



2017 POPCORN SALE GUIDEBOOK



Hawk Mountain Council

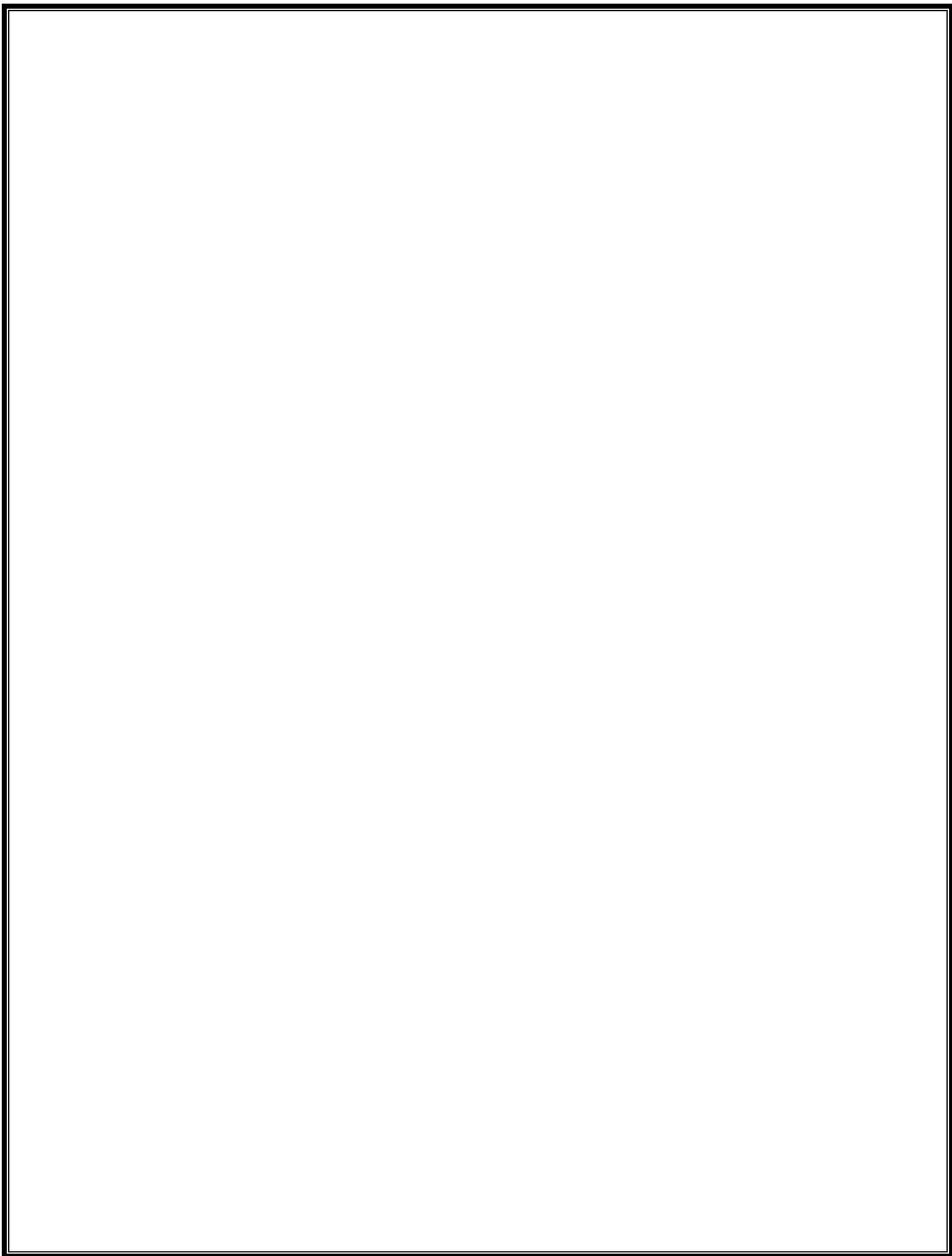


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Find us on Facebook @ Boy Scouts of America, Hawk Mountain Council

Key Contacts

District Kernels

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Black Rock	Terry Troutman	570-556-6716	Troutmant@tds.net

District Executives

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Black Rock	Ashley Wilson	484-336-4694	Ashley.Wilson@scouting.org

Popcorn Staff Advisor

Brian Beddow – Telephone: 484.388.9690 / Email: brian.beddow@scouting.org
Please contact Brian with any questions you may have regarding any aspect of the Popcorn Sale.

