

2017 POPCORN GUIDE

MegaKorn the Evil Robot



BOY SCOUTS
OF AMERICA®

BLUE RIDGE COUNCIL

vs.
Superheroes



2017 SALE HIGHLIGHTS

- Order by individual containers
- “No Cost, No Risk” trial for 2016 non-selling units
- Simpler commissions
- Easier training for experienced units
- National Championship tins
- Better than ever prizes and incentives
- #PopcornForACause
- Drone giveaway for top sellers

Connect with us on Facebook, Instagram and Twitter for popcorn reminders and promotions.



Blue Ridge Council, Boy Scouts of America



@BlueRidgeBSA



@BlueRidgeBSA

Why Sell Popcorn?

Trail's End popcorn is part of the Weaver Popcorn family, a trusted American company that has been family-owned since 1928. The Trail's End brand was created specifically with the Boy Scouts of America in mind. In fact, Scouts all over the country have been selling Trail's End popcorn since 1980 and to date, have sold over \$4 Billion in popcorn to their family, friends and neighbors.

Important Popcorn Facts:

- **\$5,200** – Average total popcorn sold by units in 2016
- **\$1,900** – Average amount made by units in 2016
- **\$380** – Average amount sold by each Scout in 2016



2016 Top Council Popcorn Sellers:

Individual Cub Scout – **\$10,000**

Individual Boy Scout – **\$6,730**

Cub Scout Pack – **\$19,960**

Boy Scout Troop – **\$37,830**

2017 Commission Rates

(Applied to Total Sales – Show & Sell, Second-Chance, Take Order & Online)

30%

1. Sign up to sell

35%

1. Sign up to sell by 7/28/17
2. Attend popcorn training***
3. Sell \$7,500 in popcorn
4. OR beat 2016 sales by 5%
AND sell \$500 online

40%

1. Sign up to sell by 7/28/17
2. Attend popcorn training***
3. Sell \$15,000 in popcorn
4. AND sell \$1,000 online

*** Not required for units that sold \$10,000+ in 2016



How to Sell More Popcorn

Trail's End popcorn is a proven, easy way for your unit to raise money for your unit's great programs. But not only that, it's also a great way for your Scouts to learn invaluable sales skills. Plus, talking and selling items to adults takes a lot of courage for a 9-year old, which leads to better character. Character is what Scouting is all about.

How to Get the Most Out of Your Sale:



"No Cost, No Risk" Trial – If your unit didn't sell in 2016, we'll give you a custom package of popcorn to try it out. You keep the commission on what you sell. You can return what you don't sell. What do you have to lose?

**** 35% & 40% commission rates can be reached without attending training or registration deadline for 2016 non-selling units*



Order Only What You Need – Order by individual containers to get exactly the product you need for your sale.



Support a Cause – Raise money to not only support the Scouting program but another great charity. Set a goal to give away a percentage of what you sell to help others. #PopcornForACause



Sell Online – Units that sold online in 2016 saw their overall sale increase by 30%!



Show & Deliver – Have Scouts take popcorn with them in a wagon when they go door-to-door. Make the sale, deliver the product and collect the money all in one stop!



Take Credit Cards – There are several companies that offer easy-to-use credit card devices that work with your smartphone or tablet.



Set Goals – How much popcorn do you want to sell? Why do you want to sell that much? What program goals do you have if your Scouts meet the goal – *Summer Camp in Hawaii, anyone?*



Train Scouts to Sell the Right Way – Develop a sales pitch that works for your unit. What are you raising money for? How will the Scouts benefit from selling? What charity are your Scouting helping to raise money to support? Have your Scouts practice that pitch until it's just right.



Trail's End University – www.trails-end.com offers great tutorials and sales techniques to make sure everyone in your unit is ready to sell!

2017 Highlights and Incentives

"No Cost, No Risk" Trial – If your unit didn't sell in 2016, we'll give you a custom package of popcorn to try it out. You keep the commission on what you sell. You can return what you don't sell.

**** 35% & 40% commission rates can be reached without attending training or registration deadline for 2016 non-selling units. Additional custom packages can be ordered once the balance due of previous package has been paid.*

#PopcornForACause – Sell popcorn to not only help Scouting but also to help another great organization! Set a unit goal or individual Scout goals to give away part of the funds raised to a local charity.

Mystery House Program – One house from each District will be chosen as a mystery house. The Scout who sells to the mystery house will win a one of our great prizes from the Prize Stash. Clues about the mystery house and promotions will be posted to the Council Facebook page. Mystery houses will open at the District popcorn kickoffs.

