Istrouma Area Council, Boy Scouts of America

FALL 2013



Unit Popcorn Kernel Guide

Inside This Guide

Role of the Kernel	1
Why Bother to Sell	2
Getting Started	2
Pick the Sale	2
Unit Kickoff	3
Commissions	3
Distribution	4
Key Contacts	4
Product & Pricing	5
Council Prize Program	6
High Achiever Prizes	7

Popcorn Safety Tips

- When selling popcorn in your neighborhood always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

Thank you for your commitment as a Unit Popcorn Kernel for the 2013 Fall Popcorn Sale. As a Unit Kernel you play an important role in the Istrouma Area Council's 2013 sale effort. This guidebook will help you learn more about prize programs, the ultimate Scouting year, exciting bonus opportunities, and the Camp Masters' web tool. Please feel free to share your thoughts and questions with your District Popcorn Kernel or District Executive. Your comments are truly appreciated. Congratulations on joining this sale, and for making a commitment to help your boys, your unit, and the council! We have high expectations for this fall sale. With your help, we can achieve our goals and continue the great work of Scouting though out the Council.

-Istrouma Area Council

Role of the Unit Popcorn Kernel

- Coordinate the 2013 Popcorn Sale in your unit.
- Attend the unit leader training and encourage other members of your unit to attend.
- Contact all registered youth in your unit to explain the 2013 Popcorn Sale.
- Contact your District Popcorn Chair at any time to answer any questions or to provide you with sales material to ensure you are fully supplied.
- Coach participating Scouts on how to approach potential customers and sell, sell, sell!
- Tabulate and submit your unit order online at www.campmasters.org.
- Submit the prize selections online if participating in the prize program.
- Contact your District Popcorn Chair to confirm information about delivery dates, times, and locations.
- Pick-up your popcorn order and make sure all cases will fit in your vehicle. Invite volunteers to help you.
- Distribute popcorn in your unit and monitor that it is delivered to customers and money is collected.
- Make sure you turn in all forms on time to ensure your unit will receive all prizes, awards, and incentives.

IMPORTANT DATES

- Saturday, August 10th Council Kickoff
- Monday, August 19th Show-N-Sell Orders Due
- Friday, September 6th Show-N-Sell Distribution
- Friday, October 25th
 Popcorn Take Orders Due
- Saturday, November 16th Popcorn Take Order Distribution
- Wednesday, December 4th ALL POPCORN MONEY DUE



Why Bother To Sell Popcorn?

Selling popcorn offers advantages and opportunities for the Scout, the unit, and the council.

Scouts have an opportunity to develop skills of:

- Setting goals
- Making decisions
- Managing money
- Developing people skills
- Developing business ethics
- Working on advancement and earing rewards

Units can use their commissions to help with the cost of:

- Monthly activities
- Awards, badges and recognition items
- Summer and Winter Camp
- High Adventure trips
- Community service projects and equipment

Council uses its share of the sales for:

- Recruiting and training volunteers to work with Scouts
- Leader Training
- Monthly roundtables for unit leaders
- Year round camp operations
- Minimizing event and camp fees for all members
- Sponsoring special events and projects
- Providing professional support of our units
- Assistance in making Scouting possible for more youth

Getting Started

Planning Strategies:

- Start early and plan well. Set individual and unit goals.
- Determine the type of sale your unit will conduct. (Show-N-Sell, Take Order, or Both)
- Promote the "Fill It Up" patch program. To get your "Fill It Up" patch simply make a copy of the completely filled order forms and return it to the Council, Friday, October 25th.
- Train your Scouts on how to sell. Involve parents whenever possible.
- Organize a plan to cover every part of your area.

Selling Strategies:

- Have each Scout make a list of potential buyers.
- Generate re-orders by telephoning last year's customers first.
- Have your Scouts sell to friends, neighbors and relatives first.
- Have parents take order forms to work.
- Consider sales to companies. (its tax deductible and shows their support of the community)

Product Strategies:

- Sell all products to maximize profits.
- Maximize profits by emphasizing multiple sales and the sale of tins and 15 packs.
- Sell at community events, stores, etc.
- Let the customers taste the products at Show-N-Sell events.
- Have extra product on hand for reorders.

Pick The Sale That's Best For Your Unit or Both

Show-N-Sell

Show-N-Sell is a great way to introduce Scouts to selling popcorn. They are with their peers and it is not as intimidating as going door to door. Scouts who participate in Show-N-Sell are more confident than when doing the traditional Take Order sales. This is an excellent avenue to introduce Tiger Cubs to fundraising. Show-N-Sell offers units the opportunity to increase their overall sales. Any excess product from Show-N-Sell is used to fill Take Order sales. Many units sell popcorn in front of retail stores including grocery, home improvement, and at community events such as a school open house, after Sunday religious services or community festivals. It attracts the impulse buyer.

