

# UNIT KERNEL PRODUCT SALES GUIDE

## LAKE HURON AREA COUNCIL, BOY SCOUTS OF AMERICA

### 2011

Support your youth's success, the unit, the district, and the council.



*2010 Top Sellers Club receives prizes and recognition at the Scout Night Spirit game.*

- **Pages 1-10 for planning your popcorn campaign**
- **Pages 11-12 for changes and improvements**
- **Page 13 Prizes**
- **Pages 14-16 for various sales tips**

## **I'M NEW TO "POPCORN"!**

WHAT DO I NEED TO KNOW TO HAVE A SUCCESSFUL SALE ....AND WHERE DO I START?

1. Know WHY you are doing this! Understand your motivation and remember it. Write down where you can see it every day.
2. Get trained! Attend one of the popcorn kickoff meetings (listed on page 6) Try to attend the training in your district but you can gain similar training at other districts if it is more convenient for your schedule. **(Unit must attend one to receive bonus commission)**. Follow what is laid out here. All this information has helped other units raise much needed funds to run their programs. Use Trail's End's website [trails-end.com](http://trails-end.com), to find tools, information, and added training to help you. Call your District's Popcorn Kernel, too.
3. Lay out a plan using the information that follows:
  - a) Talk with your committee about the year. What will the unit do and how much money is needed to run the program? Will the unit sell popcorn using Show 'n' Sell method or Take Order method? These things should be decided by the 2<sup>nd</sup> week in September. (See pp. 4-5)
  - b) Using the Unit Calendar and Budget Planning Tool from your district executive, determine your unit's sales goal and then the goal for each individual Scout/Family. Submit this information to your District Popcorn Kernel.
  - c) Recruit parents to help with picking up and moving popcorn, with the unit Kick-off, with Blitz events, and with returning product.
  - d) Get familiar with the on-line system at Trail's End. Have ready your unit username and password - available from Council.
  - e) Place your order for Show 'n' Sell by Friday, September 23, 2011.
  - f) Have a popcorn sale planning meeting in August or September to set unit goals, train your leaders on the procedures, deadlines, and other related activities with the Popcorn Campaign. You will get fewer questions because your leaders will have the answers.
  - g) Pick up your Show 'n' Sell order on Friday, October 7, 2011 and safely store the inventory.
  - h) Conduct a unit popcorn kickoff event prior to Blitz Day of October 15, 2011. (October 31 for Oscoda.) Or you could incorporate them into one event if you think you would have better attendance. (See p. 7-8)
  - i) Participate in blitz day. (See pp. 8-10)
  - j) Fax or email Blitz Report Sheet, p. 10, on Monday, October 17, 2011 by 5:00 pm. (Tuesday, Nov. 1 for Oscoda). A form fill is available at [www.lhacbsa.org](http://www.lhacbsa.org) Click on the popcorn bowl on the bottom left.
  - k) Be available at pre-set dates and times to provide popcorn to the Scouts/Families until the sale ends on Sunday, November 13, 2011.

- l) Set dates and times for unsold popcorn to be returned to YOU. We recommend providing your unit with a schedule of times over 2 or 3 days in which they can return product to you without everyone coming all at once.
- m) Deposit **all checks and cash** into your unit checking account no later than 2:00 pm on Saturday, November 19, 2011.
- n) Return your unsold product on SUPER Saturday, November 19, 2011. Bring **one** check to pay for all sold popcorn. If at this time you need more popcorn, you **may** be able to pick it up if it is available at the Distribution Center. Have a second check ready or wait to fill out your first check.
- o) If you could not get remaining orders filled at the Distribution Center, then you will need to go to [trails-end.com](http://trails-end.com) and enter your order by Sunday, November 20, 2011. You will also enter all prizes awarded to the Scouts.
- p) Pick up any ordered popcorn on Friday, December 2, 2011 from the Distribution Center and pay with a post dated check dated Friday, December 16, 2011. Distribute popcorn to Scouts/Families ASAP.
- q) At a unit meeting, present popcorn prizes. Immediate recognition is **key** to motivating Scouts and growing your sales campaign in the coming year. Congratulate top sellers and reward with any incentives that Trail's End, Council, or your Unit has decided to give. Celebrate the Unit's success and thank individuals for their help. Remind parents and boys about the activities they have helped pay for by selling popcorn.
- r) Earn an extra 3% bonus commission easily by doing 4 things:
  - 1. Attend district training, participate on Blitz day
  - 2. submit a calendar and budget plan (get spreadsheet tool from your district executive)
  - 3. Meet the deadlines for ordering product and prizes
  - 4. Submit payment on time.

