www.chicagobsa.org/popcorn

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2012 2013 BY Popcorn Powered BY You Trail's End.

Fall 2012

Unit Popcorn Sale Guide

Our goal is to have the answers to your popcorn sale questions contained in this guide. If you have further questions, please call (312) 421-8800 ext. 202 or ext. 261, or contact your district kernel.

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Dear Unit Popcorn Kernels,

I'm very excited about this year's Chicago Area Council Popcorn Sale! Last year was a tough sale for us and hopefully our improving economy will help with the 2012 Sale. Many new units and leaders participated for the first time as Unit Popcorn Kernels and den/patrol coordinators.

Every district provided feedback on last year's sale; unit volunteers, District Kernels and/or the District Executives all provided input last year to make this year's sale the best ever. After reviewing the comments and suggestions, some changes were made to hopefully improve and increase sales.

- Units may start selling in August and continue through November, and earn the same commission for all sales. We are mailing order forms to every Scout in the Council to get a jump start on sales! **Every unit attending training gets a Popcorn Sale Kit with posters and a sample bag of the new $12 Cheddar Cheese Corn, which is sure to be hit this year!**
- Trail's End is providing a $20 gift card for Amazon.com or Walmart for all Scouts who sell $600 in popcorn. In addition, The Chicago Wolves Hockey team & Chicago Area Council are providing those Scouts the opportunity to request 2 FREE tickets to a Wolves game.
- Trail's End has surveyed a number of leaders, parents, and consumers and has adjusted the product mix to try and keep pricing as reasonable as possible. In fact, we have taken your suggestions and our Council has chosen to offer almost half its products at lower than suggested retail prices.
- This year we have added individual leader coaching to our commission structure. We hope to understand how your unit operates its campaign and give some tips that will result in increased success for your unit. Your success produces success for the Council.

Once again, I hope that you'll read about the changes in this year's sale on the following pages of this guide and look at them as ways to improve the administration of the sale for the unit as well as the council. I'm looking forward to another successful sale that includes more units selling, higher sales per Scout, more Scouts using their Camp Cash to experience a quality outdoor adventure, and more money in units' treasuries for better Scouting in Chicago.

Yours in Support of Scouting,

Jean Munley

Council Popcorn Kernel

Getting Started

Plan now to make the most of your unit's popcorn sale. ***The unit's goal is to have only one major fundraiser each year*** *so that the boys and the leaders have plenty of time to enjoy Scouting.*

1) Recruit a Unit Popcorn Kernel

Remember that parent who said that he/she couldn't commit to the year-round responsibility of leadership, but offered to do "whatever else was needed"? This is it! August to November is the entire job. This person SHOULD have access to a computer! Please let the popcorn office know of kernel changes.

2) The Unit Kernel attends either one of two Council-hosted Kickoffs

- These events are designed to educate and motivate the Unit Kernels and their teams to make the most of the sale. Attendance at this event qualifies a unit for the 1% training bonus. (Some districts also host signup/training sessions, but these DO NOT qualify for the extra 1% bonus commission). **NEW THIS YEAR: The kernel participates in a coaching session at the Steve Fossett Center or at a special meeting in the district for a 1% commission bonus.**

3) Unit's committee meets

to determine sales goals, commission plan, and how to kickoff and manage the unit campaign. Use the Sale Guidebook provided by Trail's End for guidance.

- **Decide what type(s) of popcorn sale your unit will be participating in.** There are two distinct ways your unit can sell popcorn to the public this fall:
- **Show & Sell/Deliver** and/or **Take Order**. Show & Sell is the display set up in a high foot traffic area; Show & Deliver is door-to-door with the popcorn ready to hand to the customer. Take Order is advance selling from the brochure. Many units choose to do both, an instant sale early, then use any leftover items to fill their Take Order sale later. **Note:** A sample Show & Deliver order is available for those units trying it for the first time.

