

WHO I AM... WHERE I'M FROM... WHAT I'M DOING... HOW YOU CAN HELP... YOU WILL HELP WON'T YOU?

Blast Your Program Into 2010



Popcorn 101 Back to Basics

OLD COLONY COUNCIL
BOY SCOUTS OF AMERICA

2009 LEADERS POPCORN MANUAL

WHO I AM... WHERE I'M FROM... WHAT I'M I DOING... HOW YOU CAN HELP... YOU WILL HELP WON'T YOU?

Dear Unit Leader and Unit Popcorn Kernel,

Units of the Old Colony Council have enjoyed a proud tradition of quality Scouting through action and adventure. Carefully planned, led and financed programs have been our staple. Youth have experienced great trips, events and activities beyond their wildest imagination. It all began with a dream or vision than a plan. With the plan comes the footwork ... raising the funds to make it happen.

The Old Colony Council invites you to be a part of your own success. Through the partnership Trail's End Gourmet Popcorn we once again help units keep that promise made to each boy and his family when he first join Scouting...FUN, EXCITEMENT WHILE LEARNING AND GROWING. All of this comes from us as adults teaching boys how to take responsibility and earn their own way.

The following manual is a streamline yet step by step approach to 2009 Popcorn Campaign. Our leaders have ask us to keep it simple and incorporate technology into the campaign. We want you to spent time delivering a quality program not exclusively raising the money to pay for it! Everything you need to run a effective popcorn is contented in this manual and high tech DVD. Our emphasis will be on how to set a plan, teaching scouts how to sell, manage the plan and its deadlines. The tools are available to make the program fun and exciting for you, your boys and their parents. We want to show you how to put the word *fun* back into *fundraising*. If you follow this plan, we guarantee your success.



Step One.... Review the Trail's End DVD

The DVD is a valuable tool to help you conduct and manage your sale. This is a menu driven device that will display every aspect of the Trail's End Program.

1. Introduction to the Popcorn System
2. Kick Off Your Sale
3. Selling All 5 Ways.
4. How to Communicate to the Families

Step Two.... Building the Dream

By now your unit should have established an exciting year round program calendar with a budget reflecting how you are going to finance your activities. Successful units have incorporated Trail's End into their plan. Now is the time we communicated it to all your scouts and their families. The unit has set a sales goal and now we guide the boys and their families through the goal setting process. Keep it simple! Have every boys fill a sheet as part of the "FILL IT UP" program. All the details are available on both the sale brochure and the enclosed DVD. Don't forget to promote the Marshmallow Blaster Incentive.

Step Three.... Put Some *Kick* in Your Kick-Off

The key to any successful campaign begins with planning and a "Sizzling Kick-off". For best methods, consult the DVD for details. The components for a great kick-off are as follows:

1. Be organized
2. Clearly **communicate** the dream, plan, goal, and deadlines to both boys and parents.
3. Train for boys how to sell. Your best resource and method are to use the sales brochure and the DVD. Let the boys practice.
4. Be entertaining
5. Make popcorn, show prizes and have give-a-ways

Step Four.... Train the Boys How to Sell

1. Your best resource and method are to use the sales brochure and the DVD. Let the boys practice. Remember, the best sales method has always been the Take Order Sale and next best is the Show and Deliver. Units have had some success with Show and Sell. However it remains very risky and unreliable for a variety of reasons. For instance, scheduling, weather, and manpower considerations can impact your sale. Show and Sell is a great close out for your campaign. However, it should not be the focus of it. Pack 97 Marshfield sold \$30,000 exclusively door to door. How did they it? 90% of the pack participated and the pack created additional incentives for the boys. They motivated the boys. Use your veteran salesman to role play and train the other boys. Peer to peer training is an effective method. Lastly, the DVD will show details on each sales method. Incorporate it into your Kick-off and training.

