prize Program and Scholarship Program*

4) Sell in the neighborhoods using Take Order or Show & Deliver method. Practice role-playing with your son/daughter on the sales script they will use at the door. Don't forget to send an email to relatives, friends asking them to help.

For example:

Scout Knocks On Door

Hi! My name is _____ and my Scout unit is selling delicious Trails-End popcorn to pay for all of our activities this year. These activities help me achieve my dream of being a community leader and (insert career) now and in the future. You can even buy popcorn to support our military. Would you like to buy to help me make my goal?

Thank you for supporting my Boy Scout program!

5) List the Key Dates for this year's Popcorn Sale:

- a. Blitz Day(s) _____
- b. Order Turn in Date _____
- c. Popcorn Pickup _____
- d. Money Collection _____



Unit Kick-off

Supplies:

- Trails End DVD, if selling popcorn
- Large TV with DVD Player
- Project, DVD Player, and Speakers
- Key Dates Flyers
- Per Boy Sales Goal
- Door Prizes

Before the Kick-off:

- Preview the DVD
- Setup the Room
- Recruit Assistants
- Plan Unit's Year of Scouting
- Set Unit's Budget



Grand Opening:

Make an entrance, the DVD offers great details. For example, if your pack is going to give away a bicycle to its top seller, then ride in on the bike.

Show Annual Program:

Explain activities that your unit will participate in throughout the year. Relate the overall cost of the activities to Per Scout Sales Goal

Explain Key Dates:

Sales Period, Blitz Week, Weekly Reporting, Orders Due, Pick-up, and Money Collection are all important. Make a flyer for Scouts and families to take home. Don't forget to highlight "\$600 Club" prizes and deadlines.

Scout Training:

Give a demonstration about the products the Scouts and Families will be selling. The Trails-End DVD has a video titled "5 Ways to Sell" you should show and practice some role playing.

Prizes:

Introduce your Unit to your prize incentives if you have ones. Also introduce them to the Popcorn Prize Program, and show the "Pick that Prize" video from the Trails-End DVD. A Scout might not be interested in a monetary goal, but will work towards a specific prize goal.

Big Finish:

Reward last year's top sellers by allowing them to throw pies in your face.



Position: **District Product Sales Chair**

Commitment: Product Sale Chair Orientation (June 30, 2011)
Champion Units Recruiting Meetings (as needed by July 15)
Units Recruiting Meetings (as needed by July 30)
Product Sale Kick-off (August 6, 2011)
Show and Sell Orders Due (August 16, 2011)
Show and Sell Distribution (August 27, 2011)
\$600 Club Day (September 24, 2011)
Orders Due (November 4, 2011)
Prize Orders Due (November 4, 2011)
Product Sale Distribution (November 19, 2011)
Money Due (December 9, 2011)

Specific Responsibilities

- Attend the Product Sale Orientation
- Be knowledgeable in all aspects of the popcorn sale
- Set a District Product Sale Goal for both units selling and gross sales
- Secure Champion Unit Commitments to sell popcorn by July 15
- Secure Unit Commitments for all product sales by July 30
- Assist Units in setting their product sales goal
- Lead the District's product sale kick-off
- Monitor Unit's sale progress by obtaining and reporting unit progress
- Participate in 4 conference calls (September 8 and 22, October 6 and 20) at 5:30PM
- Promote Blitz Day
- Secure distribution location
- Organize and recruit manpower to assist with product distribution



Position: **Unit Product Sales Chair**

Commitment: Attend District Product Sale Kick-off (by August 16, 2011)
Hold Unit Kickoff (by September 10, 2011)
Show and Sell Orders Due (August 16, 2011)
Show and Sell Distribution (August 27, 2011)
\$600 Club Day (September 24, 2011)
Orders Due (November 5, 2011)
Prize Orders Due (November 4, 2011)
Product Sale Distribution (November 19, 2011)
Money Due (December 9, 2011)

Specific Responsibilities

- Attend the Product Sale Orientation
- Be knowledgeable in all aspects of the popcorn sale
- Set a Product Sale Goal for both the Unit and per Scout
- Monitor Unit's sale progress by obtaining and reporting unit progress
- Submit 4 reports via the online system or fax on the following dates (September 7 and 21, October 5 and 19)
- Promote Blitz Day
- Promote the \$600 Club
- Follow the Product Sale Timeline



Leadership Rewards

To recognize our top performing units we are offering leadership rewards, to be eligible leaders must fulfill the requirements of their respective job description.

