

OLD NORTH STATE COUNCIL, BSA

2024 POPCORN SALE

THE IDEAL YEAR OF SCOUTING



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2024 POPCORN CALENDAR

July

7/13	2024 ONSC Popcorn Kick-off (Scout Service Center)
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August

8/18	Units place Show-N-Sell order #1
8/28	Show-N-Sell Sort (Units that help sort can pick up product same day)
8/29	Show-N-Sell order # 1 Pick-up @ Warehouse (location TBD) Delivery for Units that order

September

9/20	Show-N-Sell order #2 (if applicable)
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October

10/4	Show-N-Sell order #2 Pick-up @ Scout Service Center
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November

11/8	Return unsold Show-N-Sell products (case or individual items) (Units should use unsold product to fill take order before returning)
11/15	Units place Take Orders
11/22	Take-order Pick-up @ District Warehouse or Scout Service Center

December

12/2	Final Unit Invoices sent to Unit Kernels
12/13	Final Payment Due (If mailed, please make sure it arrives by 12/13)

January

TBD	\$1000 Seller Club Event
1/17	All ONSC Scout and Unit Incentives Distributed



CONTACTS AND RESOURCES

ONSC Contacts		
Council Popcorn Kernel	Tiffany Vines	tiffanyrvines@yahoo.com
Akela District Kernel		
Alamance District Kernel	Enrico Mitchell	enricomitchell96@gmail.com
Cherokee District Kernel	Tiffany Vines	tiffanyrvines@yahoo.com
Guilford District Kernel	Susan Hurd	sahurd2@gmail.com
Uwharrie District Kernel	Jesse Bullins	jbullinsjr@gmail.com
ONSC Popcorn Staff Advisor	Sam Greer	Sam.Greer@Scouting.org

Useful Links		
Trails End Leader's Page	https://www.trails-end.com/leader	Use this website to register your unit for the sale, find selling tips, how-to guides, and more!
Trails End Popcorn Community Facebook	https://www.facebook.com/groups/TEPopcornCommunity/	Use this Facebook group to connect with other units and kernels from around the country
Trails End YouTube Channel	https://www.youtube.com/@trailsendpopcorn203	Use this YouTube Channel to access training videos for Scouts and
ONSC Popcorn Facebook Group	https://www.facebook.com/groups/271163835150069/	Use this Facebook group to connect with other units and kernels from around the council



UNIT POPCORN KERNEL RESPONSIBILITIES

- Log-in to www.trails-end.com/unit-registration to register your Unit for this year's sale
- Attend a Unit Popcorn training (participate in as many Trails End webinars as you can)
- Explain popcorn program to your adult leaders:
 - Unit's sales goal and Unit sales plan
 - Prepare timetables
 - Set up Sales Coverage Areas
- Prepare/share handouts for Unit Kick-Off meeting for leaders, parents and Scouts:
 - Timeline showing sale dates, date orders are due, time and place for pickup, and distribution
 - Unit goal and per Scout sales goal
 - Order form/prize flyer
 - Unit prize program (set unit goals and give prizes on the unit level for Scouts who sell)
- Conduct a unit Popcorn Sale Kick-Off Meeting. Review sales goals, explain Prize & Incentive program, discuss sales techniques, money collection and safety suggestions
- Submit unit Show-N-Sell orders online by Aug 18 and if necessary, Sep 20
- Collect and total all sales records/order forms:
 - Get weekly updates! Don't wait till the end of the sale to see how its going

Note, you probably want to allow 5-10 days to compile your unit order prior to Nov 15

No orders will be accepted after the deadline
- Arrange to pick-up popcorn at your distribution location on August 29
- Remind your Scouts that your unit's money is due with the order forms. Make sure checks are made payable to your UNIT. DO NOT HOLD CHECKS! Make plans to deposit checks into the unit's bank account once a week during the entire sale!
- Collect and tally money from Scouts and submit one check, payable to "ONSC" for amount due, to the Scout Service Center (if applicable) on or before Dec 13

NOTE: ALL UNIT ACCOUNTS MUST BE SETTLED NO LATER THAN DECEMBER 13, 2024!!