4) Visit the Chicago Area Council website to sign up and get training

- Go to www.chicagobsa.org/popcorn to start the popcorn sale process and to learn how your unit can take full advantage of this opportunity for a great Scouting Year. Follow the link to the Trail's End website to set up your unit/Scouts in Trail's End's Popcorn System to ensure accurate recordkeeping.

5) Kickoff the Sale at a Unit Event

- Conduct a **fun and energetic Unit Kickoff.** Be sure each Scout and his parent have instructions of how to sell, whether they will be selling in front of a store between September 22nd and November 5th AND/OR from an order form to friends and family. **Produce an information recap sheet that explains the sale to families of each Scout that is specific to your unit!** (Include the website address www.trails-end.com for Scout sales training and the Scout's opportunity to sign up for on-line sales.)

6) Monitor the Sale

- Send emails and talk about the sale at meetings with top seller **updates and reminders** of upcoming deadlines so families stay motivated and know what's going on.
- Assist leaders and parents in going online and stress that their complete order needs to be placed **by no later than November 5, 2012.**
- Prize and patch/pin orders are also to be submitted online **by November 5, 2012.**

7) Pickup and Deliver

- Unit pickup times are approximately the same as last year for those units selling last year. Make arrangements for local distribution procedures to the families in your unit.
- If you have not already paid for your popcorn and taken advantage of the early payment bonus, bring a check with you to your popcorn pick-up site on November 17th.

8) Wrap-up

- Upon completion of the sale, evaluate effectiveness of the Council, District and Unit campaigns.
- Submit your suggestions and constructive criticism for next year's sale to your District Kernel or attend the Forum meetings held throughout the year.

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2012 Chicago Area Council Key Popcorn Dates

August	**18**	**Northside Council Kickoff**
	25	**Southside Council Kickoff**
September	10	Show & Deliver Popcorn orders due – (full cases only) No minimum order
	22	Show & Deliver Popcorn Distribution (DHL & New Process Steel)
November		
	5	Take Orders due/Early Payment commission deadline
		Show & Deliver Popcorn returns due to Steve Fossett Center
	5	**Deadline to order patches and pins. Deadline to order prizes**
	17	Take Order Distribution

Any popcorn needed after this date is available from the Steve Fossett Center-1218 W. Adams Street, Chicago, IL as inventory

Chicago Area Council's Popcorn Selection - Trail's End

Note: Store all chocolate products at temperature of 72°F or lower to avoid melting

2 lb. Popping Corn	$ 10.00
11oz. Caramel Corn	$ 10.00
Cheddar Cheese Corn	$12.00
18 pack Microwave Unbelievable Butter	$ 18.00
18 pack Microwave Butter Light	$ 18.00
24 oz. Caramel Corn with Almonds & Pecans	$ 18.00
20 oz. Chocolatey Triple Delight	$ 18.00
18 Pack Kettle Corn Microwave	$ 25.00
White Chocolatey Pretzels	$ 25.00
Double Caramel Crunch	$ 25.00
Cheese Lover's Collection	$ 32.00
Sweet & Savory Collection	$ 42.00
Chocolate Lover's Collection	$ 55.00
Premium Chocolate Lover's Collection	$ 75.00
Popcorn donation sent to United States troops	$ 30.00
Popcorn donation sent to United States troops	$ 50.00

Trails-end.com

Scouts or Leaders can send an email to friends and relatives in other states and still get a commission on the sale. The Council will tabulate your unit's commission bi-monthly and deposit the commission in your unit account at the Service Center. On-line sales can be included to determine prizes or used to earn camp cash. Scouts earning prizes will get 35% commission for online sales; Scouts earning camp cash will get 30% commission. Each Scout must register at scouts.trails-end.com to sign in or create an account. Sample email templates are available for the Scout to email multiple friends and family members asking their help in sending the Scout to summer camp, Jamboree, or supporting Scouting.