- Show-N-Sell.popcorn orders are due to Council, Monday, August 19th.
- The popcorn can be picked up Friday, September 6th at <u>Group</u> <u>Contractors</u>, <u>15141 Jefferson</u> <u>Hwy.</u>, <u>Baton Rouge</u>, <u>LA</u>
- Payment for the Show-N-Sell popcorn must be turned in Wednesday, December 4th.

Take Order Sales:

Scouts take the order form door to door to secure the customers orders. Units, which utilize this sale, find that the customer is more likely to order more.

- Attend the Council kickoff on Saturday, August 10th and pick up "take order" forms.
- Distribute "take order" forms to all Scouts in your unit.
- Set a date that all "take order" forms are to be returned to you.
- Check with the Scouts weekly to see how they are progressing. Find out if they need more forms.
- Call the Scouts to remind them the
 the forms are due to you. Give your
 self two days to complete the unit
 order form. Input the order online by
 Friday, October 25th. Payment for
 take order popcorn is due
 Wednesday, December 4th.

Unit Popcorn Kickoff

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1. Preview this year's Scouting Program and explain to the families how the entire program can be funded with one fundraiser: The Fall Popcorn Sale!

Follow These 5 Steps For A Successful Kickoff!

- 2. Communicate the Per Scout Popcorn Sale Goals, have the boys write their goals on the Take Order Form.
- 3. Have your Scouts mark the prizes they want on the prize form.
- 4. Monitor your sale to insure no one is waiting till the end to sell. Some methods to discourage this problem are by having weekly or by-weekly incentives.
- 5. Do a skit or fun activity to get the boys trained and excited about the purpose and goals of the sale. Make sure you cover safety as a priority in the sale.

Commission

NO

Commissions

Check

Commissions are as follows:

Will Be

30% commission for units participating in Camp Masters prize program or if unit develops their own prize program.

35% for units not participating in prize program.

Mailed

Payment for Show-N-Sell or Take Orders:

In

Units participating in Show-N-Sell or Take Orders must pay for their sold popcorn with one-check. Please make check payable to Boy Scouts of America in the amount of the popcorn owed, less your commission. This check must be submitted to the Council on or before Wednesday, December 4th. You will receive an invoice approximately two weeks prior to December 4th, with the amount your unit owes to the Council, along with your commission total.

2013

Prize Orders:

Please submit your prize orders on line by **Friday**, **October 25th**. Prizes will be mailed to the Unit Popcorn Kernel placing the order. Prizes cannot be shipped to a **P.O. Box**, **it must be a physical address**. The Council releases prizes to be shipped to the Unit Popcorn Kernel after the unit's check clears our bank.



Distribution

Show-N-Sell:

September 6th

Pick up is at Group Contractors, 15141 Jefferson Highway, Baton Rouge, LA 70809.

Take Order:

November 16th

Avondale, Sewell-Eagle and Tunica Districts orders must be picked up at the Baton Rouge Beer Agency, 7808 Airline Hwy., Baton Rouge, LA 70815.

Bogue Tuchenna District orders must be picked up at Champagne Beverage, 1 Bud Place, Madisonville, LA 70447.

Chappepeela District orders must be picked up at S & W Wholesale, 18120 Old Covington Hwy., Hammond, LA 70401.

Cypress Chauve District orders must be picked up at Lamar Dixon Expo Center, 9039 St. Landry Rd., Gonzales, LA 70737.

Tips To Make Your Pick-up Smooth:

What Size Car Do I Need?

Luxury size car—40

Mini Van—60 cases Large SUV—70 cases

U-Haul-over 70 cases

cases

Midsize car—20 cases

- Do not attempt to pickup product after or before distribution date without making arrangements with your Council's Popcorn Advisor.
- Secure enough vehicles to carry entire product.
- Have a copy of your order with you.
- Allow the distribution staff to bring your product to you. This avoids confusion on the count.
- Recount your entire product before it is loaded into your
- vehicle.

2013 Popcorn Sale - Key Contacts

Camp Master Popcorn www.campmasters.org

Avondale District

Carol Riente-Popcorn Chair H:225-635-4662 C: 225-938-5542 njncarol@bellsouth.net

Tyrone Black-District Exec. B: 225-926-2697 C: 225-235-6577 tyrone.black@scouting.org