Helpful Resources

There are a number of resources available to support unit leadership in making this year's sale easy and successful. We're all in this together, so take advantage of all of them.

- **Sale Guidebook**
- **Council Kickoff**
- **District Teams** - Each district has a popcorn sales team to help support you with this year's sale.
- **Trail's End Website** - www.trails-end.com
- **PayAnywhere (Credit Card Info)** - www.payanywhere.com/support or call 1.877.236.9302

Fundraising for the Future!

We Want to Help You Earn More Money!

This guidebook is a handy resource and has a great deal of information about what's happening this year -- there are a lot of exciting ideas to help your unit make the most of the sale!



Listed below are some positive thoughts and success stories that several units in the Hawk Mountain Council were happy to share regarding their popcorn sale.

"On top of all the extra prize rewards my son has earned, we have been able to eliminate all of our out-of-pocket expenses for the Scouting year!" - Pack 633

"Funds from our popcorn sale created opportunities for our boys to participate in scouting events like the Klondike and Summer camp! And, we were able to re-charter with our popcorn profit." - Troop 777

"Because of the funds we earned from selling popcorn, we don't have to focus on other fundraisers—instead we can focus on having fun and a quality program for our Scouts." - Pack 457

"Our successful popcorn sale has helped our unit two-fold! It has provided funds to purchase new and/or update equipment so our Scouts have a more enjoyable scouting experience. It's also helping most of our Scouts fund their way to camp and other scouting programs" - Troop 575

“Between our Show and Sell & Take Orders our scouts were able to help fund their trips to the National Jamboree and Summer Camp. This is the BIGGEST Scout fundraiser and customers look forward to boys stopping by each year. “ - Troop 183

“Half of our Scouts sold enough popcorn to cover 50% or more of their summer camp cost for our troop. They are looking forward to doing better next year.” - Troop 149

What's The Unit Kernel's Job?

Keep Everyone Motivated

The Unit Kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.

Learn About the Sale

Be familiar with the popcorn program, including the products available, key calendar dates, and special incentives.

Set a Goal & Create a Sales Plan

With your unit's leadership and based on your unit's annual program plan, set a sales goal and create a plan to achieve that goal. This is one of the most often skipped steps of the sale planning process. Based on your overall goal, and with the help of your district's popcorn team, determine a 4 to 5 step process that will lead to success (i.e. utilize all forms of selling, have each scout set a personal goal, etc.).



Hold a Unit Kickoff

Plan and conduct a Unit Popcorn Kickoff to communicate the program and goals to your Scouts and their families. Get everyone excited, motivated, and focused on getting every Scout involved.

How the sale materials are presented is a huge factor in how successful the sale is. So, organizing a good kickoff is one of the most important parts of the kernel's job. Don't be one of those units that puts forms on the table in the back of the room for Scouts to pickup on their way out.

Organize Unit Efforts

If the unit is going to have a show and sell on Blitz Day, be prepared to get parents help with staffing the event. Know your dates and locations up front so that Scouts and parents can sign up at the kickoff. Also, communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.

Place Orders and Distribute Popcorn

Collect Take Order forms and tally your unit's order, pickup product, distribute products, and collect money. Payment is due, by check, on or before November 30. **(A 2% late fee is added for payments received after the November 30 due date.)**

Unit Sales Plan

We want every unit to do as well as possible during the popcorn sale.

We're asking units to *be prepared* by making a sales commitment to allow for a very profitable, successful campaign.



We're focusing on the unit kickoff and the plan for each part of the sale. Please prepare a Unit Sales Plan and review it with your district sales team by August 9, 2017.

A Sales Plan needs to be submitted with every WaWa sales day request.

Things you should be thinking about for your sales plan are:

- Setting a goal and how it breaks down on a per boy basis.
- Conducting an awesome unit kickoff that gets all of your Scouts and families charged up!
- Getting all your Scouts and families involved!