\$100 to the District Product Sales Chair who meets and exceeds their goal by the highest percentage in the Council

\$200 to the Unit who meets and exceeds their district approved goal by the highest percentage in the Council, minimum goal is \$100 per Scout based on June 15, 2011 membership or a 5% increase over the 2009 sale, whichever is higher.

\$200 to the Unit with the highest gross sales in the Council.

Unit Reporting

In an effort to help manage the sale, Units will be asked to participate in four reports to their respective District Product Sale Chair. Units may make their reports via the East Carolina Council Website at <http://www.eccbsa.org/reporting.php> , or via fax with the enclosed form. Units are asked to report Wednesday by 8PM online or fax by 3PM.

Unit Report Dates:	Area of Importance
September 7	Unit Kick-off
September 8	District Product Sale Chair conference call at 5:30PM
September 21	Gross Sales and number of \$600 club prizes needed
September 22	District Product Sale Chair conference call at 5:30PM
October 5	Number of youth at goal and gross sales
October 6	District Product Sale Chair conference call at 5:30PM
October 19	Number of youth at goal and gross sales
October 20	District Product Sale Chair conference call at 5:30PM

High Adventure and Jamboree Program

Boy Scouts and Venturers who participate in the High Adventure and Jamboree Program earn 50% commission. The money they raise can be used for the Pamlico Sea Base, a BSA National High Adventure Base, or the National Jamboree. Scouts participating in this program will not be eligible for prizes. Scouts must submit their order separate from their Troop or Crew. At the completion of the sale, the Scout submits the full amount of their gross sales to the East Carolina Council. In turn the East Carolina Council will create a custodial account in the Scout's name and deposit the 50% commission. At the direction of the Scout, funds in the account can be used for approved High Adventure or Jamboree expenses. Money in the High Adventure account is non-refundable, non-transferable, and becomes property of the East Carolina Council on the Scouts 18th birthday, or when his or her membership is not renewed.



Unit Reporting Fax Form

Please use this form if you are unable to use the online reporting system found at our website here:
<http://www.eccbsa.org/reporting.php>

Faxed unit reports are due by 3PM of the reporting day.

Unit Report Dates:	Area of Importance
September 7	Unit Kick-off
September 21	Gross Sales and number of \$600 club prizes needed
October 5	Number of youth at goal and gross sales
October 19	Number of youth at goal and gross sales

District: _____ Unit Type: _____ Unit Number: _____

Unit Kick-off Date: _____

Has your kick-off been held: ____ Yes ____ No

Number of members with one sale: _____

Number of members who have reached their per boy sales goal: _____

Number of members who have earned the \$600 Club: _____

Unit Gross Sales: _____

Please fax this form to 252-522-9707



2011 Product Sale Bonus Commission Plan

In an effort to grow your product sale, the East Carolina Council is offering a Product Sale Bonus Commission Plan. This plan is made possible because of savings in our product cost as a result of how we order the product from Trails-End and have it delivered to your district's distribution site.

There will not be a change on how you pick-up your popcorn.

The base popcorn commission will remain unchanged at 32%.

Units may earn an additional 3% commission by completing ALL of the following requirements:

- Recruit a Unit Product Sale Chair other than the Cubmaster, Scoutmaster or Crew Advisor
- A Unit representative attends your district's kickoff in August and Volunteer Recognition Day at Camp Boddie on July 30
 - Blackbeard – August
 - Croatan Trails – August
 - Pitt – August
 - Tri-County – August
 - Wilson Area – August
 - Caswell – August
 - Neuse Basin – August
 - Tar River – August
 - White Oak River – August
- Achieve the minimum sales goal for your unit
- Units must submit four reports via the online reporting system on the website or fax on (September 7 and 21, October 5 and 19)
- Units must place its order on time in whole cases (November 4, 2011)
- Unit must place its prize order on time (November 4, 2011)
- Unit must make its full payment on time (December 9, 2011)



HOW WELL DO YOU SELL?

Do you know how to sell as well as Zack? Try these trivia questions to see if you're ready to make a big splash selling popcorn this year.

