

GREAT TRAIL COUNCIL

Boy Scouts of America



2011 Trail's End Popcorn Sale Leader Handbook





Welcome to the 2011 Trail's End Popcorn Sale...

Thank you for investing the time and energy to “captain” your Scouting Unit’s 2011 Trail’s End Popcorn Campaign. This sale plays an essential role in allowing you to generate unlimited funds for your Unit.

Imagine being able to pay for EVERYTHING your Unit does for an entire year with popcorn sale profits. Trips...campouts...trainings...advancements...blue & gold banquets...courts of honor...trailers...uniforms...day camp...summer camp...it can and has been done!

Last year, Scouts throughout the Great Trail Council sold over 1.3 million dollars! Our top seller was over \$8,000! We rank in the top 10% of over 250 Councils throughout the United States.

Our vision is to genuinely educate and give each Cub Scout Pack, Boy Scout Troop, and Venturing Crew the opportunity to participate in this incredibly profitable sale.

This “Leaders Guide Book” will help to introduce our 2011 Popcorn Campaign, what it entails, how it will benefit you, timelines, the products, the prizes, online ordering, our \$600 Club, “Day at the Q”, and people who can help you.

Hats off to you for making a difference in the lives of the Scouts in your unit!

Don’t forget to visit the Trail’s End popcorn Website at www.trails-end.com and the Great Trail Council Website at www.gtcbasa.org

Jody Gildersleeve

Jody G. Gildersleeve
2011 Council Popcorn Advisor
Development Director
Great Trail Council, BSA



Ok, so I am my Units Popcorn Leader...Now what do I do??

Take a deep breath...everything is going to be ok!

1. Attend your District Popcorn Kick-Off
2. Read and “absorb” the contents of this guide
3. Go to www.trails-end.com it has just about everything you need for a successful sale(virtual planner, kick-off presentation, tracking forms, training videos, an email library for your sale, and much more)
4. Go to www.gtcbbsa.org our Council website will allow you to see important dates, people, pick-up locations, order forms, and much more specific to our Council, the Great Trail Council
5. Review the materials in your “Popcorn Sale in a Box”...especially your Popcorn Sale “PlayBook”
6. Go to www.leaders.trails-end.com and complete your virtual sales planner
7. Set Unit & Scout Goals
8. Have an enthusiastic and informative Unit Kick-Off
9. Motivate and track your Scouts Sales...Have incentives
10. Have Fun!!!



Sales Methods

We now have 5 different recommended sales methods

- Show & Sell-Scouts display products and sell outside of stores, banks, schools
- Show & Deliver-Scouts go door to door with product in vans/car...deliver on spot
- Take Order-Scouts sell door to door...fill orders with a second visit(most successful)
- Corporate Sales-Scouts sell to companies..great gift for employees, vendors
- Online Sales-Scouts email friends and family locally and world-wide for sales

Each of these plays an important role in allowing our Scouts to be successful. We highly suggest that your Units use all 5 Sales methods!

Show & Sell/Show & Deliver — Orders due Monday, September 19th

Recently, **Show & Sell** has become the “easy way out” for Units to sell. I will tell you that standing in front of a store with Popcorn products is the LEAST EFFECTIVE selling method, but does have merit as an early “public promotion” of our sale and your Units participation.

Another “early option” is the **Show & Deliver** method. Scouts “canvas” their neighborhoods, door to door, with products either in cars & vans or even wagons. This allows a “one time stop” at a residence...product sold...product delivered...payment received. The Trick here is to estimate how much Popcorn to order for this (about 50%-75% of Unit’s prior year total sales).

Take Order — Orders due Tuesday, November 1st

Traditionally the **Take Order Sale** is the most successful method of selling, Scouts sell door to door with a second visit for delivery and payment. Take order allows the Scouts to “quickly canvas” neighborhoods without having to have cars and vans with product

We encourage Districts and Units to organize **Blitz Days** where groups of Scouts sell to entire neighborhoods. Blitz days are really just group style Take Order and Show & Deliver sales.



