

Lake Erie Council 2017

Unit Funding and Popcorn Sales Guide



Selling units are responsible for all information in this guide!



In 2017, It's a reimagined popcorn sale!!!

- ⇒ **50% COMMISSION ON EACH SALE**
- ⇒ **TWO PRODUCTS = SIMPLER INVENTORY**
- ⇒ **ONE PRICE POINT**
- ⇒ **WEEKLY ORDERING**
- ⇒ **PAYMENTS MADE ONLINE VIA YOUR UNIT CHECKING ACCOUNT**

Congratulations on making the choice to have Your unit fund it's Scouting program through the 2017 Popcorn Sale!

The funds you raise can be used to cover registration fees, provide Boys' Life subscriptions, uniforms, trips, activities, awards, day camps, summer camps, and high adventure experiences for the youth with little out-of-pocket expense for your families.

Help all of your families save their money by having **100%** of your Scouts participate! This year's popcorn sale can be the shortest, best sale EVER! It's up to you!

Please note the 4 markers are where Council properties are located



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Online Resources

For additional Popcorn Resources: go to LEC website and hit popcorn tab.

- Ideal Year of Scouting / Program Planning
- How To Guides on:
 - Prospect for your unit kernel
 - Planning your Sale
 - Online Sales
 - Popcorn Ordering System
 - Prize Ordering System
- Tracking and Inventory Management Tools
- Unit Kick-off Best Practices and Videos
- And much more!





Unit Funding and Popcorn What's reimagined in 2017?



UNIT COMMISSION....50%!!!!

Each unit will receive a 50% commission, and all online sales earn 50% commission.

TWO PRODUCTS = LESS INVENTORY!

Caramel corn (11.5 ounce bag) 12 bags in a case

Butter microwave (6 packs per container) 6 containers in a case.

ONE PRICE POINT OF \$10.00. That's \$5.00 in your unit account for every product sold!

FLEXIBLE SALE

Our annual product sale begins on September 15th and ends when you achieve your goal! Your Scouts work hard for a just a few weeks this fall they can help provide the money necessary for **great programming** the rest of the Scouting year! Remember, we are not selling popcorn, we are **funding adventure!**

IMPROVING WEBSITE

The Trails End website is still improving!. Lots of fixes and great changes have been made through out the winter and spring! Easier for you, and easier for your customers to order online.

DOING A GOOD TURN

Our third product is similar to the previous military sale in which customers can purchase an item and we will distribute to a local food bank via the Greater Food Bank of Cleveland or the Second Harvest program. One of the two items we sell will be placed by them in a back pack that is distributed to qualifying families at the holiday season. Everyone wins!!!

PAYMENTS MADE ONLINE VIA YOUR UNIT CHECKING ACCOUNT

Payments are due throughout the sale and can be made online using Black Pug. Save yourself the hassle of bringing checks to the office or mailing! This will enable you (the unit) to pay electronically using your unit checking account. A direct payment is automatically taken for the amount and date as specified.



12 Steps to Building a Successful Sale



visit: <http://www.scouting.org/scoutsource/boyscouts/programplanningtools.aspx>

1. Discuss why your Scouts Sell Popcorn - Scouts sell popcorn to fund their adventures in Scouting! Conduct youth/adult program **Ideal Year of Scouting** Planning Exercise with your unit.
2. Set a Unit and Per Scout Sales Goal - Utilize the Program Planner in the 'tool kit' on the Trail's End site and set unit and Scout sales goals. Units who set a goal sell almost twice as much.
3. Attend Training - Attend your local Field Service popcorn training. Review the *Leader's Guide (This piece)*
4. Formulate a Sales Plan - Talk with your unit leadership and determine how you'd like to sell.
5. Hold a FUN and EXCITING Unit Kick-off for Your Families - The meeting should explain the popcorn sale and communicate sales expectations to your parents. Build excitement with the boys through the prize and incentives program,
6. Order & Pick-Up Popcorn - Order popcorn as your unit needs it throughout the popcorn sale. Order what you need so there is no inventory or overage.
7. Manage Popcorn Inventory - Develop a plan to track the inventory your unit has in stock. Keep product in the hands of your Scouts to keep them selling throughout the sale.
The goal is not running out of product!
8. SELL SELL SELL - Keep Scouts motivated! Do one fundraiser per year and do it well! *Some ideas to keep Scouts motivated:* arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.
9. Collect Payments from Families - Develop a plan to collect payments from your Scout families. Utilize Scout collection envelopes and train Scouts to collect fees. Set unit due dates prior to council payment dates so you have time to process before your payment is due.
10. Order Patches and submit names of Scouts and Incentives Scouts - Recognize your Scouts for their hard work with the great prizes and incentives offered through the popcorn sale.
11. Pay Your Popcorn Bill - Make payments on your 2017 popcorn bill on specified dates throughout the sale. Take advantage of the Black Pug/Online Payment System. Your final popcorn payment must be received in the office by December 1, 2017. Checks can be made out to the Lake Erie Council, BSA. All payments must be made as specified. Check your invoice at any time throughout the sale on your own Trails End site.
Credit cards are not an accepted form of payment.
12. Spend Your Earnings! - Congratulations! You've followed your plan and raised what your unit needed to support their program. Now recognize your Scouts by providing a fantastic Scouting program in 2017 -2018.