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Show & Sell/Deliver

- Show & Sell is a display set up in a high foot traffic area
  - Select a retail location and secure management approval to set up on the date(s) your Scouts can be there. This is important so that there are no conflicts with other groups.
  - Organize a schedule of Scouts and leaders to man the location.
  - Use this formula if you have no experience in Show & Sell popcorn sales:
    Number of Scouts X number of hours selling X $100 = $_____
  - Place one unit order of full cases of popcorn items that you feel will sell at your location(s).
  - Encourage the Scouts to go to view the sales training on-line.
  - This is a nation-wide product sale, so instruct the Scouts and Leaders to wear their uniforms and stand up while selling.
- Show & Deliver is door-to-door with the popcorn ready to hand to the customer.

Take Order

- Take Order is the distribution of an order form to neighbors, family and co-workers for delivery later. **Most units ask for payment from their customers when ordering.**
  - Review the new Take Order forms to familiarize yourself with the product line, pricing and the military donation option.
  - Encourage the Scouts to view the sales training on-line.
  - This is a nation-wide product sale, so instruct the Scouts and Leaders to wear their uniforms and stand up while selling.
  - Instruct the Scouts to use the form that shows the prizes and mention which one(s) he is trying to earn to their customers (only if his unit has decided to offer the prize program from Trail's End). If the unit is taking camp cash, the Scout should mention that he is earning his way to summer camp, Jamboree, or Philmont.
  - Collect every Scout's order form(s), tabulate and submit the entire unit's order.

Note: Your packet has order forms which can be used if there is no access to a computer.

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Unit Commission Options

- These additional percentage points can be earned in ALL Commission Options.
    - Additional 1% commission is earned when the Unit Kernel attends either of the council trainings. Packets will be distributed and attendance taken.
    - Additional 1% commission is earned when the Unit Kernel attends a coaching session at the Steve Fossett Center or at a special district meeting.
    - Additional 2% commission is earned by paying the total amount owed to the council on or before the November 5th deadline.
    - Additional 2% commission is earned when your unit posts a 15% or more increase over last year's sale. Units selling over $10,000 must sell at least 95% of last year's sales to get the bonus 2% commission. **(Minimum Sales Goal is $1,500)**

- **Qualify for all four and increase your sales commission by 6%!**

Prize Option

- **Especially good for Cub Packs!**
- **30% Base Commission + Prizes**
    - Camp Cash to help Scouts attend Day Camp, Webelos Camp, Owasippe Boy Scout Camp, or Philmont, can be claimed instead of prizes as a unit or an individual Scout

Example: *Pack 1234 sold $5000 of popcorn. Their Unit Kernel attended a Council Training & Coaching Session and they increased their sale 16.8% over last year. The* ***check to Chicago Area Council*** *that was turned in by November 5, 2012 was in the amount of $3,200 (5000 X 64%). $1,800 (36%) is the unit's commission. Plus the unit benefits from the prize program (about 5% of sales) that the council pays for. (The prize selection or Camp Cash decision MUST be made BEFORE submitting the order online.)*

Cash Option

- **Great for non-Camp Cash or Prize units**
- **30% Base Commission plus 5% bonus= 35% Commission**

Example: *Troop 1357 sold $5000 of popcorn. Their Unit Kernel attended a Council Training and Coaching Session and they increased their sale 16.8% over last year. The* ***check to Chicago Area Council*** *that was turned in before November 5, 2012 was in the amount of $2,950 (5000 X 59%). $2,050 is the unit's commission (41%). No Camp Cash/No Prizes,morer commissions. This option is designed to keep more money in the unit's treasury to help pay for year round unit activities.* ***Hint: A prize program for the Scouts, and paid for from unit commissions is highly encouraged. Example: A pizza party for every boy who reaches a $300 sales goal; the leader will shave his head or take a pie in the face if the unit goal is met.***

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Prize Programs

Make sure that all your Scouts and parents know which option the unit is using! If your unit decides not to offer prizes, tell your Scouts that they will earn camp cash or how the profits will be used for their Scouting program.

