

# 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?

**T**rail'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

**T**rail'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](http://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](http://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](mailto: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**  
(*Cheese Lovers, 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**  
(*Cheese Lovers, 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**  
(Cheese Lovers, 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](http://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](mailto: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](http://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](mailto: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](http://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%  
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

**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](mailto:robin.mullinax@scouting.org) or  
mail to: Blue Ridge Council, Boy Scouts of America 1 Park Plaza Greenville, SC 29607

# 2017 Clemson/South Carolina Tins

## Pre-Order Form

**Our unit would like to pre-order the following number of Clemson and/or South Carolina tins for Show & Sell:**

\_\_\_\_\_ **Clemson tins**



\_\_\_\_\_ **South Carolina tins**



Unit Leader: \_\_\_\_\_ Unit: \_\_\_\_\_

District: \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

**I agree that this order is final. These requested tins will be issued to our unit and our unit is responsible for full payment. Pre-ordered tins are not returnable or refundable.**

Printed Name: \_\_\_\_\_ Date submitted: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

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