WOW! If you have gotten all of the above done, then you can put a bag of Unbelievable Butter in the microwave, sit back, and rest until next August when we start again.

Oh, and pat yourself on the back because you just helped your unit deliver a quality program to youth. And at the same time the Scouts/Venturers have learned about helping to earn their own way. Also, our Council can continue to provide programs, service and camping opportunities at Camp Rotary and Paul Bunyan Scout Reservation and many other important resources.

Your support is greatly appreciated. You are helping to make a difference. We want to thank you, your Scouts/Venturers, leaders, parents, and "Friends of Scouting" who support popcorn sales.

# Ways to Sell

Your unit may sell popcorn in either or all three ways.

## **Instant Delivery (Show ‘n’ Sell)**

With the Show ‘n’ Sell method, your members are able to deliver the product as soon as they sell the product. This is usually done door to door but many units also set up tables at local retailers that give permission to do sales at their place of business or at school functions or at area churches. The unit places an order for a supply of popcorn **online at [www.trails-end.com](http://www.trails-end.com)**, based on previous year’s sale, or based on your annual program budget calculations. The unit popcorn chair picks up the product for the sale on October 7, 2011. The unit distributes the product to the Scouts. Units will be responsible for all product ordered. When the Show ‘n’ Sell is over, inventory your popcorn and subtract that amount from your total Show ‘n’ Sell order. On November 19, 2011 we hold a Super Saturday where you return any unsold product and pay for all sold product. Please plan to pay for your product with one check made out to LHAC. Sometimes it is better to wait to write the check until you come to Super Saturday in case we have a discrepancy in numbers.

## **Take Order**

Take Order is where the youth has an order form with the product information and takes orders from customers. The youth can take orders beginning on October 15, 2011 and ending November 13, 2011. Youth submit their orders to their unit kernel, who calculates the order needed for their unit and places their order at [www.trails-end.com](http://www.trails-end.com). The unit popcorn order and prize order must be entered onto the Trail’s End system by November 20, 2011. Your popcorn can be picked up on December 2, 2011. Bring a post-dated check which will be on December 16<sup>th</sup>.

*You must enter your order Online at [www.trails-end.com](http://www.trails-end.com)*

## **Online Sale**

Scouts can sell to family members and friends and track sales along the way.

**Step 1:** Go to [scouts.trails-end.com](http://scouts.trails-end.com) to sign in or create an account.

**Step 2:** Choose your e-mail template- create your own Scout image- to send e-mails to friends and family. Don’t forget to follow up.

**Step 3:** Go to **Track my online sales** to see who has made a purchase.

The customer will pay online and product will be shipped directly to them. All you do is sit back and reap the benefits!

Scouts that sell \$500 or more online in October will receive a \$20 Amazon.com gift card from Trail’s End.



**Additional Information for Show N Deliver Units**

- **ORDERING:** Your unit will be asked to order only enough popcorn that you feel you can sell based on data from your sales and returns. **The council reserves the right to adjust the order if it appears to be excessive. In 2010, the council had an excess inventory of \$16,000. Council can not return unsold product to Trail’s End. We will be ordering additional product as needed through the sale.**
- **CHECKING YOUR ORDER:** Verify your order right away. You need to count and double check that you have received the correct product and amounts. Once you sign the receipt, your unit is responsible for that product. If you have any damaged products, contact the Council Service Center **immediately**. Any damaged popcorn will be EXCHANGED for a like product.
- **PAYMENT:** Payment is due on November 19, 2011 for all product sold as part of the Show and Sell NO EXCEPTIONS as the council must pay Trail’s End for the popcorn that was ordered for that portion of the fall sale. Please be prepared to write **ONE** check payable to the Lake Huron Area Council, BSA.
- **HANDLING OF THE POPCORN:** Protect your inventory from damage. Damaged popcorn will not be accepted at Super Saturday.
- **SPECIAL INSTRUCTIONS FOR CHOCOLATE POPCORN & PRETZLES:**
  - ❖ **Do not store the popcorn at temperatures above 75 degrees Fahrenheit; 65 degrees is ideal.**
  - ❖ **Do not store in direct sunlight.**
  - ❖ **Do not handle in a rough manner.**
  - ❖ **Do not store the product in damp conditions or against a damp wall.**