WAYS TO SELL

SHOW-N-SELL

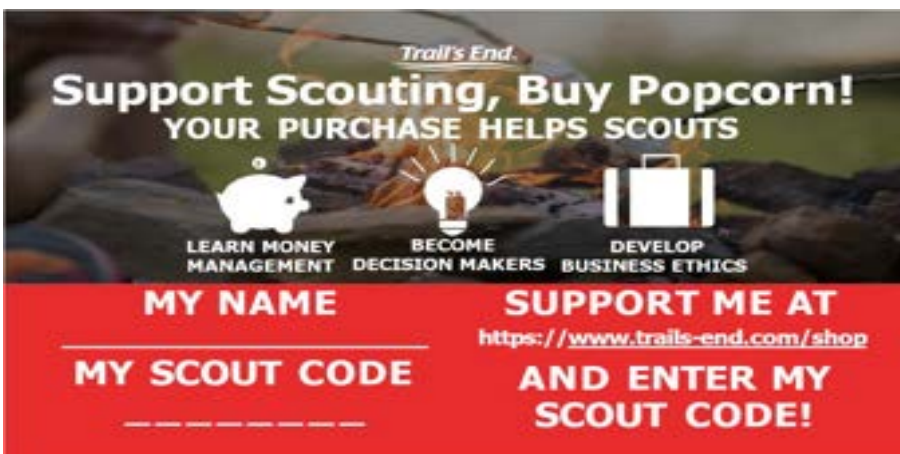
This is an easy way to make a big sale day. Set up for several hours in front of a popular business. You can also set up at local community events that have a high traffic of people. Make sure you do your research so you capture the biggest market and don't waste your or your Scouting families time. **Six storefronts at the Friendly Center will be available every Sat & Sun between Sep 16 and Oct 22.**

TAKE ORDER/WAGON SALES

Using the pre-printed order form or phone App, go door-to-door asking your neighbors to help support your Scouting program. Research areas in your community that you can knock on as many doors as possible. Plan a route and track houses you have contact with for future sales. Have your parents ask co-workers and family members to support your sale. Be sure to ask customers from last year!

ONLINE

Create an online Trail's End account. Using the account information, send a personal video to friends and families asking them to log on and purchase. These sales will be shipped directly to them and you will get credit. Use pre-printed door hangers and business cards that send people directly to your account for sales.



IDEAL YEAR OF SCOUTING

As a leader, you are charged with the responsibility to make sure your youth have a fun and exciting program that will capture their imagination and build memories and friendships that will last a lifetime. The annual popcorn sale is a proven, risk-free way to raise sufficient funds in a short amount of time. You are encouraged to take advantage of it as much as possible to support your unit's *Ideal Year of Scouting*!

KEYS TO YOUR IDEAL YEAR OF SCOUTING

- Using information on provided at the Program Rally in April, the ONSC Calendar, and unit member feedback, develop a 2024-2025 plan. (Be sure to **send a copy of your complete Ideal Year of Scouting to your District Executive**)
- Build a Calendar of monthly events for the upcoming year. Brainstorm by involving your Scouts, parents, leaders, and other volunteers
- FUNd your unit plan! Now that you know what your going to be doing and how much it will cost, determine how you will secure the money needed to make it happen. **The annual popcorn sale can be one of the best ways to make your plan a reality without having parents take money out of their pocket every month**
- Communicate your program and budget to every family in your unit. Make sure everyone knows what you are doing and where the money is going and what part they must play in making the plan come together. **Units that set goals and communicate them clearly have more successful sales and more participation from families.**

IDEAL YEAR OF SCOUTING AS A RECRUITMENT TOOL

- Use the calendar of monthly events and your plan to fund your activities as a **recruitment** tool to show prospective parents and youth. You wouldn't sign up your child for sports if the coach didn't have a schedule! Share that popcorn can alleviate concerns about money!