Keys to success



**Units should plan their
Ideal Year of Scouting early!**

- Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
- Don't wait until the last minute to find your units Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It's important to have a little fun; make sure your fall kickoff is fun, motivating and meaningful.
- Each unit's plan and goal is customized to fit their needs.



Selling methods



Scouts can participate in the sale using several methods. Whatever methods your Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit's year-round programs.

- **“Door-to-Door / Neighborhood Blitz”**– Involves the Scout soliciting orders at the customer’s residence. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. On-line business cards can also be utilized and left behind if no one is home.
- **“Scheduled Sales”** or “show and sell”– Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (in the summer) to reserve the best locations.
- **Online Sales** - Online sales are easier than ever **and** you make a 50% commission! Scouts sell to out-of-town friends and family. It also works well for tech-savvy Scouts who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trails End Website (with parental approval if under the age of 13). The customer pays securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process and receives a 50% commission from all online sales.

Samples of online products below

- ◆ Expand your product mix!
- ◆ Will be available ONLY online!
- ◆ **Make 50% commission**
- ◆ Will have packaging that sets it apart from products available in the ‘hands on’ program.

ONLINE PRODUCTS CHANGE
THROUGHOUT THE YEAR
THIS MAY NOT BE THE LINEUP
AVAILABLE DURING THE FALL SALE.

- **Corporate Sales** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples. If a company is interested and needs assistance with special ordering, please contact your District Kernel, or Professional staff advisor.



PLANNING YOUR SALE IS KEY!

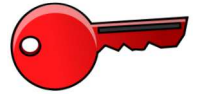


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2017 Popcorn Calendar (Key dates) Checklist



August

- Register to sell at Trails-end.com
- Online Sales Begin
- Attend one of five rally's throughout the council
- Meet with your Unit Strength Coach (District Executive)
- Finalize your unit program plan, budget and goals per Scout
- Line up sites for sales
- Determine initial order and sign up at Trail's End site
- Read the weekly Kernel Journal from the office for updates and news

September

- 6th – Orders are due for initial distribution (5:00 pm deadline so we keep things moving! Please be on time!)
- 15th – Distribution at Kaufman Container and Giant Eagle sites (see page 9 for more details)
- 16th – Distribution at Heidelberg and Moving Solutions (see page 9 for more details)
- Finalize unit incentive plan and hold unit kickoff
- Weekly ordering for pickup varies (see page 9 for more details) Tuesday evening deadlines to ensure delivery

October

- Continue to offer weekly incentives for Scouts and set up site sales
- Hold a Blitz day and canvass neighborhoods (Saturdays are perfect!)
- Weekly ordering for pickup varies (see page 9 for more details) Tuesday evening deadlines to ensure delivery
- Read the weekly Kernel Journal from the office for updates and news

November

- 1st – First payment due from initial order (Sept. 6th order: see page 11 for more details)
- 11th – Consider a special Veterans Day connection
- Read the weekly Kernel Journal from the office for updates and news

December

- 1st – Final Reconciliation and payment due – Balance due council (see Page 11 for more details)
- 1st – Q for Day, sports package. Star Wars movie VIP and Cavs/Party forms submitted

POST SEASON CONSIGNMENT ORDERS - Contact pete.biltz@scouting.org



Prizes and Incentives



The MEGACORN center/piece patch is available to all Scouts selling one item!
Then they can build the rest by selling more!

All prize/incentive orders/ forms need to be submitted to office by December 1, 2017

Lake Erie Council INCENTIVES:

Sell 1 (one) item: Megacorn piece patch and optional segments

**Sell 75 items: Two(2) free monster tickets, Q For A Day activity and sports package
January 27,2018**

**Sell 125 items: Two (2) free VIP Star War Movie tickets and treats for private viewing of movie
at various locations around the council**

**Sell 175 items: VIP Party at the Q plus Two (2) tickets for the Cavs game that day
(175 items qualify, the top 75 sellers win)**

Online sales are not included in these items sale. Just the 3 products LEC is selling.