Sales Methods (Continued)

Corporate Sales

Scouts can approach companies and offer these products as gifts to valued employees and customers. This is a way corporations can purchase gifts for their clients and support the Boy Scouts at the same time. On average, 70% of the cost of the popcorn is returned to Scouting. Also, many times these gifts are tax-deductible for the corporations.

Last year, several individual orders valuing thousands of dollars were filled. Any individual, high volume order can be handled through special arrangements with the Council office. Please contact Jody Gildersleeve for more information (330) 773-0415 ext. 218. E-mail: jgilders@bsamail.org.

Online Selling

This is the most effective way to sell popcorn to family and friends who live out of town. Scouts send emails to any customers asking them to purchase Trail's End Popcorn online...customers click on the link in your email and begin shopping right away. They pay with a credit card and Trail's End will ship directly to them!

Scouts

- *Go to <http://scouts.trails-end.com> to sign in or create an account
- *Send personalized emails to family and friends (use email templates)
- *Track your online sales...validation code is **popcorn**

Leaders

- *Go to <http://leaders.trails-end.com> and click on "online sales" to sign in or create An account
- *Track online sales...validation code is **popcorn**



People who can help!

These folks are your first line of offense in your Unit popcorn program. If you have a question, just give them a call. You can also contact your Scouting Professional at the Council Office by calling **330-773-0415** or **1-800-844-7268**.

	District Kernel	Scouting Professional
Tri-Fires District	Neil Ratta (H)330-352-5583 Nratta@towncenterconstruction.com	Alex Stavros Ext. 232 Astavros@bsamail.org
Moecomdws District	Cindy Duniver (H)330-688-6236 Cduniver@aol.com	Shannon Sinex Ext. 242 ssinex@bsamail.org
Lakes District	Robin Keeling (H) 330-745-0704 robi862@aol.com	Dennis Vargo Ext. 214 Dvargo@bsamail.org
Chippewa District	Terry Ferrier (H) 330-225-8919 funinzsun@roadrunner.com	Steve Jindra Ext. 235 dheilman@bsamail.org
Seneca District	Debbe Webster (H) 330-676-7604 Dlwebster1@gmail.com	Elliot Bennett Ext. 227 ebennett@bsamail.org
Old Portage District	Mary Zbasnick (H) 330-618-7331 sharonbrus@yahoo.com	John Starrett Ext. 239 jstarret@bsamail.org
Pathfinder District	TBA	Brandon Buckner Ext. 230 Bbuckner@bsamail.org
Venturing Special Needs	TBA	Brandon Buckner Ext. 230 Bbuckner@bsamail.org

Popcorn Program Director

Jody Gildersleeve
330-773-0415 Ext 218
1-800-844-7268 Ext 218
jgilders@bsamail.org

Popcorn Secretary

Lisa Lambert
330-773-0415 Ext. 241
1-800-844-7268 Ext. 241
Llambert@bsamail.org



Thirteen great products to sell

Sweet & Savory Collection - \$40

22 oz. Chocolatey Triple Delight, 26 oz. Gourmet Caramel Corn with Almonds, Pecans & Cashews, 8 oz. Gourmet Cheese Corn...27% more product....Comes in a gift box.

Cheese Lover's Collection - \$30

24 oz. Two 8 oz. bags of Gourmet Cheddar Cheese Corn and one 8 oz. bag of White Cheddar Cheese Corn. 14% more product...Comes in a gift box.

Military Product - \$30(silver) / \$50(gold)

Support our Military while supporting Scouting.....This fall Scouts can offer two levels of Military donations, which will be sent to U.S. Soldiers & Families

White Chocolatey Pretzels-\$25

NEW!! 20 oz. White chocolate covered pretzels...so good!

18-Pack Kettle Corn-\$25

Back by popular demand, and only available in Ohio, we are pleased to offer this "salty sweet" product in 2010.