\$750 Club – Scouts who sell \$750 of popcorn will gain admission to **Clemson Day or Carolina Day**. **Units that sell \$15,000 of popcorn will be able to send their entire unit to **Clemson Day**. *Boy Scouts/Venturers/Explorers who earn the \$750 Club will also play Ultimate Frisbee vs. the football team at the Clemson Day.*

The Clemson/Carolina Day – Scouts and their families can attend a Clemson or Carolina Sports Clinic. Scouts will participate in sports activities with student athletes! Scouts who sell at least \$750 will also receive a limited-edition Clemson or Carolina-Boy Scout baseball hat and have their hats autographed by student athletes. **Baseball hat is available to \$750 sellers only, there will not be additional hats to purchase. For units that qualify for \$15,000 in sales, only \$750 sellers from that unit will receive a hat. **Carolina Day is coordinated by the Indian Waters Council. **\$1,000 sellers will also receive a limited-edition Clemson shoulder patch at Clemson Day that can be worn on the uniform.***

\$1,500 Club – Scouts who sell \$1,500 of popcorn will gain admission to the **Blue Ridge Council Super Trip**. Plus, all the things that come from the \$750 Club! **Cub Scouts** will attend an overnight experience at the **USS Yorktown in Mt. Pleasant** in Spring 2018. **Boy Scouts/Venturers/Explorers** will attend an outdoor experience at the **Whitewater Center in Charlotte** in Spring 2018.

\$2,500 Club – Scouts who sell \$2,500 of popcorn will earn a **free week at Camp Old Indian or Day Camp**. 6% of sales is also invested into a college scholarship by Trail's End. Plus, all the things that come from the \$1,500 and \$750 Clubs! **All members of the \$2,500 Club will be entered into a special Grand Prize drawing to give away a DJI Phantom 3 Standard Drone with Camera at the end of the sale.**

Weekly "Superhero" Drawing – Once Scouts earn the complete "MegaKorn the Evil Robot" patch, they can submit a form to the Council and be entered in a weekly drawing to win a prize from the prize stash. There will be seven weekly drawings starting September 1. *(Only need to sell one of each product from Show & Sell product list to qualify for "1 of Each" segment.)*

Join the \$750 Club!



CLEMSON
UNIVERSITY

SOUTH CAROLINA
GAMECOCKS



When Scouts sell \$750 of popcorn they will receive an invitation to a Sports Clinic with Clemson or South Carolina coaches & student athletes and one collectible baseball hat.

Boy Scouts/Venturers/Explorers who earn the \$750 Club will also will also play Ultimate Frisbee vs. the football team at the Clemson Day.

Baseball hat is available to \$750 sellers only, there will not be additional hats to purchase. For units that qualify with \$15,000 in total sales, only \$750 sellers from that unit will receive a hat. **\$1,000 sellers will also receive a limited-edition Clemson shoulder patch at Clemson Day that can be worn on the uniform.*

***Carolina Day is coordinated by the Indian Waters Council.*

2017 Popcorn Calendar

- July 13 Council Popcorn Training, 7:00pm
****Not required for units that sold \$10,000+ in 2016
Bethesda United Methodist Church, 516 Piedmont Road in Powdersville
(Easley address)*
- July 28 All Unit Commitment Forms turned in (can also sign up online at www.blueridgecouncil.org)
- August 4 Show & Sell and Show & Deliver popcorn orders due online by Noon**
- August 19 Show & Sell popcorn pickup, 8:00-11:00am
Young Office Supply, 1280 Ridge Road in Greenville
- August 26 Popcorn kickoffs in Districts
Locations and times to be determined by each District
- September 1 Second-Chance popcorn orders due online by Noon**
- September 15 Second-Chance popcorn pickup at Council office by appointment (contact Robin Mullinax, robin.mullinax@scouting.org)
- September 22 Scout Commitment Form drawing (online form) for \$100 Scout Shop gift card
- October 6 Deadline to pay amount due on Show & Sell orders
- November 3 Final popcorn orders due online by Noon**
1. Popcorn order (online)
 2. Prize order (online)
 3. \$750, \$1,500 Clubs prize form (online)
 4. \$2,500 scholarship forms (turned in to Council office with copy of take order form)
- November 18 Final popcorn pickup, 8:00-11:00am
*Smith-Dray Line, 320 Frontage Road in Greenville (Greenville and Pickens counties only)
All other counties will have a local pickup location within those counties on November 17 or 18 (location, date and time to be determined by each District)*
- December 8 Last day to settle popcorn accounts with Council and receive planned commission rate
- December 15 – Unit charged 20% late fee
 - December 22 – Unit charged 30% late fee
 - **December 29 – Unit charged 40% late fee**
- 2018 Dates **February 24, 2018** – Clemson Day
April 21, 2018 – Cub Scout Super Trip to USS Yorktown
April 28, 2018 – Boy Scout Super Trip to Whitewater Center
**** Must qualify to be eligible to attend these events*