**Popcorn Pick Up Locations**

This year, all popcorn will be picked up at the listed locations only. Due to increased transportation cost, the only way to keep the unit commission as high as possible was to consolidate some of the pickup locations. Our goal is to make the pick up location within an hour and a half of your location. If you need to pick up your popcorn at another time other than the scheduled time, please call the Council Service Center. We will try to work with you.

Locations: (Tentative on today’s date)

Shoreline, Ojibway, Chippewa	Corrigan’s – Bay City (Show & Deliver and Take Order)	
Thumb	Corrigan’s (Show & Deliver)	TI Automotive- Cass City (Take Order)
Tall Pine	Coyne Oil - Mt Pleasant	
Thunderhead	Panel Processing – Alpena	

You will be contacted by your district popcorn Kernel to schedule a pick-up time for your product. You will pick up your popcorn along with other units/groups. Bring other adults with you to assist in loading your order. Bring enough vehicles or a vehicle large enough to hold your order. A good rule of thumb is a mid-size car holds 20 cases, a Jeep Cherokee holds about 40 cases, and a minivan holds 60 cases. Please plan accordingly. A Dock High Ryder truck is the best for large orders.

POPCORN TIMELINE  
2011

Lake Huron Area Council	Boy Scouts of America
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Kernel Training and Popcorn Kickoff Dates: (Unit must attend one to receive bonus commission)

Tuesday, Aug 9, 6:00 pm	Shoreline District – Pinconning Park
Wednesday, Aug 10, 7:00pm	Tall Pine District - Houghton Lake United Methodist Church
Thursday, Aug 11, 7:00pm	Tall Pine District - Mt. Pleasant LDS -1404 S. Crawford
Thursday, Aug 11, 6:30 pm	Thunderhead - Spratt United Methodist Church, M-65, one mile south of Werth Road
Tuesday, Aug 16, 7:00pm	Chippewa, Ojibway, and Shoreline - Grace Lutheran Church - 303 Ruth St., Auburn
Tuesday, Aug 30, 6:00pm	Thumb District - Cass City Park

September 23	Show and Sell Orders due online to Trail’s End at <a href="http://www.trails-end.com">www.trails-end.com</a> . District Kernels are available to help you place orders based on last year’s sales and returns.
September 24	Council Popcorn Fun Day Carnival , Council Service Center, 10 am- 2:00 pm.
October 7	Units pick up show and sell popcorn
<b>October 15</b>	<b>SALE STARTS</b> Blitz Day Kick Off – In the spirit of <b>fairness</b> to all Scouts and to <b>honor</b> our agreement with area United Way agencies, Scouts <b>cannot</b> sell publically before October 15 <sup>th</sup> (Oscoda Oct 31 <sup>st</sup> ). <b>Only online orders to family and friends can be placed</b>
October 31	Blitz Day Kick Off for Oscoda
November 13	Sale ends (Units collect unsold product & sales forms before Nov. 19th)
November 19	All unsold “Show and Sell” popcorn <b>MUST</b> be returned at Super Saturday Location, all sold “Show and Sell” popcorn <b>MUST</b> be paid for to qualify for bonus commission. “Show and Sell” checks <b>will be cashed Monday</b> , November 21, 2011.
November 20	Popcorn take orders entered online at <a href="http://www.trails-end.com">www.trails-end.com</a> .
December 2	Post-dated checks due when <u>take orders are picked up</u>
December 16	Checks cashed
January 31	Popcorn bonus will be deposited into unit account

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**UNIT COMMITMENT CARD** “Our Unit Will Participate in the 2011 Fall Product Sale.”