18-Pack "Unbelievable Butter"™ Microwave Popcorn-\$18

Now in an 18-pack, this original favorite is even better with the new "butter burst" flavoring.

18-Pack Butter Light Microwave Popcorn - \$18

The flavor you want...all the taste...less sodium and less calories...0g trans fat...1g saturated fat...210 calories

Chocolatey Triple Delight-\$20

20 oz. Chocolatey goodness with butter toffee glaze and yogurt drizzle!!!

Gourmet Caramel Corn with Almonds, Pecans & Cashews - \$20

26 oz. Golden caramel corn and caramel-glazed premium almonds, pecans and cashews. 13% more product!

Butter Toffee Caramel Corn - \$20

20 oz. Low fat and reduced sugar caramel corn with a great butter toffee taste. 11% more product.

Gourmet Caramel Corn - \$10

11 oz. naturally sweetened caramel corn...delicious

2.5 lb. Gourmet Popping Corn - \$10

Perfect for stove top & Hot air poppers



What we have for you in 2011!

New Trail's End Interactive Website www.trails-end.com

Please log onto this extremely helpful website for all of your information, video trainings, communication, online sales accounts and tracking. Separate sections for Scouts and Leaders.

*Make sure you go to the "[My Tool Kit](#)" section under "Leaders" and **complete the Virtual Sales Planner**, as well as view all other sections!

Better Flavor...Better For You!

Trail's End is committed to bringing you the most flavorful, healthiest snacks

- Canola Oil is now used in all microwave and cheese corn products...0g trans fat...low saturated fat and is sourced from North America.
- Caramel Corn products are now naturally sweetened with tapioca syrup and molasses.
- All Chocolate products contain 0 hydrogenated oils

Better Packaging

You will instantly notice that in 2011 Trails End has continued a very exciting packaging philosophy. All products are now presented in a strong, durable "soft" package that allows for greater Scout "branding", is re-sealable, and will eliminate over 3.8 million pounds of packaging.

Lots more Scouting "visibility" in 2011!

Better Program Support

Trails End is providing every selling Scout Unit with a "Popcorn Sale in a Box", which Includes:

- training DVDs
- leader Playbook
- online selling poster
- Scouts rewards posters
- support our troops posters
- military receipts
- tracking posters
- Sample products
- Sale Banner
- Sale promotional posters

If you have any questions about the site you can email help@trails-end.com



Prizes for Scouts who sell



Council Prize Program

Get your Scouts really motivated with prizes! This program includes a choice of prizes in sales levels from \$100 to \$3,500. It's all merit-based for a greater sense of achievement; the harder they work, the better their awards.

Each Unit will fill out its own order sheets, indicating which prizes the Scouts have earned.

Prizes are ordered online (www.boyscouts-gcc.com/) by the Popcorn Kernel and will be sent directly to Unit leaders for distribution after final payment.

Prizes Orders Due on Monday, November 1st!

Bonus Prizes From Trail's End!

\$1,500 Sellers!



Scouts who sell \$1,500 or more can claim an EXTRA Bonus prize with their choice of the \$50.00 Amazon Gift Card or \$50.00 Wal-Mart Gift Card. To claim prize, download a form from www.leaders.trails-end.com.



\$2,500 Sellers!

Scouts who sell \$2,500 or more may be eligible for a Trail's End Scholarship Program. Application forms are available at Trail's End web site: www.leaders.trails-end.com.

*Note-Online Sales Count toward Scouts prize selections



Prizes Continued

JOIN THE \$600 Club AND WIN BIG!