2017 Show & Sell Product Mix



\$50

Clemson Football
National Championship Tin
(White Cheddar Cheese, 3-gallon tin)



\$25

South Carolina Women's Basketball
National Championship Tin
(Classic Caramel Corn, 1-gallon tin)



\$25

18-Pack Kettle Corn
(microwave, box)
Salted Caramel Corn
(bag)

\$20

18-Pack Unbelievable Butter
(microwave, box)
Premium Caramel Corn
(bag)

\$15

White Cheddar Cheese
(bag)

\$10

Classic Caramel Corn
(bag)

Military Donation

\$50 Gold Donation
\$30 Silver Donation

2017 Second-Chance Order Product Mix



\$50

Clemson Football
National Championship Tin
(White Cheddar Cheese, 3-gallon tin)



\$25

South Carolina Women's Basketball
National Championship Tin
(Classic Caramel Corn, 1-gallon tin)



\$60

Chocolate Lovers Collection
(tin)

\$25

White Chocolate Pretzels
(tin)
Chocolate Caramel Crunch
(tin)
18-Pack Kettle Corn
(microwave, box)
Salted Caramel Corn
(bag)

\$20

18-Pack Unbelievable Butter
(microwave, box)
Premium Caramel Corn
(bag)

\$15

White Cheddar Cheese
(bag)

\$10

Classic Caramel Corn
(bag)

Military Donation

\$50 Gold Donation
\$30 Silver Donation

2017 Take Order Product Mix



\$50

Clemson Football
National Championship Tin
(White Cheddar Cheese, 3-gallon tin)



\$25

South Carolina Women's Basketball
National Championship Tin
(Classic Caramel Corn, 1-gallon tin)



\$60

Chocolate Lovers Collection
(tin)

\$25

White Chocolate Pretzels
(tin)
Chocolate Caramel Crunch
(tin)
18-Pack Kettle Corn
(microwave, box)
Salted Caramel Corn
(bag)

\$20

18-Pack Unbelievable
Butter
(microwave, box)
Premium Caramel Corn
(bag)

\$15

White Cheddar Cheese
(bag)

\$10

Classic Caramel Corn
(bag)

**Military
Donation**

\$50 Gold Donation
\$30 Silver Donation

2017 Online Product Mix



Please visit www.trails-end.com

2017 Scout Prizes

NOTE: Prizes can be bundled (i.e. \$3,500 sellers can choose one \$3,500 prize or one \$2,000 prize and one \$1,500 prize as long as the value of the prizes is equal to the total sales)

\$5,500



Apple iPad Mini



Playstation 4 Pro



Xbox One S

\$4,000

BSA Camping Package
GoPro Camera
Wireless Beats by Dre Headphones
\$200 Scout Shop Gift Card

\$3,500

Radio Controlled Endeavor
Space Scooter X580
Coleman Camping Package
\$150 Scout Shop Gift Card

\$2,750

Radio Controlled Ferrari
42" Foosball Table
Sundrome 4-person Tent
\$100 Scout Shop Gift Card

\$2,000

Microblade Mini Drone
Minecraft Figure Multipack
Inflatable Hammock
\$75 Scout Shop Gift Card

\$1,500

Radio Controlled Jeep
Hot Wheels Construction Kit
Osprey Daylight Pack
\$50 Scout Shop Gift Card

\$1,000

Radio Controlled Tumblebee
Hot Wheels Start Wars Set
Swiss Army Tinker Knife
\$25 Scout Shop Gift Card

\$850

Air Hunter Z-Curve Bow
Smithsonian Telescope
Star Wars Millennium Falcon
4" Multi-tool

\$650

Radio Controlled Bigfoot
Ultra-Glow Air Soccer Disk
Petzl Headlamp
Deluxe Pocket Knife

\$450

TALOS Rubber Band Shooter
Radio Controlled Baja Dune
Green Rubber Lockback Knife
Spy Science Kit

\$350

Thumb Chucks
Nightzone Football
BSA Mess Kit
Be Prepared Pocket Knife

\$225

Star Wars Pixel Pop
Marble Copter
EOS Rubber Band Shooter
5-in-1 Survival Aid

\$115

Gak Super Stretch
Squishies Emoji Blind Bag
Bristle Bot

\$25

2017 Popcorn Patch

2017 Popcorn Weekly "Superhero" Drawing Form

Drawing will be weekly each Friday starting Friday, September 1. Once you are entered, you will remain entered until the final drawing on Friday, October 13.