Date \_\_\_\_\_ No. of Active Scouts \_\_\_\_\_ Unit Popcorn Chairperson \_\_\_\_\_

District \_\_\_\_\_ Street Address \_\_\_\_\_

Unit # \_\_\_\_\_ Unit Sales Goal \$ \_\_\_\_\_ City / State / Zip \_\_\_\_\_

Show & Sell                      Cell Phone \_\_\_\_\_

Take Order                         Home Phone \_\_\_\_\_

Both                                    Business Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Please send this form to your Popcorn Kernel as soon as possible.**

# Agenda for a GREAT Unit Popcorn Kickoff!

**Opening:** Say the Pledge of Allegiance and present colors or whatever it is you usually do at a Unit meeting. Have some popcorn product out for tasting, or pop some microwave popcorn to get “the buttery popcorn smell in the air.” It is a good idea to take the Scouts to a different area for an activity during the “Parent Meeting” or take the parents elsewhere. Leaders who have already been trained on the campaign can help lead games and activities. Allow boys to get excited about the prizes and selling popcorn. Share with them all that they will be doing this year and that selling popcorn allows things to happen such as camping, a new Pinewood Derby track, or buying uniforms, advancements, camping equipment, or whatever it is that your Unit does.

**Parent Meeting: Key Ingredients to a Successful Scouting Year:** The idea here is to explain to parents WHY they should assist their boys in selling popcorn, AND what the money raised will go towards. It’s best to have a one-page **LETTER** that parents can take home with them that explains:

- a) The entire year of F-U-N Scouting program listed by months of the year.
- b) The budget to fund the complete program
- c) The base unit commission and the bonus unit commission
- d) The goals for the unit and the “per-family goal”
- e) Important dates, times, and location for picking up popcorn, returning popcorn, and turning in money, and how you want them to pay for their sold product. We recommend that each family write one check made out to the UNIT for all money collected. This means that individuals pay the families either by check or cash for their product so that they in turn can write that check to the Unit. You will have less hassle at the bank if you do it this way, too.

Tell parents that the idea is to do just ONE fundraiser to pay for their entire year of Scouting. Parents will not be asked to participate in other fundraisers (car washes, bake sales, etc.) if the unit’s goal is reached through each Scout or family reaching their goals. Have extra order forms on hand.

## **\*\* Bring the Scouts back into the meeting \*\***

**Describe the popcorn program, products and prizes.** Share the details related to product, prizes, etc. Items such as “Our Blue & Gold banquet,” “a new Pinewood Derby track,” or “to buy uniforms, advancements, camping equipment,” etc. Be SURE to go over all the patches, prizes and incentives the boys can get for selling popcorn.

**Emphasize importance of all orders, large and small** – every Scout should sell to contribute to his unit. It’s not hard, and if they participate on Blitz Day they’ll find it can be a lot of fun! Review the per-Scout or per-family goals.

**Discuss safety suggestions and EXACTLY what to say at the door when selling.** Training the Scouts is one of the most important steps! A lot of units forget to do this. Go over a script and role-play until the boys have got it. Also: talk about safety tips, uniform, etc.

**Closing** – Have some fun before everyone leaves by doing a popcorn skit, for instance. Review key dates and go over money collection and delivery process. Remind everyone of Blitz Day details. Think about ways to make the entire event EXCITING!

To protect our agreement with United Way and encourage fairness, please do not “Show and Sell” until blitz day.



## How To Make Your Unit's "BLITZ DAY" A Great Event!

Successful popcorn-selling Units insist on using “Blitz Day” as THE best way to help reach their sales goals. When your Unit participates in “Blitz Day” you too will be amazed at several things: like how quickly you can sell a lot of popcorn to raise the money your Unit and Scouting families need and how much more fun it is for the Scouts to participate when they sell as a group.

With just a little bit of organization and planning, your Unit can pile up the sales and completely cover your neighborhoods or communities in no time. **Blitz Day** makes this easier. But, the main reason for doing a Blitz Day is because if you don't most of your Scouts will have to rely on Mom and Dad to take them out selling to reach their goal, and we know that many parents are too busy. So give your Scouts the chance to get off to a great start and see how easy it is to sell... and so that each of your Scouts can reach their GOAL and get the prize they want!