- Promoting special incentives offered by the Hawk Mountain Council.
- Trying a Show & Sell and participating in Blitz Weekend (September 9-10).
- Having a good Take Order program and getting parents to take the order forms to work.
- Getting your bill paid on time.
- Creating scout incentives within your unit (i.e. mystery house within a specific area - 1st scout to “knock on the door” receives a prize, a unit-sponsored pizza party for the den with the highest combined sales, etc.)

Unit Kernel Gift for Completing a Sales Plan

Any unit kernel who emails a Sales Plan to Brian Beddow by August 9 will receive an exclusive popcorn kernel gift. Each District Kernel will approve this recognition.

Unit Kickoff

A big part of the unit kernel’s job is to plan the unit’s kickoff. This is an important event because it sets the tone for the unit’s entire sale! Units should make a special effort to get every Scout involved in the sale, and having a fun kickoff is a key step in that direction.

This event is also an opportunity to get Scout families involved. If you are in need of help, go to your kickoff prepared with dates, times and locations so that families can sign up.

Things to include in the unit kickoff:

- Opening - Maybe a song, skit or game to excite everyone.
 - Do the “Why Sell Popcorn” speech - this is an opportunity to Plan an Exciting Trip, inform parents of budget, program costs, how to avoid out of pocket expenses, and introduce a plan to pay for it.
- Focus on teaching sales skills, presentation skills, and how to overcome people saying “NO”
- Talk about products and offer samples.
 - Explain the methods for Show & Sell, Take Order, and Online Selling for Scouts.
 - Demonstrate how to sell - Make it a positive, scout-based interaction with the consumer.
 - Review Safety Rules & Buddy System.
 - Make a one-page summary sheet with all the details for your unit’s sale listed for easy reference. Include the date that orders are due to the unit kernel and his/her contact information.
 - Review again why parents and Scouts should sell and talk about goals. Also, announce special

incentives.

- Signup families for shift coverage for unit Show & Sell events.
- Distribute materials.

Don't do these things at your unit kickoff:

- Leaving the order forms on a table in the back of the room
- Think that you don't need to review the forms because everyone has sold before.
- Skip examples of how the sale is helpful to the parents, Scouts, and unit - including that it pays for awards and trips. Examples help make the sale real for everyone involved!

Commission Structure

More Ways to Increase Commission!

The **Base Commission rate on total sales has been set at 31%.**

You will receive an **additional 2%** Commission by simply attending the Kickoff on July 13th.

You will receive a total of **40% on all sales that exceed your 2016 total sales.**

Maximum Commissions will not exceed 40%.

Commission checks (for sales over last year's totals) will be mailed to unit Committee Chairs in December.

Example: The unit sells \$6,000 this year and attends the 2017 Kickoff and sold \$5,000 in 2016. 40% will be calculated to the \$1,000 increase AND 33% will be applied to the remaining \$5,000

40% X \$1,000 =	\$400
33% X \$5,000 =	<u>\$1650</u>
Total Commission =	\$2,050

Plus Prize Incentives

Prizes & High Achievers/Special Incentives

Trail's End Prizes

Please return appropriate forms to the Beaver Family Service Center
by November 3, 2017

Prizes One brochure for Cub Scouts, Boy Scouts and Venturers.

Patches are available as part of the prize program for all Scouts selling at least 1 item. The following rockers can also be earned: Military Sale, Online Sale, One of Each Product and \$600 Club.

Pin Available to all Scouts selling **\$1,000 of more**

Any unit may purchase additional patches for \$.50 each. The form to order ADDITIONAL patches will be included in your Unit Popcorn Packet.

Hawk Mountain Council Special Incentives

\$600 Club - Scouts can receive a **Prize or \$10 HMC Scout Shop gift card** for every \$600 they sell. They will also receive an entry for the weekly drawing as well as the Grand Prize drawing on October 27. Weekly winners will receive 6 Youth general admission tickets to a 2018 Fightin Phils home game.

Scouts may also be eligible for the following incentives based on their individual total popcorn sales:

District Top Selling Boy Scout - The top selling Boy Scout in each district will earn a free week of summer camp in 2018 at Hawk Mountain Scout Reservation.

District Top Selling Cub Scout - The top selling Cub Scout in each district will earn a free week of Day Camp or Resident Camp or Webelos Extended Camp in 2018.