1. What should you wear when you sell popcorn?

- A. Jeans and t-shirt
- B. Your best shirt
- C. Your Halloween costume
- D. Your Scout uniform

2. What should you have with you when selling popcorn?

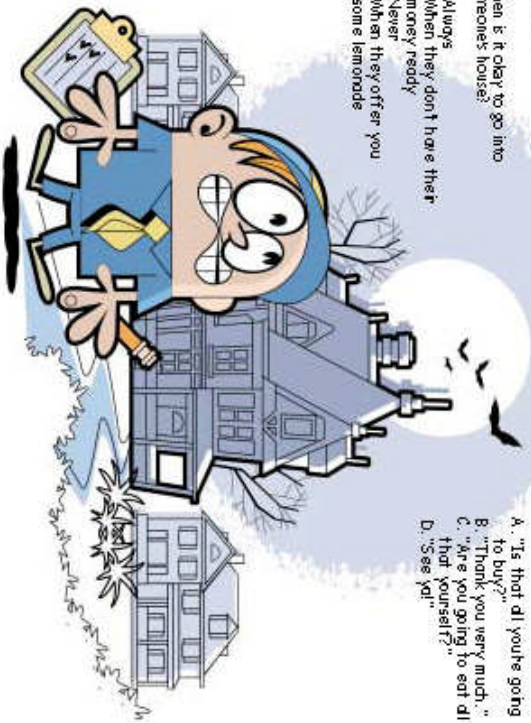
- A. Your dog, a snack and headphones
- B. Your order form, a pen and another Scout
- C. Your hiking boots, some rope and a first aid kit
- D. A monkey, a down and a canoe

3. When is the safest time to sell?

- A. During the day
- B. During the Superbowl
- C. Night time
- D. Twilight

4. When is it okay to go into someone's house?

- A. Always
- B. When they don't have their money ready
- C. Never
- D. When they offer you some lemonade



6. When is it alright to cut across someone's yard?

- A. Never - stay on the sidewalk or path.
- B. When it's a shortcut
- C. Always
- D. Winter

7. You've collected a lot of money selling today. What should you do?

- A. Stick it in your pocket.
- B. Leave it in a hiding place.
- C. Have your friend carry it for you.
- D. Give it to your mom or dad for safekeeping.

9. A customer asks what kind of popcorn you're selling. You reply:

- A. "I don't know. It's all the same, isn't it?"
- B. "Good popcorn."
- C. "It's Troll's End Gourmet Popcorn. I have a lot of flavors."
- D. "Um, plain, I think..."



5. What do you say when someone buys popcorn from you?

- A. "Is that all you're going to buy?"
- B. "Thank you very much."
- C. "Are you going to eat all that yourself?"
- D. "See ya!"

8. How can your parents help you sell popcorn?

- A. They can't. It's not allowed.
- B. They can buy enough popcorn for you to reach your goal.
- C. They can give you super vitamins to make you sell better.
- D. They can take an order form to their workplaces.



10. What can you achieve by selling popcorn?

- A. You can pay for camp.
- B. You can earn money for gear.
- C. You can win prizes.
- D. All of the above.

Q 0 1 3 6 Q 8 Q 2 V 9 8 5 3 4 V 8 8 2 Q 1 S 2 B M N V

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East Carolina Council
Show 'N Sell and Show 'N Deliver Order Form

# Per Case	Price per Item	Product Description	Full Cases Ordered
1	\$35	Cheese Lover	
8	\$20	Caramel Corn 23oz	
6	\$18	Unbelievable Butter	
6	\$18	Butter Light	
12	\$10	Original Caramel Corn	

Orders are due August 16, 2011 to the East Carolina Council

Product Distribution is August 27, 2011

Orders may be faxed to the East Carolina Council at 252-522-9707

District _____ Unit Type _____ Number _____

Product Sale Chair

Name: _____

Address: _____

City & Zip: _____

Phone: _____

Email: _____

Show 'N Sell and Show 'N Deliver Sale Conclusion and Unsold Product

Units should first use unsold product to fill their own order. Units my return only **unopened full cases** for credit. Unopened, full cases must be inventoried and reported to the East Carolina Council on November 4. The reported inventory must be returned at your district's distribution day or other day told to you.

Units failing to report by November 4 will be financially responsible for the product.

I have read and understand the statement regarding the settlement of unsold popcorn.

Signature

Date



**Product Sale Commitment Form
Commitment Form**

My unit would like to participate in the fall Product Sale to support the East Carolina Council

(Check all that apply)

_____ Popcorn Sale with Prizes (32% Commission)

_____ High Adventure Program (50% Commission, restrictions apply see leader guide)

Our Unit's Product Sale Goal is: \$_____

Our Unit's Per Boy Goal is: \$_____

District: _____ Unit Type: _____ Unit Number: _____

Product Sale Chair

Name: _____

Address: _____

City & Zip: _____

Phone: _____

Email: _____

Unit Leader Name

Name: _____

Address: _____

City & Zip: _____

Phone: _____

Email: _____

Thank you for your support and leadership!

Please send completed form to:

Julie Sanderson or jusanders@bsamail.org or fax to 252-522-9707