Lastly, don't forget that the council and district volunteers have great prizes for the Scouts who participate, and a fun activity awaits at the end of **Blitz Day!** Here's how to do it in a few, simple steps:

1. Make sure you promote Blitz Day and participating in it to your Scouts and parents ahead of time. Advance promotion and planning is the key. If everyone knows about **Blitz Day**, where to meet and when to be there, the more scouts and parents you'll have participating and the more sales you'll get, quicker! Talk about the **Blitz Day** details at your Unit Popcorn Kickoff!
2. Plan out WHERE your Unit or Den will be selling popcorn on Blitz Day. Simply taking a little bit of time beforehand to map out the streets, neighborhoods or communities you want to cover on **Blitz Day** will make it much easier and faster for your Scouts and parents. An organized effort is the best way to success! Everyone involved will thank you for it later.
3. Train the Scouts (and parents) at the Beginning of Blitz Day on what to say at the door, how to collect money and deliver product to the customers.
4. Have FUN! Selling with your friends is more fun than selling alone. Two Scouts selling on one side of the street can take turns speaking at the door fronts.
5. Don't Forget to Have a FUN activity planned for afterwards. Check with your District to see what is planned for the area Units. If there isn't anything, then be sure to offer the Scouts and families something FUN to do at the end of the day, and more scouts will want to take part in your **Blitz Day**. Maybe a Hay Ride, visiting a Pumpkin Patch or a Corn Maze, going swimming, seeing a movie or having a picnic!
6. Report your sales to the District or Council. Your scouts and Unit can win prizes for participating in **Blitz Day**, but you can't win if you don't let your District Kernel know!



# BLITZ SALE DAY

## Start your sale with a Blitz!

Strike while the iron is hot and motivation levels are high.

Get out and sell the first day of the sale period!

In order to support your selling efforts, the Lake Huron Area Council is giving away PRIZES! Scouts that participate in the Blitz day sale are entered to win prizes!

**HOW DO YOU ENTER?** Let Your District Popcorn Chair know so they can submit the names of Scouts that participated before the close of business on Monday, October 17, 2011. (Monday, October 31 - Oscoda- Subject to change) The names must be entered on the blitz sale report form online at [www.lhacbsa.org](http://www.lhacbsa.org) and submitted. The drawing will occur the week of October 31 and results will be posted on the Council website (www.lhacbsa.org)

Blitz Day Prizes (for qualifier drawings) include but not limited to: flashlights, Lego sets, gift cards, camping gear, plus more.

THIS INFORMATION IS FORTHCOMING AND WILL BE AVAILABLE AT DISTRICT POPCORN TRAINING.



## Join the 600 Club!

Sell \$600 in popcorn and earn a cool Zyclone ring shooter, a special patch, and higher awards. Online sales count in this total.

**(Sample) Form will be available online as a form fill.**

Lake Huron Area Council  
BSA Den/Patrol  
"BLITZ Day"  
Report Sheet

Unit Number: \_\_\_\_\_ Unit Popcorn Sales Goal: \$ \_\_\_\_\_

Individual Average Scout Sales Goal [Dollar Goal]: \$ \_\_\_\_\_

List Scouts who participated in the Blitz day:.

Leaders Name: \_\_\_\_\_ phone # \_\_\_\_\_

Name	Sold Amt		Name	Sold Amt	

Your unit's Blitz Day Sales Totals: \$ \_\_\_\_\_

Submit online at: <http://www.lhacbsa.org/Council/Fundraising/Popcorn/PopcornResources>

