

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

2010 Campaign Made Easy!

Popcorn 101 Manual

NEW Popcorn Sale in a Box



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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 streamlined yet step by step approach to 2010 Popcorn Campaign. Our leaders have asked 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 contained in this manual and high tech DVD. Our emphasis will be on how to set a plan, teaching scouts how to sell and 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 “Sales Kit In A Box”

The kit is a valuable tool to help you conduct and manage your sale. The contents of the kit are displayed on the front cover of this manual.

Step Two.... Build 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 communicate 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 Crossbow Blaster provided directly from Trails End for Scouts who sell \$600 or more.

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 Sales Kit in a Box*** has everything you need. 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. One Pack sold \$30,000 exclusively door to door. How did they do 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. You may contact either Len Thatcher len.thatcher@scouting.org, Bob Dorn robert.dorn@scouting.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 an 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 access 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 access
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. (see tracking sheet)
3. Keep a posted progress chart (In the Sale Kit in A Box) so that everyone stays informed.
4. Offer some weekly recognition to provide incentives to the boys.
5. The Old Colony Council will offer a weekly drawing for every youth that fills a-sheet. (see enclosed flyer)

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 must be reconciled prior to placing your final order.

Raise Money and Have Fun!

2010 Commission Structure

To qualify for bonus commissions (35% and 40%) units must satisfy following requirements.

1. Have order forms in to Council Office by November 9th 4:15PM
2. Pay unit popcorn bill in full by December 7th 4:15PM

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 2010. Just follow these simple steps to earn your added commission.

Sell between \$1 and \$6,999 and earn a 30% unit commission
Sell between \$7,000 and \$11,999 and earn 35% unit commission
Sell over \$12,000 and earn a 40% unit commission

Prize Program at every level

Scouts will have an opportunity to select a prize or gift card at all levels (see take order brochure for details).

Patches

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

National Prizes

- **BE A Part OF THE \$600 CLUB!!!** Each Scout who sells \$600 will earn a Crossbow Marshmallow Blaster (like the sample in your Sales Kit in A Box) and will receive a commemorative Patch.
- *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 Amazon.com
- **\$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.

Fall 2010 Popcorn Sale

Timeline

- June 30:** Unit Commitment Form to Council
- August 24:** Council Popcorn Rally
- September 21:** Pre-order due
- October 2:** Pre-order pick-up
- October 8:** Fill-It-Up contest begins #1
- October 15:** Drawing #2
- October 22:** Drawing #3
- October 29:** Drawing #4 Grand Drawing Amazon.com Camp & iPad Touch
- November 9:** Final Popcorn order due
(ALL SHOW AND SELL RETURNS SETTLED)
- November 20:** Warehouse Distribution
- December 7:** Final payment due

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