UNIT POPCORN CHECKLIST

- ◇ Register for the popcorn sale at www.trails-end.com/unit-registration
- ◇ Sign up for a Trails-End Webinar & join the Trail's End Facebook group
- ◇ Join the ONSC Popcorn Support Group Facebook page
- ◇ Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting"
- ◇ Set your budget goal by calculating the costs of participating in all the activities in your unit's program plan
- ◇ Calculate the amount of popcorn you need to sell to meet your budget needs:
 - Budget/# of Scouts = Cost per Scout
- ◇ Break the goal down to an individual Scout (family) goal:
 - Cost per Scout/Commission = Sales per Scout
- ◇ Add important dates to your units calendar (Example: Popcorn Order Due date)
- ◇ Schedule and plan out your unit's Popcorn Kickoff, the first gathering of the new program year
 - Make it a fun event; have food, snacks, games, door prizes, etc
- ◇ **Determine the best incentives for your unit that are above and beyond the council's prize program (ex. Top seller prize, Pizza party for top selling den/patrol, gift cards for high sales amount, etc)**
- ◇ Secure your storefront location(s) starting in August. Determine how you plan to schedule Scouts to participate
- ◇ Create a communication plan developed to reach all Scouting families
 - Highlight all the program activities the unit is planning on participating in
 - Information on the sales goal per Scout so there are **"no out of pocket expenses"**
 - Best method of communication; email, phone calls, social media, video chats, etc



UNIT POPCORN CHECKLIST

(CONT)

- ◇ Start selling early online (Jul & Aug)
- ◇ Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips
- ◇ Encourage all Scouts to also go door-to-door with a parent
 - Two out of three customers will buy when asked to support a Scout
 - Set up a sale territory for the Scouts
 - Less than 20% of all households have been asked to purchase popcorn and support a Scout(s) or Scouting.
 - Have a parent(s) take the Trail's End App or Order form to work
- ◇ Coordinate assistance to pick up popcorn at designated warehouse
- ◇ Distribute popcorn and set money collection date
- ◇ Pay invoice (if funds are not collected through the TE app)
- ◇ Have a post-sale victory celebration



UNIT KICKOFF PLANNER

A GREAT SALE STARTS WITH A GREAT KICKOFF

Follow these simple steps to start your popcorn sale with a BANG and motivate Scouts, parents, and other volunteers.

- 1) Plan Ahead: A GREAT KICKOFF will get the Scouts & families excited about this year's campaign
- 2) Review the year's program calendar & explain to the families how the entire program can be funded with one popcorn fundraiser
- 3) Have the parents to pull out their phones and **text APP to 62771 to download the Trails End App:**
 - Registration takes less than one minute to create their accounts
 - Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment
- 4) **Communicate the Unit's sales goal and each Scout's popcorn sales goal.**
Have the Scouts enter their goal in the Trail's End App. Scouts who set a goal have more successful sales!
- 5) Show the Scouts what prizes they can earn by hitting their sales goal:
 - Review both Trail's End AND ONSC Rewards
 - Suggestion: Have a prize/incentive for the top seller in the Unit and/or each den/patrol
- 6) Role-play with the Scouts to help them with selling techniques and practice their popcorn sales pitch. Review the tips on the next page!



POPCORN SALE TIPS

SCOUT SAFETY TIPS

- ◇ When selling popcorn in your neighborhood, always have an adult &/or buddy with you
- ◇ Never enter a stranger's house
- ◇ Keep checks and cash in a separate envelope with your name on it
- ◇ Always walk on the sidewalk whenever possible
- ◇ Never cross the street without a parent or Buddy—Always look twice
- ◇ Never sell at night
- ◇ Always be courteous and remember your “Scout Law”

POPCORN SALES TIPS

Top ways to make a popcorn sale:

- ◇ Ask your parents to be the first to buy popcorn
- ◇ Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters, etc.)
- ◇ Ask your neighbors to buy popcorn
- ◇ Ask the parents of your friends (not in Scouts) to buy popcorn
- ◇ Take a popcorn order form (or use the App) to your place of worship and ask people to buy popcorn (Get permission first)
- ◇ Ask your parents if they can take a popcorn order form, or the App, to work and ask their coworkers to buy popcorn. (Parents may need to get permission first)
- ◇ Ask your patrol or den to schedule a “Super Sell Day”. This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn
- ◇ Ask a parent to go door-to-door with you in your neighborhood to ask people to buy popcorn
- ◇ Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn
- ◇ ALWAYS WEAR YOUR UNIFORM!