## 2011 FALL PRODUCT SALE

<u>Item</u>	<u>Cost</u>	<u>Profit</u>	<u>Item</u>	<u>3% Bonus*</u>
2.5 lb. Popping Corn	\$10.00	\$ 2.70	\$ 7.30	\$ .30
11 oz Caramel Corn	\$10.00	\$ 2.70	\$ 7.30	\$ .30
18 Pack Light microwave	\$18.00	\$ 4.86	\$13.14	\$ .54
18 Pack Butter microwave	\$18.00	\$ 4.86	\$13.14	\$ .54
26 oz Caramel Corn with Almonds, Pecans and Cashews	\$20.00	\$ 5.40	\$14.60	\$ .60
20 oz Butter Toffee Light	\$20.00	\$ 5.40	\$14.60	\$ .60
Cheese Lover's Collection	\$35.00	\$ 9.45	\$25.55	\$1.05
Sweet & Savory Collection with Butter Toffee Caramel Chocolate Triple Delight Cheese Corn	\$40.00	\$10.80	\$29.20	\$1.20
Military Orders	\$30.00	\$ 8.10	\$21.90	\$ .90
Military Orders	\$50.00	\$13.50	\$36.50	\$1.50

Kettle Corn, White Chocolate and Triple Chocolate Delight are intended for take order only. They are **not returnable**. Should your unit choose these items during Show and Sell, a limited amount of product will be made available through LHAC only to sell at store fronts. Email order to rick.curtis@scouting.org. Please do not order these products through Trail's End for show and sell.

<u>Item</u>	<u>Cost</u>	<u>Profit</u>	<u>Item</u>	<u>3% Bonus*</u>
18 pack Kettle Corn	\$22.00	\$ 5.94	\$16.06	\$ .66
20 oz White Chocolatey Pretzels	\$25.00	\$ 6.75	\$18.25	\$ .75
20 oz Chocolatey Triple Delight	\$25.00	\$ 6.75	\$18.25	\$ .75

## 2011 POPCORN SALES COMMISSIONS

**27%** Base Unit Commission: earned on the total sale

**\*3%** Bonus Unit Commission: earned for doing 4 things

1. Attend one of the District Product Sales Training, (or council training) (see p. 6 for time, date, and location)
2. Participate in Blitz day sale
3. Submit Budget and Calendar plan (to district kernel by **Oct. 15**). **Get the spreadsheet tool from your District Executive.**
4. Order product and prizes and pay on time

**\*Bonus commissions will be deposited into qualifying unit accounts by January 31, 2011.**

# PRIZE PROGRAM

In order to support your selling efforts, the Lake Huron Area Council is giving away **PRIZES!**

- Scouts that participate in the Blitz day sale are entered to **win prizes!** Past prizes have included: sleeping bags, fishing poles, telescopes, binoculars, video councils, plus more.
- Top Sellers Club: The Top 3 sellers (adding online + show and sell + take orders) in every district will be invited to a complementary Spirit Hockey Game where they will be honored with more prizes, locker room tour, and recognition on the ice. Last year's Top Sellers Club is on the 1<sup>st</sup> page!

## Available from Trail's End

- Every Scout who sells at least one container will receive a 2011 Trail's End patch.
- Several gift cards based on amount sold
- **Sell \$600 or more and get a bonus reward of a Zyclone and special patch.**
- Sell \$1,500 or more and earn an additional gift card of your choice for \$50.00.
- For Scouts who sell at least \$2,500 worth of popcorn in the sale, 6% of their total sales each year that they sell will be invested into a college scholarship account.
- Go to Trail's End Website: [www.trails-end.com](http://www.trails-end.com) or see your prize sheet for more ways to win great prizes.
- **The Best Prize: Great Scouting Programs!**



# HOW TO SELL 35 ITEMS IN ONE WEEK

Listed below is a strategy to sell 35 items in one week.

<b>Day</b>	<b># Sold</b>
<u>MONDAY</u> Sell to Mom and Dad at home after Scout Meeting	1
<u>TUESDAY</u> Scout sells to neighbors on both sides of his house and the two neighbors across the street.	4
<u>WEDNESDAY</u> Mom takes the Popcorn and Magazine Sheet to work or bowling, church, etc.	6
<u>THURSDAY</u> Dad takes the Popcorn and Magazine Sheet to work or golf, church, etc.	4
<u>FRIDAY</u> Call both Grandma's and two favorite Aunts	4
<u>SATURDAY</u> Knock on at least 35 doors in your neighborhood.	16
<b>TOTAL</b>	<b>35</b>
<b>Modify and accelerate this plan to sell to 26 customers during the Blitz Day.</b>	

**That was fun! Now you see how easy that was!**



## **Suggestions to help make your sale a GREAT Success**

**Goal-setting:** Successful Units always set a Unit goal, but the really successful Units also set “per-boy” goals. One Unit leader explained her Unit’s success by saying that she asks every boy to sell \$250 in popcorn, and how to do it, who to ask, etc. She said almost all boys made the goal easily, BUT there were lots of boys (ambitious ones) who went well above that mark... and they made all the money they needed for the year. Another suggestion is to set a goal of going to 35 houses.