Step Five.... Managing Your Popcorn Campaign

The key to every campaign is to establish a beginning and an ending day. A timetable is critical to keep leaders, families and the boys on track. Enclosed in this packet is a success schedule to help your unit kernel stay on time. It is essential to properly keep track of your sale. The Trail's End Popcorn System is equipped to help manage product inventory. There is no more guess work or elaborate spreadsheets. Review the DVD chapter entitled *Introduction to the Popcorn System* to get started. Many units have some experience with the system. Units have commented on how well the works. In fact, 80% of last years were submitted online .Please contact the Old Colony Council Office Staff if you need help. You may contact either Len Thatcher lhatche@bsamail.org, or call (781) 828-8360 for help. Feel free to explore the www.trails-end.com site for all information and resources to direct and effective campaign. Tips on managing your sale are as follows:

1. All Communication regarding your sale must go through your unit Kernel or Unit Leader. This will help in the flow of accurate communications. System assess can only be managed on a unit through the Kernel or unit leader. That person must assign more users. If your unit is new to the popcorn sale, the Old Colony Council can assign you assess
2. Have your den leaders spot check each boy's progress at the weekly den meeting. For Scout Troops, have a patrol Dad or troop Guide do likewise at the weekly troop meeting. This will help each boy stay on track toward his personal goal.
3. Keep a posted progress chart so that everyone stays informed.
4. Offer some weekly recognition to provide incentives to the boys.

Step Six.... Follow the Schedule!

A carefully crafted timeline has been established and is included in this manual. It will help your unit stay on schedule. All key dates are posted. Note a critical change has been made in this year's campaign. All Show and Sell/Deliver orders placed on your September 9th are due on November 9th. Reconciliation and or return of unsold product must be made prior to placing your final order. Trail's End requires payment on product ordered in September or will assess a finance charge to the local council.

Step Seven... Refer to Step One ...Raise Money and Have Fun!

Warehouse Info to follow!

Check with your District Executive for details.

Incentive Plan

Your unit can earn up to 40% commission plus prizes!

The Old Colony Council is happy to offer the following incentive plan for units in 2009. Just follow these simple steps to earn your added commission.

Sell between \$1 and \$5,000 and earn a 30% unit commission
Sell between \$5,000 and \$10,000 and earn 35% unit commission
Sell over \$10,000 and earn a 40% unit commission

Prize Program at every level

Scouts will have an opportunity to select a prize at all level so the sale (see brochure for details).

Patches

Every youth who sells one product will receive a Popcorn patch.

National Prizes

- **Fill Up an Order Form:** Each Scout who completely fills up a Take Order Form (25 customers) will receive a commemorative Patch and certificate highlighting his accomplishment. The Old Colony Council will provide each Fill A Sheet candidate with a marshmallow Blaster. See sales brochure for details.
Did You Know on average only 10% of the lines are used in all of the Take Order Forms that are printed and the average selling Scout uses only 50% of the lines on his Take Order Form.
- **\$1500 Popcorn Sellers:** Choice of a \$50 gift card from Wal-Mart or Coleman
- **\$2500 Popcorn Sellers:** 6% of gross sale credited to Scout's Scholarship account for post High School Education, Missionary Fund, or Clergy Fund.

NOTE: The Trail's End National Prize Programs are protected under U.S. Trademark and Copyright laws. Any duplication or use of Program elements without written consent from Trail's End is prohibited.

To: All Popcorn Units:

Date: August 17, 2009

From: Len Thatcher
Jack Colamaria
Council Popcorn Advisor

Popcorn Policy Governing Product Returns and Show and Sell Product

RETURNS

Annually the Old Colony Council provides a great risk free fundraising opportunity to all its units. As a result, Packs, Troops and Crews have shared a generous profit pool in excess of \$220,000 with an additional \$20,000 in prizes. This amount has supported local scouting programs in 41 communities throughout the council. As a Council we salute your efforts and will do our very best to fill additional orders and make sure all prizes are ordered on a timely basis.

We ask that units do their part by being reasonable with product and returns. Certainly miscounts are possible we are all human. However, the product was picked, counted and recounted and ultimately signed for. Units have enough time to reconcile their orders. Please take responsibility for your order.

Please adhere to the campaign deadlines posted in the Popcorn 101 Manual. Remember, we asked that no popcorn be returned after November 9th. Our staff has been very understanding and lenient with this policy. We've made every effort to help each unit. It has become increasingly more difficult to settle final invoices while deducting orders container by container.

Effective immediately the Old Colony Council will not accept any returns due to unit errors past the published deadline.