CAVALIERS MONSTERS GLADIATORS INDIANS

Scouts that sell at least \$600 in Trail's End Popcorn will receive ALL THIS:

- 1 FREE TICKET to a select Cleveland Cavaliers Game
- 1 FREE TICKET to the Q and Lake Erie Monsters Game
- 1 FREE TICKET to a select Cleveland Gladiators Game
- 1 FREE TICKET to a select Cleveland Indians Game

- PLUS -

- 1 FREE Zyclone
- 1 FREE \$600 Club Member Patch

Learn More at theQarena.com/boyscouts

Scout's popcorn sales must be registered by their Unit Popcorn Kernel before Dec. 16 to receive free tickets

2011 "\$600 Club

We are excited to offer these exciting prizes to those Scouts who sell \$600 or more in Popcorn Products:

- *Q For a Day at Quicken Loans Arena
- *Zyclone
- *Free Ticket to a Cavaliers Game
- *Free Ticket to an Indians Game
- *Free Ticket to a Gladiators Game
- *"\$600 Club" Patch

Learn more at

www.theqarena.com/boyscouts

AWESOME!!

Participation Patch

Every Scout who sells at least one container of popcorn will receive a 2011 "Rock Your Sales" Participation Patch.



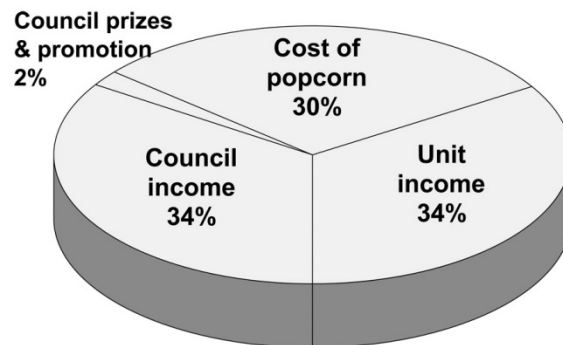


Unit commission 34%

Product	Selling Price	Pay Council (See note)	Unit Profit 34%
Military Donation - \$30	30.00	19.80	10.20
Military Donation - \$50	50.00	33.00	17.00
3-Way Sweet & Savory Collection	40.00	26.40	13.60
Cheese Lovers Collection	30.00	19.80	10.20
White Chocolatey Pretzels	25.00	16.50	8.50
18 Pack Microwave Kettle Corn	25.00	16.50	8.50
26 oz. Chocolatey Triple Delight	20.00	13.20	6.80
26 oz. Caramel Corn w/Almonds, Cashews & Pecans	20.00	13.20	6.80
20 oz. Caramel Corn Butter Toffee Light	18.00	11.88	6.12
18-Pack Unbelievable Butter, Microwave	18.00	11.88	6.12
18-Pack Butter Light, Microwave	18.00	11.88	6.12
11 oz. Caramel Corn	10.00	6.60	3.40
3 lb. Popcorn Corn	10.00	6.60	3.40

Note – Council cost includes: cost of popcorn, council prizes and promotion materials, and council income.

Council Popcorn Break Down



Council Income 2011



Your popcorn sales are important to the quality Scouting programs in Great Trail Council.

Last year, popcorn sales provided over \$500,000 income to our Council.

Without this income, Camping and Activity fees would have to be increased to cover the deficit.