**Utilize Online Sales:** “The way of future”! Last year alone, online sales increased by 20% . Online sales projections are expected to climb year by year. Here are a few reasons why online sales are so popular and growing:

- 1) Expand s customer base to out of town friends and family.
- 2) Youth can create a virtual store and use online resources and templates from Trails End. This is very popular for older Scouts.
- 3) Military gifts are a great online item
- 4) Eliminates time consuming deliveries

**Specific Unit Kickoffs:** Crucially important! Units that are successful with product sales have a kickoff where they **show** and **explain** the Unit program to parents and boys while telling them how they can pay for it, have fun with a theme, games and skits, explain how to sell, safety tips, and sometimes show prizes the unit is planning to give boys for selling. They encourage ALL boys and parents to participate, and give the Unit AND per-boy goals here. Units who have poor sales, typically just announce at the end of a meeting that Product materials are at the back, and to pick stuff up on the way out the door. Large units are encouraged to break things down at the Den/Patrol level (kickoffs, goals, etc.) Please remember conducting a unit kick off is one of the mandatory items to receive the 3% bonus.

**Blitz Day Participation:** Explain how getting ALL your boys to participate in the Blitz Day can help them get most (or all) the way to their Unit Goal, and more importantly, can allow their boys to have more fun when selling (as a team). The Unit should make it fun: have a hot dog roast afterwards or go to a Pumpkin Patch that afternoon, for instance.

**Communication to Parents:** Research shows that Parents are interested in 3 things: What’s in it for my boy, what’s in it for our Unit, and how do we become more successful? Be sure you are able to explain these at your Unit Kickoff, and if they all give a strong effort, they won’t need to constantly pay for programs throughout the year, or do other fundraisers.

## SCOUT CHECKLIST

*A Scout is Clean...*Make sure they always wear their uniform.

*A Scout is Courteous...*Always be polite.

*A Scout is Kind...*Always say “Thank You,” even if they do not place an order.

*A Scout is Cheerful...*Call the customer by name if they know it.

*A Scout is Trustworthy...*Be honest when telling a customer how great the Trail’s End Gourmet Popcorn really is!

*A Scout is Helpful...*When describing the products; always hold up the picture of the products so the customers can see them.

*A Scout is Friendly...*Always Smile!

*A Scout is Loyal...*Never ever give up.

*A Scout is Thrifty...*A Good Scout helps to earn his own way.

*A Scout is Smart...*Never go out selling alone and never go into a stranger’s house!

## HERE TO HELP: 2011 Fall Popcorn District Kernels

<b>Chippewa:</b>			
Tricia Eidsmoe	<a href="mailto:tennisbums@charter.net">tennisbums@charter.net</a>	989-631-0079	District Kernel
Rick Curtis	<a href="mailto:Rick.curtis@scouting.org">Rick.curtis@scouting.org</a>	989-859-2523	District Executive
Keri Ivan	<a href="mailto:klzabear@sbcglobal.net">klzabear@sbcglobal.net</a>	989-859-1701	District Admin. Kernel
Kim Feige	<a href="mailto:ktfeige@aol.com">ktfeige@aol.com</a>	989-832-2996	District Marketing/Promotions
<b>Ojibway:</b>			
Jon Lamont			District Kernel
Albert Flores	<a href="mailto:albertogeronimo@excite.com">albertogeronimo@excite.com</a>	989-280-6570	District Admin. Kernel
OPEN			District Marketing/Promotions
<b>Shoreline:</b>			
Scott & Trudy Oliver	<a href="mailto:olivertrucking@m33access.com">olivertrucking@m33access.com</a>	989-685-3507	District Kernel North
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