SHOW-N-SELL INSTRUCTIONS

SHOW-N-SELL ORDER #1

- Place order via the Trail's End website by 8/18
- Pick up Show-N-Sell product order no later than 10:00 am 8/29. Unit leaders that wish to help sort popcorn may sort and take their popcorn on 8/28. Sorting will be from 3:00pm—7:00pm.

SHOW-N-SELL ORDER #2

- Did you miss order #1 or need a re-order? We will be placing a second order!!
- Place order via the Trail's End website by 9/20
- Pick up Show-N-Sell product order #2 on 10/4

ADDITIONAL HELPFUL INFORMATION

- Show-N-Sell orders are CASES ONLY!
- If the unit has not done Show-N-Sell before, it is advisable to be very conservative in your estimate when placing your product order. Your District Executive or District Kernel can help you determine a good amount to order
- If your unit has done Show-N-Sell before, you can review the last few years of your Unit's sales history to help you determine this year's order
- A Scout is Kind... Please make sure you are respectful of the store and its customers. Please keep the area clean and do not interfere with their business.



UNIT COMMISSION

UNIT COMMISSIONS

Base Traditional Sale Commission (On Show-N-Sell and Take Orders)	28%
<u>The Ideal Year:</u> Submit <i>Ideal Year of Scouting</i> plan including a budget, calendar, membership growth plan, name of a new member coordinator and an adult training plan (doc or photo emailed to your DE) AND sell at least \$1 more than last year or be a new selling unit (did not sell in 2023)	4%
<u>Super Seller:</u> Complete <u>The Ideal Year</u> AND sell at least \$10,000	1%
<u>Growing the Program:</u> Complete <u>The Ideal Year</u> AND grow unit membership by 3% by December 1st, 2024 using your unit membership plan	2%
Total Potential Traditional Commission	35%
Online Direct Commission	35%



INCENTIVES FOR SCOUTS OFFERED BY ONSC

SCOUT PATCHES

Seller Patch	Sell \$50 (including Heroes and Helpers donations, online, show and sell, and take order)
Heroes and Helpers CSP	Collect \$100 in Heroes and Helpers Donations
"Top Seller" CSP	Sell at least \$1500

SCOUT INCENTIVES

\$800 seller club ⁺	Invitation to Top Seller Celebration event in January 2025*
\$1000 seller club	Receive previous club awards + \$25 Scout Shop Gift Card
\$1500 seller club	Receive all previous club awards + \$50 Scout Shop Gift Card
\$2500 seller club	Receive all previous club awards + 2025 BSA national registration fee**
\$5000 seller club	Receive all previous club awards + 1-week 2025 ONSC summer resident camp or Cub Overnight Camp**

+ Average sales of Scouts in ONSC in 2023 was \$791

*Offer valid for Scout only. Accompanying parent/guardian may have to pay separate fee.

**Coupon will be provided by ONSC. Coupon must be presented to the Scout office at time of registration. Coupons are non-transferable and are only valid for 2025.

TOP SELLER INCENTIVES

1st Place Top Council seller	\$250 gift card to the Scout Shop
2nd Place Top Council Seller	\$200 gift card to the Scout Shop
3rd Place Top Council Seller	\$150 Gift Card to the Scout Shop

* A Scout may only receive one top seller gift card.

Top Seller in each District (if not Top 3 in Council)*	\$100 gift card to the Scout Shop
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****NOTE: All incentives are Scout specific and are not transferable****