\$1,000 Sellers - Scouts who sell at least \$1,000 will receive a ticket "package" to a Reading Fightin Phils game to be held during the 2018 season or a \$20 credit to attend summer camp @ HMSR in 2018.

\$1,500 Sellers - Scouts who sell at least \$1,500 will receive 2 passes to Hershey Park (good for any day in 2018) plus the ticket "package" for the Reading Fightin Phils or a \$75 credit to attend summer camp @ HMSR in 2018.

Other Boy Scout and Cub Scout incentives will be discussed at all of the trainings and kickoff.

Sale Methods

There are three primary sale methods that your Scouts can utilize in selling popcorn. All three methods will help you achieve your goals even faster.

Show & Sell

This method is like an old school lemonade stand. Your unit gets permission to have a booth in a high traffic area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units, as it allows a lot of sales without actually going to door-to-door. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn.

A majority of the popcorn products are available for Show & Sell. However, items with chocolate are Take Order only.

Left over show and sell product can also be used to fill take orders.

◆ **Blitz Weekend** - A special council-wide Blitz Day is being planned for September 9-10. We're hoping to draw media attention to the sale and harness all that publicity to highlight the sale in every community. To do this, we need all units to commit to do a Show & Sell that day!

Take Order

This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn using an order form. Parents can also help by taking the order forms to work. Later, at the end of the sale, the Scouts deliver the ordered product to the customers. Units are encouraged to identify neighborhoods that did not have scouts selling in 2016!

Online Selling for Scouts 50% Sales Commission

This method is available for Scouts that would like to sell popcorn to family and friends that live out of town.

Families simply go to www.trails-end.com and click on the home page feature pictured here to set up an account. Instructions are also available. Every sale earns a 50% Commission.



Credit Card Information

Increase Popcorn Sales!

Selling popcorn just got a whole lot easier. Use Square, PayAnywhere or any other credit card reader to help every unit sell more popcorn. Start accepting credit card payments and increase your unit sales today!

PayAnywhere allows anyone to accept credit card payments with their Apple, Android, and BlackBerry smartphones and tablets.



Units must register their banking account information directly with PayAnywhere **two weeks prior to the sale**. After registering, PayAnywhere will send you a Credit Card Reader. If you need additional Readers, please notify PayAnywhere. Card Readers may be used for both Show & Sell and Take Orders. You may also keep the reader and use it year round for other fundraising opportunities, registration fees, or any unit function. **To set up an acct:** call Gregory White 800-226-2273 or go online <https://apply.payanywhere.com/?source=15424&lid=930461>

Program Features:

- Free app download with exclusive features.
- Free professional grade card reader.
- No hidden fees...No monthly minimum fees, no setup fees, and no cancellation fees.
- Lowest rate in the industry: Swiped Rates: 2.69% per swipe and Keyed Rates: 3.49% + \$0.19 per transaction.
- Visa, MasterCard, Discover, and American Express Credit Cards are accepted.
- Funds within 24 hours of processed transactions.
- Free Merchant Portal for detailed account activity and business intelligence reporting.
- Safe and secure with immediate data encryption and PCI compliant and certified.
- Live Customer Support.
- Video Tutorials - YouTube.com/PayAnywhere

Not All iPhones are compatible with credit card readers

PayAnywhere Resource Guide

- Help Guide - Visit PayAnywhere.com/Support
- Video Tutorials - YouTube.com/PayAnywhere
- Customer Service - Call 1.877.236.9302, custservice@payanywhere.com
- Technical Support - Call 1.877.236.9302, helpdesk@payanywhere.com
- Connect Online - Facebook.com/PayAnywhere, Twitter.com/PayAnywhere