*** The Chicago Area Council will use these guidelines for the Trail's End Prize program. ***

1. Prizes earned are based on an individual Scout's sales. No combining of sales with other Scouts is permitted.

2. Each Scout can select a patch or hat pin and the Prize at the prize level that does not exceed his gross sales. The Trails End system does not allow for selection of two prizes.

3. Prizes are ordered online or via form. The Unit Kernel will order all patches/pins and prizes and have them sent to his/her home for distribution to the boys. The MYSTERY PRIZES may require a pick-up from the Steve Fossett Center or Roundtable.

4. Prizes are subject to demand and availability. If the selected prize is no longer available, Trail's End reserves the right to substitute a prize of equal value.

*** These prizes are in addition to and/or separate from the Trail's End Prizes. ***

1. **Camp Cash** is a special incentive for all Scouts to use at Chicago Area Council summer camps (or other Council's Cub Summer Camps) and is a great way for a boy to learn how to "earn his own way." Where the Prize Option or the Cash Option earn about 5% commission, Camp Cash earns 15%! Camp Cash will be credited to the unit on the Show & Deliver, Take Order, on-line Sales and Supplemental Sales. Units will determine how to allocate camp cash based on tenure, participation, Scout Spirit & advancement.

2. Any Scout that sells $600 will receive a $20 gift card for Amazon.com or Walmart and the opportunity to request two FREE Chicago Wolves hockey tickets.

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Preparing the Unit Product & Prize Orders

Hint: Be sure to have your unit's User Name and Password BEFORE sitting down at the computer. Refer to the User Name/Password Login Instructions sheet that was passed out at the kickoff or call your District Kernel for this information.
NOTE: RETURNS CAN ONLY BE ENTERED IN THE POPCORN SYSTEM BY COUNCIL STAFF AT THE ACTUAL TIME OR RETURN> UNITS CANNOT ENTER RETURNS.

- Instruct each Den/Patrol popcorn contact to collect the individual Scouts' order forms. Make copies to be safe!
- Confirm the counts of the individual products and gross sales figures.
- Go to www.trails-end.com
- Click the "Leaders" button at the bottom.
- Click on the "Popcorn System" link on the left.
- Enter the temporary User Name and Password from the Login Instructions.
- Enter a new User Name and Password. Hint: If others in your unit may be entering orders or checking totals as the sale goes along, create one that everyone can remember.
- Click on the ***Orders*** dropdown in the menu bar at the top.
- Click on the appropriate order under the heading, (Show & Deliver, Take Order, or Supplemental Order).
- To place (or increase) your order*:* Locate the line for the product to be ordered and type the number of CASES desired (containers can be ordered for Take Order or Supplemental Order). As soon as a different line is clicked, the New Revised Unit Order column shows the new order quantities. Repeat this process for each item to be ordered.
- To change (decrease) the order quantities of an item: Locate the line for the product. Type a hyphen (-) and then type the number of cases you want to ***subtract*** from the order. As soon as you click in a different line, the New Revised Unit Order column shows the new order quantities for the product you changed.
- After you have entered your order and reviewed it, click on the ***Save Changes*** button located on the right at the bottom. This will place your order on hold. You can come back and review and change it accordingly. Once you are sure you have no more changes to make click on the ***Submit to Council*** button on the left at the bottom. For the Show & Deliver Sale, the system will be available through September 12th. For the Take Order Sale, the system will be available through November 7th. Additions/Subtractions can be made through those dates
- **IMPORTANT!** After the dates listed above, orders or changes to the order in the system are no longer possible. At this point, orders and changes can only be done by calling the Popcorn Office.
- For more information and details of other functions available, click on the ***HELP*** dropdown on the Trail's End website.
- Scroll down to "Common Leader Help Topics" and read the needed PDF's. Print any documents necessary for your success. **Hint:** This list has many helpful resources, so review the topics and spread the word to your Scouts and families.
- If you want to record sales by Scout, enter each boy's name into the Trail's End's popcorn system.