**TRAILS END NATIONAL PRIZES INCLUDE ON LINE (\$300)
AND 250 PRODUCTS FOR SCHOLARSHIPS!**



Stay on Track for Post-Secondary Education

Sell **\$2,500** of qualifying Trail's End products in any calendar year and have **6%** of your total sales count towards your own Trail's End Scholarship.

Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time.

Visit Sell.Trails-End.com for full details.

Two other Unit Prize Programs Available

Units are encouraged to create their own incentive plan or feel free to engage one of two vendors we have made arrangements to work with you on a specialized plan. Details on each can be found on the council website under popcorn tab.

General Commercial

www.boyscouts-gcc.com

National BSA Scout Shop

ClevelandScoutShop@Scouting.org



2017 Popcorn Ordering and Distribution

ORDERING

Please confirm your username and password well **BEFORE** the due date.
(contact heather.mcmillan@scouting.org if you to retrieve password or need assistance)

Place initial orders by **Wednesday, September 6th in the Trails End site.**

Go to; <http://scouting.trails-end.com> to place your initial order. Cases only please.

You will be assigned the closest distribution site unless you email Heather and we can change in system.

Double check your order before submission.

Units will have the ability to order in subsequent weeks in late September, October and early November—use the plan that fits your unit the best. Directions to do this will be sent to registered kernels in the Trails End System.

Only take product if you are going to sell before the next order date.

DISTRIBUTION

Distribution locations are manned by volunteers and available staff. To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. If your warehouse takes appointments, be sure to sign up in advance and be timely with your pickups.

Note: PLEASE double check your packing slip BEFORE signing! Once signed, you are responsible for the debt incurred.

Account/Product Settlement: To review your invoice for accuracy go to: <http://scouting.trails-end.com/>

Please view your invoice a day or two after each trip to the warehouse or submission of a unit to unit transaction. If you see any discrepancies please contact heather.mcmillan@scouting.org Please do so before your payment is due. (see page 12 for payment procedures information details)

Please check the system within three days of a change to confirm it has been entered.

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What size vehicle will I need?

Please keep in mind that these are ESTIMATES based on having no other items or passengers in the vehicle with you. Please bring tie down straps or rope as necessary.



MIDSIZE CAR
Up to 30 cases



MINIVAN OR MIDSIZE SUV
30-60 cases



LARGE TRUCK OR SUV
60-80 cases



Distribution sites and reordering details*

Initial Distribution : All four sites must have orders placed by Wednesday, September 6th.

Orders are placed in full cases.

12 Containers in a caramel corn case. 6 containers in a microwave case.

Friday, September 15th:

Kaufman Container Company

1000 Keystone Parkway 44135

3:00pm-6:30pm

Unit needs to schedule time with Nick Thornton 269-245-9360

American Seaway Foods/Giant Eagle Distribution

5300 Richmond Road, 44146

4:00 p.m. —6:30 p.m.

Unit does not need to schedule time

Saturday, September 16th:

Heidelberg Distribution center

901 Baumhart Road Lorain 44053

3:00pm-6:30pm

Unit needs to schedule time with

Debby Schieve 440-320-6841

Moving Solutions

8001 Moving Way, Mentor, OH 44060

9:am-Noon

Unit needs to schedule time with

Grand River: Laurie Bott 440-639-9655

Headwaters: Tom Boyd 440-289-8193

Weekly reordering details:*

Units may order to one of these 4 sites by Tuesday evening 5pm for pickup on Wednesday-Saturday depending on site.

Heidelberg Distribution Center (Tues-Thurs)

Contact Debby Shieves 440-320-6841

5901 Baumhart Rd Lorain 44053

Moving Solutions (Thursday evening 4-6pm)

8001 Moving Way, Mentor, OH 44060

Camp Stigwandish (Friday eve or Saturday)

7497 Ross Road, Madison, OH 44057

Camp Firelands (Friday eve or Saturday)

13782 Gore Orphanage Road, Wakeman 44889

Cleveland Scout Service Center by appointment Wednesday-Friday noon-4:30pm.

2241 Woodland Ave Cleveland, OH 44115

***Times for weekly distributions are still being finalized and will be sent directly to unit kernels signed up in the system. All times and locations are subject to change as we continue to develop new strategies to get you product.**

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HOW TO SIGN UP AND ENTER A POPCORN ORDER

Scouting.Trails-End.Com □ Popcorn System

A complete Trail's End Popcorn Sales System Manual available online at their site or on our LEC web page.

