

# The 2007 Trails End Popcorn Sale

## Unit Leader Guidebook



**East Carolina Council**  
**P.O. Box 1698**  
**Kinston, North Carolina 28503**  
**(252) 522-1521 fax (252) 522-9707**

# Unit Kernel Job Description

## *Position Objective:*

The Unit Popcorn Kernel's role is to **inform** parents, leaders and youth of the benefits of the sale, to **organize** the distribution of the information, to **motivate** boys to sell, and to **collect** prize and popcorn orders to deliver them to the Council Service Center by Friday, November 2nd at 5:00 p.m.

## *Steps for Success*

1. Pick up your popcorn packet at training, Program Extravaganza or a Popcorn Kick Off.
2. Inform all unit leaders, parent(s)/guardian(s), and Scouts of the benefits of the popcorn sale, and how it can help your unit to have a "once a year" fundraiser.
3. To participate in Show N Sell and Show N Deliver, your unit's popcorn order must be placed by Friday, August 31 by 5:00 p.m.
4. Determine a unit sales goal.
5. Distribute all order forms, prize flyers and money envelopes to boys at September or October pack and troop meetings. Give each Den leader a Unit Master Record to total their Den's popcorn order and to record each Scout's prize order.
6. Collect all popcorn and prize orders. Utilize the Unit Master Records from Den leaders to total your unit's popcorn order on the Unit Order Settlement Form. Use the information on the Unit Master Record to fill out the Prize Order Form. Then send the following to the Council Service Center by 5:00 p.m. Friday, November 2nd.
  - ✓ Unit Order and Settlement Form
  - ✓ Prize Order Form
  - ✓ A copy of your Unit Roster or a copy of the Unit Master Records showing the name and phone number of each Scout who participated in the sale
  - ✓ \$1,500 Prize Form (if applicable)
  - ✓ Scholarship Form for Scouts who sold more than \$2,500 (if applicable)
7. Arrange to pick up your popcorn on November 16<sup>th</sup> and 17<sup>th</sup>, (locations to be announced), and distribute to boys for delivery.

## Show N Deliver

The Show N Deliver is a great opportunity to have a successful popcorn sale by going door to door with popcorn to make your sale easier. ***The benefit is that the popcorn is readily available to sell to the customer and there's no need for follow up to deliver the popcorn and secure payment!*** Here's how it works:

- ✓ Attend Popcorn Training, Program Extravaganza or Popcorn KickOff to learn about the sale and how to fill out paperwork and order prizes.
- ✓ Determine the amount of popcorn to order for your 'Show N Deliver'. To do this, figure the amount of money needed for each Scout's Ideal Year of Scouting (to cover the cost of camp, uniform, handbook, program supplies, etc). Multiply this amount x 3. This is the amount of popcorn to sell. Divide this amount by the number of Scouts selling to determine each Scouts goal for the popcorn sale.
- ✓ Submit your order to the Council Service Center by 5:00 p.m. on Friday, August 31st.
- ✓ The Show N Deliver popcorn pick-up is Saturday, September 15 at a location and time TBA. Pick up your popcorn at this time and have Scouts and then leaders and parents pick up their popcorn from you.
- ✓ Have Scouts sell their popcorn for 4 to 6 weeks. They can sell to neighbors, relatives, friends or business associates of their parents. Scouts collect the money for the popcorn when it is sold.
- ✓ Have your Scouts keep you informed of their success. Some Scouts may need additional popcorn from other Scouts who have not sold all of theirs. If a Scout is out of an item such as 3 way tin and a customer wants to purchase one, coordinate the delivery of the tin to the customer.
- ✓ Have Scouts return their orders, money collected and any left over popcorn. Utilize the Unit Order and Settlement form to determine your unit commission, council payment, and any left over popcorn.

### ***Show N Deliver Sale Hints***

- ✓ Help the Scouts to practice the approach they will use when trying to "***make the sale***"
- ✓ Focus on Scouting and be specific on how the sale will help the Scout (earn their way to camp).
- ✓ Educate the Scouts on how to sell safely (always in uniform, in pairs and never after dark).

### ***Show N Deliver Sale Day Preparation***

- ✓ Scouts should be in uniform with a money envelope with change in it.
- ✓ Have who customers should make their check out to on the money envelope.
- ✓ Have a "Thank You" card with the Unit number and Popcorn Kernel's name and phone number on it. Most customers will purchase popcorn a second time.
- ✓ Make sure the Scouts thank their customers.

### ***Order in Full Cases***

- ✓ When you place your Show N Deliver order you'll order in full cases. It's much easier when you pick up your popcorn (no extra containers rolling around in your vehicle) and you can apply any unsold popcorn to your Take Order sale or return it at the Final Distribution on Friday, November 16 or Saturday, November 17.
- ✓ If you participated in Show N Deliver the previous year you will receive a suggested amount to order based upon what your unit actually sold.