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- **To submit your Unit Prize Order via the Trail's End System** Select the Trail's End Ordering System link and login using the username and password provided in your Kernel packet. *(The first time you log on, you will need to verify your email & password. This will take a few minutes and you will receive an email verification from Trail's End.)*
- Click on the ***Orders*** dropdown in the menu bar at the top.
- Select ***Unit Prize Order*** under the ***Prize*** heading. For Camp Cash, no action is required. Certificates are mailed to Unit Leader in February.
- The system displays the ***Edit Delivery Address for Prize Order*** page. Enter the name and address to which the prizes will be delivered. If they are going to the Unit Kernel you can use the drop box at the top that will automatically fill in all the boxes. Click on the ***Save and Go to Order*** button.
- The system displays the ***Unit Prize Order*** page. In the ***Actual Current Order*** column, enter the number of each prize to order. When satisfied with your unit's prize order and you are sure you will not be making any changes, click the ***Submit to Council*** button. The system displays your order.
- **IMPORTANT!** Once you submit the Unit Prize order to the Council, changes to the order on the Popcorn System are no longer possible. Any changes following the Unit Prize Order submission must be accomplished by calling the Popcorn Office.
- The online prize system will be available through November 9th. The Office will approve and transmit the prize orders for all units that have paid their popcorn bill in full. (If not paid, prize orders will be held until payment is received).
- For more information and details of other functions available, click on the ***HELP*** dropdown on the Trail's End website.
- Collect the money for submission to the Council. **Turn in no more than 4 checks, all written to "Chicago Area Council, B.S.A."** Any overpayment due to mathematical errors, commission levels, etc. will be deposited in the unit's account at Council.

RETURNS

- Use any leftover Show & Deliver popcorn to fill Take Orders.
- Bring to Council Service Center on October 29th thru November 5th from 8:30 a.m.-4:30p.m or Saturday, November 3rd 9:00 a.m.- Noon.

ALL DEADLINES ARE IMPORTANT TO MEET! IF YOU'RE LATE, IT'S LIKELY THAT THE COUNCIL'S ORDER HAS ALREADY BEEN PLACED AND SHIPPING ALL ORDERS BECOMES A GUESSING GAME. PLEASE BE A ***TEAM PLAYER*** AND PLACE YOUR ORDER ON TIME. THERE ARE A FEW DAYS TO ADD ON TO YOUR ORDER AFTER THE DEADLINES.

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Popcorn Pick-Up

Each unit that sold last year will have approximately the same time assigned for popcorn pickup. All others will be assigned a time after their order is received. If you need to come earlier than your assigned time, that is okay. Please do not come earlier than 9:00 a.m. unless you are assigned those times as we are trying to get the larger orders out of the warehouses first.

Note: Please make sure you pick up your popcorn on the assigned day. It is inconvenient to haul several orders back to the Council Service Center because your unit did not pickup it's popcorn that day. Please let the popcorn office know if you absolutely cannot pick up on distribution day.

PLEASE RE-COUNT YOUR ORDER BEFORE YOU LEAVE THE WAREHOUSE TO INSURE THAT YOUR ORDER IS COMPLETE.

Popcorn Pick-Up Locations:

We appreciate the continued support of these two great companies in receiving and helping distribute popcorn each year.

Southern Districts

(Arrowhead, Greater Southside, Iroquois, River Trails)

Show & Deliver Sale	September 22, 2012
Take Order Sale	November 17, 2012

Location: **New Process Steel**
Address: 5761 W. 118th Street
Alsip, Illinois
(West of Central Avenue)

Northern Districts

(Indian Trails, Fort Dearborn, Western Trails)

Show & Deliver Sale	September 22, 2012
Take Order Sale	November 17, 2012

Location: **DHL**
Address: 10601 Seymour Ave.
Franklin Park, IL
(south of Irving Park Road and just west of Mannheim)

Note: Take a left on Centrella Street just before getting to DHL. Take a right into the fenced area and go to the end of the building.

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