Introduction

The Popcorn Sales System makes it easy for you to manage your Trail's End Popcorn Sale using a convenient, web-based platform. Using this platform, you can:

- ◆ Order popcorn from your Council to sell and earn needed funds for your Unit
- ◆ Add Popcorn System Users to help organize your information
- ◆ Create and manage Scout lists and sales records
- ◆ Track your Unit's online sales, print packing slips and invoices

Your Council will setup your initial account and permissions in the Popcorn System. Users with administrative access (Leaders) will be able to change data in the system (add, edit or delete). Read-only users (Members) can mostly view data in the system, and manage their own personal account information. The menus and pages you see when you are logged into the Popcorn System are determined by your role and your organization responsibility.

Your Role – Some menus and other features are available only to Leaders. If you are a read-only user (member), these menus and features will not appear when you log into the Popcorn System. If you are the Popcorn Kernel of more than one unit, you may have multiple roles available to use.

If you have any questions, reach out to your Trail's End Sales Manager or send us an email at help@trails-end.com.



Payment Procedures:

New procedures! You are responsible to know and follow these payment instructions

Personal checks, Credit card payments, multiple checks from your customers, or checks made payable to a unit **cannot** be accepted as payment for a unit's popcorn bill. Prize and incentive recognitions will not be released for shipment until the unit's invoice is paid in full and processed by the council.

Final Settlement: When the sale is complete, units keep their commission and pay the 'Balance Due Council'. This keeps the money in the unit account for use providing program for the scouts. It is up to the unit to confirm dollars owed on the invoice prior to the due dates.

Unit Payment Due Dates: It is the unit's responsibility to access their invoice through; <http://scouting.trails-end.com>

Two options to pay!

1. Using the Black Pug system. Before clicking link please have available District, Unit Type (Pack, Troop etc), Unit Number, Routing Number and Account Number;
2. Checks can also be brought or mailed to the office to be received on or before the dates below. Make checks payable to Lake Erie Council, BSA 2241 Woodland, Cleveland, OH 44115.

Joe Smith
1234 Anystreet Court
Anycity, AA 12345 1234

Pay to the order of _____ Dollars

Bank Anywhere
⑆ 123456789 ⑆ 123456789123 ⑆ 1234

Routing Number Account Number Check Number

November 1st: Payment for Initial distribution amount

December 1st: Final payment

NOTES:

- We are encouraging payment processing through Black Pug that will permit the unit to pay online and alleviate carrying checks to the office or mailing (much like payments made for camping and other LEC events.)
- Option also available for paying by bringing check to the Office or mailing.
- Units that consign product for an after November sale will follow the payment plan as laid out in that agreement with your LEC Staff Advisor.

The Lake Erie Council takes misuse of unit funds very seriously. If payments are not made in full by Friday, December 1, 2017 and no arrangements are made between the staff advisor and the unit, LEC can begin collection procedures taking legal action as necessary. Keep in mind that volunteers who misuse funds may be released from all positions within the Lake Erie Council and the Boy Scouts of America. LEC can also pursue all available criminal and /or civil charges involving misuse of funds.

Patch orders will be released after final payments have been processed.

For more information on this years sale or if you have a question???? Contact:

Your District Popcorn Kernel (see page 9)

Pete Biltz pete.biltz@scouting.org or 216-458-8934

Heather McMillan heather.mcmillan@scouting.org or 216-458-8911

Your Unit Strength Coach (DE)

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Scout selling and safety tips

- ALWAYS wear your Field Class “A” uniform. Everyone loves to support a Scout in uniform.
- Pick a prize level and set a sales goal to get to that prize.
- ALWAYS sell in pairs or with an adult. Never sell after dark.
- ALWAYS act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- ALWAYS walk on the sidewalk and driveway, not through the yard. Watch for traffic.
- Never enter anyone’s house.
- Make sure you know the different types of pop-corn you are selling.
- Be sure to tell the customer how the money will be used.
- Leave a business card with your scout number on how to order a product on line
- The more people you ask, the more you will sell.
- Place popcorn sale articles in your school, church and community bulletins/newsletters.
- Remind your parents, grandparents, aunts, uncles and neighbors what a great gift popcorn makes for teachers, friends, co-workers, etc.
- Tell them why you are selling.
- Let them know how good the popcorn is.
- Say “Thank You” even if they don’t buy anything.