## Frequently Asked Questions

### ***Popcorn Pick-up/Delivery—How will I know where to pick-up my popcorn order and how big of a vehicle?***

You will receive an invoice to confirm the amount of popcorn that you will pick up with the address of the pick up location and directions to the site.

### ***Vehicle Guidelines:***

- ✓ A **Mid-Size** Car should fit approximately 20 cases
- ✓ A **Jeep** should fit approximately 40 cases
- ✓ A **Mini-Van/Explorer** should fit approximately 60 cases
- ✓ A **Suburban** should fit approximately 80 cases

### ***Where can I get additional Paperwork?***

Visit the Council Service Center, where there will be a popcorn display. You can also find information and forms on the Council web-site [www.eccbsa.org](http://www.eccbsa.org). The Show N Sell Product Order Form, Unit Prize Order Form, Unit Order and Settlement Form by Container, \$1,500 Prize Form, Scholarship Form and instructions on how to fill out all paperwork will be there for you.

### ***Are there other programs that Scouts can receive recognition for selling popcorn?***

Yes, there are specific advancement requirements for both Cub Scouts and Boy Scouts, which can be earned, through the “Trail to Success” program, by selling Trail's End Popcorn. This program is also great for Den activities on all levels of the Cub Scouting program. You can find this program on the Trail's End website, [www.trails-end.com](http://www.trails-end.com), under the Unit Leader Guidebook.

### ***How Do I Order Online?***

- 1 Log onto the Trail's End website at [www.trails-end.com](http://www.trails-end.com)
- 2 Click on the “Unit” icon.
- 3 Click onto the “Unit Popcorn System”.
- 4 Follow the instructions on how to login.

**NOTE:** All unit passwords will be mailed to Unit Popcorn Kernels by Monday, September 19<sup>th</sup>.

### ***Key points to remember in online ordering***

- ✓ You can create a new user if someone else in your Pack or Troop wants to place an order for your unit.
- ✓ You can build “Sub-Unit Information” to put your order in by den or patrol.
- ✓ You can also put each Scout's order in the system (using only the first initial of the last name) to track each Scout's order.
- ✓ **NOTE** - If you choose to not place each Scout's order into the system, you will need to fill out a line on the Scout Order Form representing your unit's order.
- ✓ You **MUST** “approve” your order (both Show N Sell and Take Order) by approving the lines on the Scout order and the unit order.
- ✓ For Show N Sell orders placed on line you must order in full cases. You will apply any left over popcorn to your Take Order, and it is easier to pick up full cases at your distribution site. Use the

information on the Show N Sell Product Order Form to know how many containers there are to a case. It can also be returned to your district's distribution site on November 17<sup>th</sup> or 18<sup>th</sup>. For your Take Order sale, you can order in containers only.

- ✓ To place your Take Order sale, follow the same instructions noted above.
- ✓ To place your Take Order amount, utilize the Unit Order and Settlement Form by Container sheet.
- ✓ **Did you forget your password?** If you have previously verified your e-mail address we can e-mail your password to you. Just follow the instructions on the "Retrieve Password" page to have your password e-mailed to the latest address in the system.

### *How can prizes be ordered online?*

- ✓ Units can order prizes for the popcorn they sell during their Show N Sell. Units can either add up the total prize points for the popcorn sold in their Show N Sell and order one prize for the unit, or allow each boy to use the points for their own popcorn prize.
- ✓ Scouts can add up the total popcorn sold and find a prize or prizes that add up to, but do not exceed, the total popcorn sold. Scouts may choose more than one prize, but any "leftover" prize points cannot be applied to another Scout's prize order.
- ✓ For those who qualify for the \$1,500 and Scholarship programs, the required form must be filled out and turned in to the council office. These forms can be found in your packet or at [www.trails-end.com](http://www.trails-end.com). These forms must be turned into the council for approval. These forms require the Council Popcorn Staff Advisor's signature. The council will then mail the forms to Trail's End.
- ✓ **REMEMBER** - Always make a photocopy for your records!
- ✓ Prize order forms are due on November 2nd.

## **Important Dates to Remember**

- ✓ Show N Deliver/Show N Sell Orders Due – Wednesday, August 31st.
- ✓ Popcorn Sale Starts Saturday, September 8
- ✓ Show N Deliver/Show N Sell Distribution – Saturday, September 15 at locations TBA.
- ✓ Popcorn Sale Ends – October 28
- ✓ Final Orders Due to Council – Friday, November 2nd – Orders must include: a copy of your Unit Master Record, Unit Order and Settlement Form, Prize Order Form, \$1,500 Prize Program Form, and Scholarship Program Form. If you order popcorn and prizes on line, please fax your Unit Roster, \$1,500 Prize Form, and Scholarship Form to the council service center. The fax number is (252) 522-9707.
- ✓ Final Popcorn Distribution – Friday, November 16<sup>th</sup> and Saturday, November 17<sup>th</sup> - times and locations TBA.
- ✓ Popcorn Payments due – Friday, December 7.