Product Highlights

		<p>Chocolate Lover's Collection</p>	<p>White Chocolatey Pretzels 17oz. Milk Chocolatey Pretzels 17 oz. Chocolatey Caramel Crunch 15oz. Pecan Clusters 5.5oz.</p>	<p style="text-align: center;">\$60</p> <p style="text-align: center;">Take Order Only</p>
		<p>Salted Caramel Popcorn with sea salt</p>	<p>16oz. TIN Combination of sweet caramel corn with a perfectly balanced finish of sea salt</p>	<p style="text-align: center;">\$30</p>
		<p>Cheese Lover's Collection</p>	<p>White Cheddar Cheese Corn 5oz. Jalapeno Cheddar Cheese 5oz Yellow Cheddar Cheese Corn 5oz.</p> <p>*comes in a gift box</p>	<p style="text-align: center;">\$30</p>
		<p>White Chocolatey Pretzel</p>	<p>17oz. TIN Perfect blend of crispy pretzels wrapped in white chocolatey goodness.</p>	<p style="text-align: center;">\$25</p> <p style="text-align: center;">Take Order Only</p>
		<p>Kettle Corn Microwave 18 Pack</p>	<p>Our deliciously sweet and salty Kettle Corn is better than ever!</p>	<p style="text-align: center;">\$25</p>

	<p>Premium Caramel Corn with Almonds, Cashews & Pecans</p>	<p>16oz. TIN Ideal pairing of sweet caramel popcorn mixed with almonds, cashews, and pecans</p>	<p>\$20</p>
	<p>Unbelievable Butter Microwave 18 Pack</p>	<p>A customer favorite with more buttery flavor than ever before.</p>	<p>\$20</p>
	<p>Chocolatey Caramel Crunch</p>	<p>15oz TIN Sweet crunchy caramel corn in a creamy chocolatey coating.</p>	<p>\$20 Take Order Only</p>
	<p>White Cheddar Cheese Corn 5.25oz</p>	<p>The perfect combination of light, crispy popcorn and rich white cheddar cheese.</p>	<p>\$15</p>
	<p>Classic Caramel Corn 11oz</p>	<p>A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.</p>	<p>\$10</p>
	<p>Gold Military Donation</p>	<p>Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.</p>	<p>\$50</p>

		Silver Military Donation	Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.	\$30
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Introducing Hawk Mountain Council's newest Sales Feature

ONLY \$10 
BOY SCOUTS OF AMERICA
 HAWK MOUNTAIN COUNCIL

www.hmc-bsa.org 610-926-3406

2017 HMC Coupon Card



This card is offered for fundraising purposes only. By purchasing this card, you are supporting Scouting in Berks and Schuylkill Counties. Funds earned will help Scout Units to attend camp and participate in other outdoor adventures. The individual selling this card will receive no direct financial benefit.

These wallet size plastic cards will be sold during the 2017 Popcorn Sale and will be available for purchase in early 2018. Units that sell popcorn will have 1st priority to purchase additional cards beginning in December. Here's the simple answer to the reply, "I Don't Like Popcorn".

A Limited Number of Cards are available August - October Only for units participating in the 2017 Popcorn Sale. **Cards have a 50% commission. Card sales cannot be counted toward popcorn commissions!**

Most Retailers will accept cards from 9/1/17 – 8/31/18.

Units will purchase cards from the council and are individually responsible for all purchases. **No Returns**

Unit Popcorn Order

Placing Your Unit Orders

Pack and Troop orders MUST be submitted separately. You may NOT combine orders!

The unit kernel has to place two important online orders during the sale.

1) The **Show & Sell** Orders must be submitted ONLINE to Trail's End directly by **August 9, 2017**. HMC staff will not place orders in 2017.

- The Show & Sell portion of the sale should be based on previous sales history for similar products as well as the sales potential on the number of show and sells that the unit has scheduled.
- Only selected popcorn products (non-chocolate) are available for Show & Sell.
- Units may also use unsold product from their Show & Sell to fill their Take Orders. In addition, the council will take returns at the Beaver Family Service Center and the Hawk Mountain Scout Reservation on **October 11, 12 & 13**. **Please Note: October 13 at 5:00 PM** is the ABSOLUTE DEADLINE to return any unsold product. Product must be returned in **FULL CASES. Units may return up to 50% of original order.**

2) The **Take Order** must be completed ONLINE by **November 3, 2017**. This order should be based on exact unit needs from the Scouts' take order sheets, minus any leftover Show & Sell product.

- ◆ Units can place their order directly to Trail's End utilizing the **Online Ordering for Units**. Go to sell.trails-end.com and click on Popcorn System.

HMC staff will not place orders in 2017.

Popcorn Pickup

The unit kernel also needs to coordinate the unit's efforts to pick-up their popcorn order.