Bogue Tuchenna District

Tammy Durst-Popcorn Chair H:985-674-3282 C: 985-789-4049 btbsapopcorn@gmail.com

Dorothy Garcia-District Exec. C: 985-264-0878 dorothy.garcia@scouting.org

Chappepeela District

Catherine Egnew-Popcorn Chair H: 225-294-3126 C: 985-974-4188 cpegnew@gmail.com

Philip Territo-District Exec. C: 985-969-3048 philip.territo@scouting.org

Cypress Chauve District

Mitzy Lott-Popcorn Chair C: 225-278-2269 jmjslott@yahoo.com

Todd Conner-District Exec. B:225-926-2697 todd.conner@scouting.org

Istrouma Area Council Enid Braxton enid.braxton@scouting.org (225) 926-2697

Sewell-Eagle District

Roslyn Davidson-Popcorn Chair H: 225-769-7925 C: 225-235-6967 roslyn.davidson@scouting.org

Gwangi Shipp-District Exec. B: 225-926-269 gwangi.shipp@scouting.org

Belinda Fluker-District Exec. B: 225-926-2697

belinda.fluker@scouting.org

Tunica District

Stephen Albin-Popcorn Chair H: 225-791-3066 C: 225-202-0338 stephen.albin@cox.net stephen.albin@shell.com

Tyrone Black-District Exec. B: 225-926-2697 C: 225-235-6577 tyrone.black@scouting.org



Item #	Sym	Product Description	Price	Order by Case Show-N-Sell	Order by Containers Take Order	Quantity Per Case
00818	В	3-Way Premium Tin	\$40.00	Not Available	Available	1 per case
00851	W	\$40 Military Donation	\$40.00	Not Available	Available	1 per case
00822	Р	3-Way Cheesy Tin	\$30.00	Available	Available	1 per case
00810	D	24pk Variety Microwave Popcorn	\$25.00	Available	Available	1 per case
00811	С	24pk Movie Theater Extra Butter MW	\$25.00	Available	Available	1 per case
00850	Z	\$25 Military Donation	\$25.00	Not Available	Available	1 per case
00816	E	20 oz. Supreme Caramel w/Almonds & Pecans	\$20.00	Available	Available	8 per case
00817	F	20 oz. Chocolatey Caramel	\$20.00	Not Available	Available	8 per case
00804	S	20pk Snack Size 94% Fat Free Butter MW	\$20.00	Available	Available	1 per case
00807	G	15pk Extra Buttery Roasted Summer Corn MW	\$15.00	Available	Available	8 per case
00809	J	14pk Kettle Corn MW	\$15.00	Available	Available	8 per case
00828	DD	NEW 10 oz. Caramel Grab-N-Go Bag	\$10.00	Available	Available	12 per case
00819	00	24 oz. Popping Corn "Tin"	\$10.00	Available	Available	8 per case



Each Scout That Obtains A Popcorn Sales Goal of \$1,500



Cub Scouts and Webelos:



Earns a free week of Day Camp for the summer of 2014 or 1/2 credit towards Cub Scout Holiday Camp or Webelos Resident Camp at Camp Avondale in 2014.

Boy Scouts:



Earns 1/2 credit towards Summer or Winter Camp at Camp Avondale for 2014.

Please review council website/newsletter for details on camping opportunities for 2014. All incentives listed above are only valid for Istrouma Area Council camping opportunities. All eligible Scouts must have completed order forms and eligibility forms submitted to the Council by Friday, October 25, 2013.



Council Prize Program



300+ Club

All Scouts who sell \$300 of popcorn will have their name put in a special drawing. For each \$30 beyond \$300 the Scout's name will be entered into the drawing again.

Example: \$600 in sales causes the Scout's name to be entered into the drawing 11 times, and \$1,500 in sales equals 41 entries in the drawing.

The Prizes Are:

1 2 3

The first name drawn picks from the three prizes. The second name drawn picks from the two remaining prizes. The third name drawn receives the remaining prize. There is a limit of one prize per Scout. The drawing for the prizes will be held at **Avondale Scout Reservation during the 2013 Winter Camp**.



High Achiever Prizes

550

\$1,500 Sales Achievement

Earn a \$50 gift card to Target or Wal-Mart

Fill It Up Patch

Sell to 30 customers this year to fill all the lines on your order form. When you do, you'll earn the exclusive 2013 CAMP MASTERS Fill It Up Patch



\$2,000 Sales Achievement

Choose a iPod Nano with 16 GB or An Outdoor Adventure Camping Package!

iPod Nano with 16 GB, Includes Apple Ear Pods, Lightning to USB Cable





Outdoor Adventure Camping Package that includes a camp stove, cookware set, fire starter, plus a wilderness kit that includes: binoculars, compass, flashlight, multifunction knife, rain poncho, carbiner and whistle.



\$3,000 Sales Achievement

Choose the Beats by Dr. Dre
OR
American Express Gift Cheques

Beats by Dr. Dre—Beats (Solo HD) Headphones!



American Express Gift Cheques for 5% of total sales.

Example: \$3,000 = \$150 gift cheques. Gift cheques rounded to nearest \$10.