### *Unsold Popcorn*

***All unsold popcorn (from Show N Sell or Show N Deliver) must be returned to the Final Popcorn Distribution location on November 16 or 17. Any unsold popcorn that is not returned on Friday, November 16 or Saturday, November 17 is the responsibility of the unit and the unit will be responsible for paying for that popcorn.***

Use the Settlement Form to total the amount of popcorn that will be returned. The Council must have your information about popcorn being returned on the Settlement Form due by Friday, November 2nd and that popcorn must be returned to the Distribution Location on Friday, November 16 or Saturday November 17.

## Complete Your Paperwork Right the First Time!

### Unit Order and Settlement Form by Container for those units participating in the Show N Sell or Show N Deliver

**Step #1** – Place your Show N Sell or Show N Deliver Order in Column #5

**Step #2** – If you have any leftover popcorn from your Show N Deliver or Show N Sell place that amount in column #2

**Step #3** – Place your Take Order amounts in Column #1

**Step #4** – Subtract Column #2 from Column #1 and place in Column #3 – this is the amount of popcorn you will pick up on November 11 or 12. Copy the number in Column #3 to Column #4.

*Note – If Column #3 is negative (#2 is greater than #1) – DO NOT put that number in Column #4, instead place the number in column 36. This is the popcorn you will return on 11/16 or 11/17.*

**Step #5** – Add Columns #4 and #5, subtract Column #6 and this is the total amount of containers to pay for

**Step #6** – Multiply Column #7 by Column #8 to determine the total value of your sale

**Step #7** – Multiply Column #9 by 32% (if your unit is ordering prizes) or 35% (if your unit is not ordering prizes) and place in column #10

**Step #8** – Subtract Column #10 from Column #9 to determine the percentage of your sale owed to the Council (65% if you do not order prizes or 68% if you do order prizes).

### Unit Master Record

Each unit must fill out and submit the Unit Master Record with all other paperwork due to the Council on Friday, November 2nd. There are three benefits to utilizing this form.

- ✓ It allows you, the Unit Popcorn Kernel, to keep track of those Scouts who are selling.
- ✓ It allows the Council to make sure that each and every Scout that is participating in the popcorn sale is indeed a registered Scout. Scouts who are not registered are Scouts with no insurance coverage.
- ✓ Have Den Leaders record their Scouts orders and their prize choice on the form. You can then easily total their orders and prize orders to make filling out the Unit Order and Settlement form easier!

**NOTE** - If your unit keeps a chart with this information, you may substitute it for the Unit Master Record.

### Unit Prize Order Form

When filling out this form, follow the simple instructions below.

- ✓ Completely fill in the top two sections.
- ✓ After determining the number of each prize item your unit is ordering, place that number in the column titled "Order".

- ✓ Turn this form in with all other paperwork on Friday, November 2nd. Each unit should turn in only one prize form.

## **\$1,500 Prize Level Order Form**

This form must be filled out completely and turned in to Council for approval. After approval this form will be mailed to Trail's End to be processed. Points to remember:

- ✓ This prize is in addition to all prizes ordered on the Prize Order Form. The Scout **will not** receive this prize unless this form is completed and delivered to the Council.
- ✓ This prize will be mailed directly to the Scout unlike all other prizes, which will be mailed to the adult contact listed on the Prize Order Form.
- ✓ You **must** attach a photocopy of the Scout's Take Order form to this sheet. This form **will not** be approved without the Take Order Form.
- ✓ Be aware of the Rules & Regulations listed on this form.

## **Scholarship Program Form**

Scouts who sell more than \$2,500 are eligible for the scholarship program to help them offset the cost of college, Vo Tech school or other secondary education. This form must be filled out completely and turned in to Council for approval. After approval the Council Popcorn Staff Advisor will mail this form to Trail's End. Trails End will then provide all record keeping and will contact the Scouts family with updates and information. Points to remember:

- ✓ You **must** attach a photocopy of the Scout's Take Order Form to this sheet. This form **will not** be approved without the Take Order Form.
- ✓ Be aware of the program guidelines listed in the two pages listed prior to the form.

## **Scout Take Order Form**

Scouts utilize this form to take their popcorn orders. You do not need to turn this form into the Council. It is helpful to make copies of these forms and then have them available when organizing popcorn by Den or Patrol to distribute. This helps to keep each Scout's order organized. ***It is important to make copies of these forms, if they're lost it's difficult for a Scout to know where to deliver his popcorn!***

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