For **Show & Sell** the council will have one distribution site for all districts – To Be Determined, on **Thursday, August 24, 2017 from 3 PM to 7 PM**. Units are asked to schedule a pick up time.

For **Take Order** there will be two distribution sites. Specific locations are To Be Determined (Berks Units) and (Black Rock District) in Pottsville, PA on **Thursday November 16 2017**. **Units are asked to schedule a pick up time between the hours of 3 PM and 7 PM.**

Work with the District Kernels and District Executives to schedule a time.

How Much Popcorn Can Fit in a Vehicle?

Mid-Sized Car = 20 Cases

Jeep = 40 Cases

Mini-Van = 60 Cases

Suburban/Explorer = 70 Cases

Forms

For the Scout

- Popcorn Take Order Brochure - This brochure displays all the Trail's End popcorn items available for the sale. The Scout will use this to record his customer's orders.
- Prize Brochure - This brochure has samples of the prizes for Scouts.

For the Unit Kernel

There will be several forms that a unit kernel may need. These will be available on the council website and at the kickoffs.

- Request for Certificate of Insurance - Some Show & Sell locations will want a certificate of insurance which the council will issue to you within a 48-hour period of the request. Please contact Brian Beddow [Telephone: 610.926.3406 or Email: Brian.Beddow@scouting.org] at the Beaver Family Service Center.
- Show & Sell and Take Order Forms - Units will use this form to order the number of popcorn items they need for the appropriate sale.
- Unit Master Record - The unit may use this form to keep a record of exactly what each Scout sold both product and money.
- \$600 Club – The unit should submit the \$600 Club form to the Hawk Mountain Council for each \$600 a Scout sells.
- Trail's End Prize Forms cover all scouting ages. Unit kernels can submit their order for prizes online by **November 3, 2017** for submission of the prizes by HMC. Prizes are delivered to the unit kernel address on file. HMC staff will not place orders in 2017.
- Hawk Mountain Council Special Incentives Form - Units should utilize this form to list the names of the Scouts that will be receiving incentives being offered by Council. Please return the form to the Beaver Council Service Center by **November 3, 2017**.

Frequently Asked Questions

Can a Pack and Troop Combine Their Order?

No, pack and troop orders **MUST** be submitted separately. You may **NOT** combine orders!

When are Prize Orders due?

Prize orders are due on **Friday, November 3** when the popcorn Take Orders are due. This a firm deadline and we will not be able to process additional orders after the due date.

My unit has a problem with its bill. Who should we call?

Please contact Brian Beddow at the Beaver Family Service Center (610.926.3406 or brian.beddow@scouting.org) or your District Executive.

Can my unit place its order by individual boxes or containers?

For Show & Sell you will need to order by the case. For the Take Order sale you will need to order by individual containers.

My unit ordered too much popcorn for my Show & Sell. Can we return the extras to the council for a refund?

Yes, the Council will take returns, **up to 50%** of the original order on **October 11, 12 or 13 either at the Beaver Family Service Center OR the Hawk Mountain Scout Reservation**. All **FULL cases** of popcorn must be returned by **October 13**; returns will not be accepted after that date. If during the Show & Sell time period you feel you have over ordered, please contact Brian Beddow and we **may be able have you return it early**. Your unit can use the extra Show & Sell popcorn for the Take Order sale. Units should not return items they will be re-ordering for the Take Order sale.

My unit did not order enough popcorn for my Show & Sell. Will extra popcorn be available?

There will be limited amounts of extra popcorn available. We will make every attempt to fulfill any requests by getting extra products from other units, but cannot guarantee we will be able to fill all additional orders. Communicate with the District Kernel as soon as you need additional popcorn or know you have an excessive amount.

Can my unit combine a Scout (or unit) order with another to order a higher-level prize?

No, prizes are based on an individual Scout and unit sales.

Does every Scout in my unit have to sell in order for the unit to participate in the sale?

No, we encourage everyone to participate, but some units may have families that choose not to participate. This sale is the best fundraiser available to participating Scouts and units, so the unit should make every effort to make it available to everyone.

Where and when are prizes delivered?

Unit kernels place the order for prizes, they will use their home address for delivery. Prizes are received 5-7 business days after the order has a final approval by Council.