SHOW AND SELL PRODUCT POLICY

Please be reasonable about your Show and Sell orders. Units have taken far too much product and had a difficult time managing their order. We will continue to support your efforts, however we must hold your unit accountable. In the future, units who wish to participate in the Show and Sell portion of the campaign will be certified based on selling history and must submit a detail plan on where and how they will conduct their sale. Show and Sell can be effective method but does need planning and organization.

Stipulations are as follows:

We will only take back Trail's End sealed cases no partials.

Payment of your Show and Sell monies are due when you return unopened cases and/or place your final order. Let's be fair to units who need additional product. Thanks for your cooperation.

2009 POPCORN CALENDAR

District Kernel's Orientation	June 30 th	In June each District Kernel will attend orientation to establish the plan and objectives
Units Build Their Ideal Year of Scouting Calendar and SEE THEIR VISION! Develop Their Budget based on their vision Then set a goal District Kernel visitations begin	July and August	Experience units can begin planning their kick-off New Leaders and leader who want to take there campaign to greater level can attend training. District Kernels begin scheduling committee visits and person contacts. District Executives and Council will support.
Council wide Trails End Training and Kick-off	August 25 th 6:30pm to 9:00pm	Southeastern Regional Voc-Tech High School 250 Foundry St. South Easton, MA 02375
Campaign Info And Take Order Forms and materials distributed	August/September Roundtable – TBA by District Committee	In Aug/Sept sale forms will be distributed and district training will be provided.
Show and Sell Locations Secured	September 1	Secure scheduled time and adequate MANPOWER Both youth and adult
Show & Deliver orders due to council	September 9	Based on history and your unit's plan
Show & Deliver product pick up	September 19	Your assigned warehouse
Unit Kick-off Week Implement Plan and Hype. Train your boys	September 21-25	At meeting location, make it exciting, use give-a-ways distribute forms to boys
Official Fundraiser Dates Take Order & Show & Deliver	October 1 st – October 31 st	In your community
Monitor your campaign. How are the boys doing? Review their weekly progress.	October 1 st – October 31 st Fill a Sheet Drawing 1 Oct 2 Fill a Sheet Drawing 2 Oct 9 Fill a Sheet Drawing 3 Oct 16 Fill a Sheet Drawing 4 Oct 23 Fill a Sheet Drawing 5 Oct 30	At weekly Troop Mtg. At weekly Den Mtg. Remember! WE CAN'T EXPECT WANT WE DON'T INSPECT!
<u>Show & Deliver Returns</u> <u>Show & Deliver money due.</u> Final product order submitted Prize orders due	November 9	Returns should be made to the council office. If you have a show and deliver or show and sell order it must be settled before anymore product is issued. Please hold product with high regard, because it may be used to fill other orders. Review return policy!
Unit Order Pick Up	November 21 st	Location TBA at October Roundtable
Unit Order Payment All Accounts Settled	December 2	Make one check to Old Colony Council BSA

What's NEW in 2009?

- All New Tin Designs for Caramel Corn and Chocolate Products!!!!
- ALL New “Scouting Stories” for all Microwave Packaging
- ALL NEW Scout Photo Contest highlighting the “Fun in the Sale”
- ALL NEW Unit Kick Off Video Contest showcasing the creative ideas to start their Sale
- ALL NEW Council Contest for the “Best New Idea to Promote and Grow the Sale”
- ALL NEW Leader Training DVD Program
- Phase 2 of the Operation Popcorn Support Our Troops Program
- ALL NEW “Trail’s End Mix” product to provide more options for your consumers and a higher return to Scouting
- NEW Family Sale Booklet format based on Research with Scouts, Parents, & Leaders
- Improved OrderPopcorn.com Program enhancements
- Trail’s End Trading Post with Promotional Items available for Sale online to help Units further promote their Sale
- FED EX/ Kinko’s Partnership provides Units with the opportunity to customize their Sale Promotion Items (Posters, Banners, Yard Signs...)
- New “Fill It Up” Take Order Form Program
- Council Sponsored Marshmallow Blaster Program
- 30+ NEW Prizes in the Trail’s End Prize Program!!!
- NEW Popcorn System Functionality
- National Magazine Advertising in Scouting Magazine and Boys’ Life