Must earn all segments of patch to enter.



EARN ALL 4 SEGMENTS TO QUALIFY

- Make 1 Military Sale
- Sell 1 Item Online
- Sell 1 of Each Item Available for Show & Sell
- Sell \$750 of Popcorn

**** Patches will be mailed to unit leader*

Scout's Name: _____

Unit: _____ District: _____

Parent's Name(s): _____

Parent's Email: _____

Parent's Cell Phone: (____) _____ - _____

Return completed form through fax 864-233-2424, email to robin.mullinax@scouting.org or mail to:

Blue Ridge Council, Boy Scouts of America 1 Park Plaza Greenville, SC 29607



2017 Popcorn Scout Commitment Form

Yes! I want to sell popcorn to help pay for Scout camp plus earn awesome prizes like Clemson or Carolina Day!



CLEMSON
UNIVERSITY

SOUTH CAROLINA
GAMECOCKS



MY GOAL IS: \$ _____

#PopcornForACause Goal: \$ _____

Charity I Will Support: _____

Scout's Name: _____

Parent's Name(s): _____



***Please give this to
your Scout leader.***



**WIN A \$100 GIFT CARD TO THE
GREENVILLE SCOUT SHOP!**

Fill out a Scout Commitment Form on
www.blueridgecouncil.org
by Friday, September 22 to be entered.

*** Drawing at 5:00pm on Friday, September 22

2017 "No Cost, No Risk" Popcorn Order Form

If your unit didn't sell popcorn in 2016, we'll give you a custom package of popcorn to try it out. You keep the commission on what you sell. You can return what you don't sell.

***** 35% & 40% commission rates can be reached without attending training or registration deadline for 2016 non-selling units. Additional custom packages can be ordered once the balance due of previous package has been paid.**

SUBMIT THIS FORM TO THE COUNCIL SERVICE CENTER.

Your unit can earn:

** Commissions applied to total sales – Show & Sell, Second-Chance, Take Order & Online

 **30%**

1. Sign up to sell

 **35%**

1. Sell \$7,500 in popcorn

 **40%**

1. Sell \$15,000 in popcorn
2. AND sell \$1,000 online

_____ Yes! our unit wants to try the "No Cost, No Risk" popcorn option.

Unit Leader: _____ Unit: _____

District: _____ Cell Phone: (____) _____ - _____

Mailing Address: _____

Email: _____

I agree to take responsibility for the popcorn issued to me. I agree that all unsold popcorn must be returned within three weeks of issue. I agree to pay for any sold popcorn, popcorn not turned back in on time or damaged popcorn.

Printed Name: _____ **Date submitted:** ____/____/____

Signature: _____

Return completed form through fax 864-233-2424, email to robin.mullinax@scouting.org or mail to: Blue Ridge Council, Boy Scouts of America 1 Park Plaza Greenville, SC 29607

2017 Popcorn Unit Commitment Form

Complete your Unit Commitment Form on

www.blueridgecouncil.org

by Friday, July 28 to qualify for 35% or 40% commission.

OR, SUBMIT THIS FORM TO THE COUNCIL SERVICE CENTER.

My unit wants to earn:

(Please check one of the commissions below**)

** Commissions applied to total sales - Show & Sell, Second-Chance, Take Order & Online

 **30%**

1. Sign up to sell

 **35%**

1. Sign up to sell by 7/28/17
2. Attend popcorn training***
3. Sell \$7,500 in popcorn
4. OR beat 2016 sales by 5%
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 **40%**

1. Sign up to sell by 7/28/17
2. Attend popcorn training***
3. Sell \$15,000 in popcorn
4. AND sell \$1,000 online

*** Not required for units that sold \$10,000+ in 2016

Yes! Our unit is committed to an outstanding 2017 Popcorn Sale.

Unit Leader: _____ Unit: _____

District: _____ Number of selling youth expected in fall: _____

Participating in Show & Sell: (circle one) **YES** / **NO**

2017 UNIT GOAL \$ _____

UNIT KICKOFF: ___/___/___ Time: __:___ Location: _____

Popcorn Chair Name: _____

Popcorn Chair Mailing Address: _____

Popcorn Chair Email: _____

Popcorn Chair Cell Phone: (____)____-_____

I have read and understand the commission and payment terms as listed in the Popcorn Guide.

Popcorn Chair Signature: _____ Date submitted: ___/___/___

Return completed form through fax 864-233-2424, email to robin.mullinax@scouting.org or
mail to: Blue Ridge Council, Boy Scouts of America 1 Park Plaza Greenville, SC 29607