Pickup locations

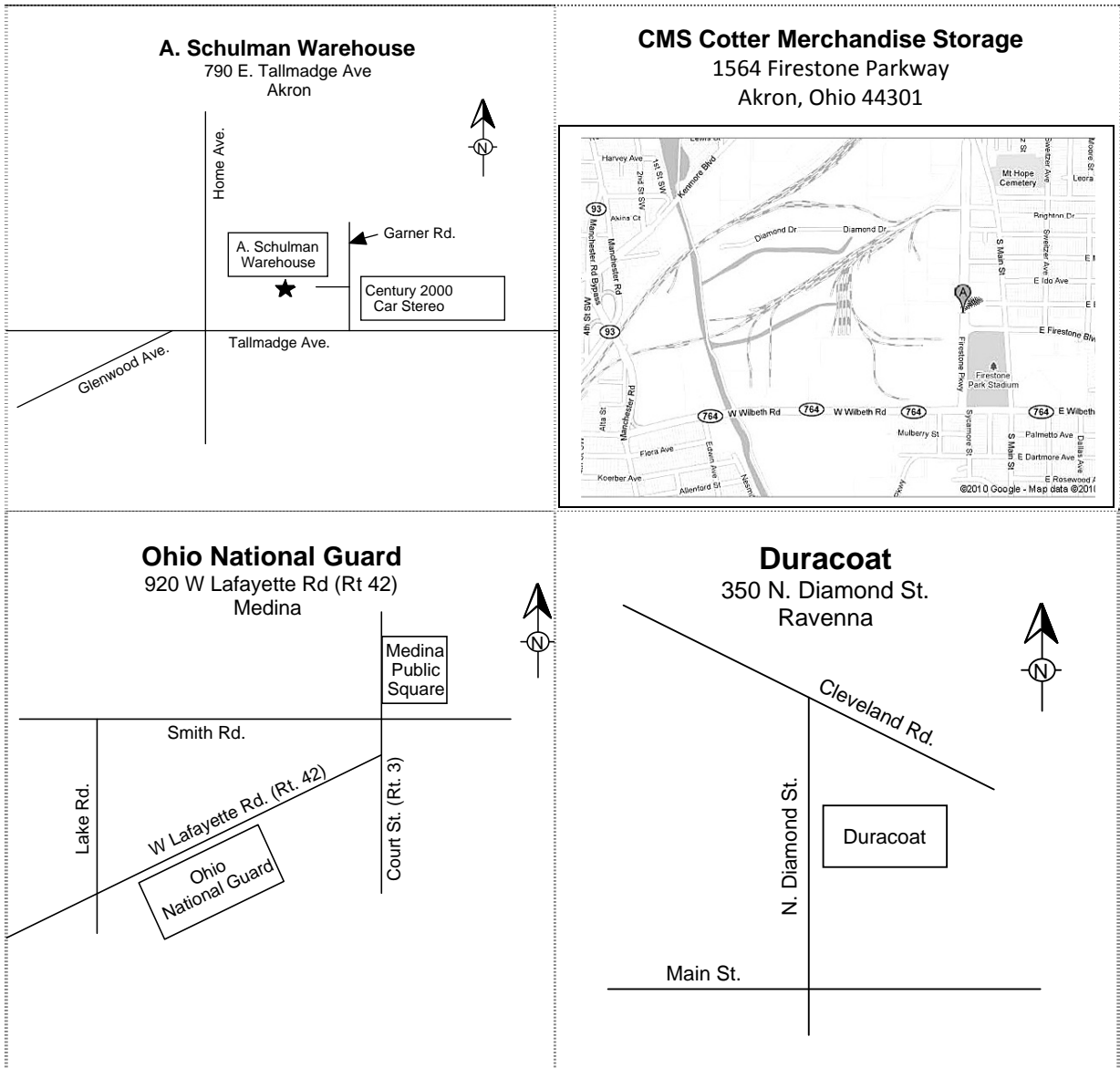
Show & Deliver Sales—Saturday October 1, 2011

District	Location	Time
Tri-Fires Moecomdws Lakes Seneca Old Portage Pathfinder Special Needs Venturing/Exploring	<u>A. Schulman Warehouse</u> 1183 Home Ave. Akron, Ohio 44310 *Loading docks on Tallmadge Rd. side of warehouse	8:00 to 10:30
Chippewa Chippewa Venturing/Exploring	<u>Ohio National Guard</u> 920 W Lafayette Rd (Rt. 42) Medina, Ohio 44256-2415	8:00 to 10:30

Take Order Sales—Saturday November 12, 2011

District	Location	Time
Tri-Fires Moecomdws Pathfinder Special Needs Venturing/Exploring	<u>A. Schulman Warehouse</u> 1183 Home Ave. Akron, Ohio 44310 *Loading docks on Tallmadge Rd. side of warehouse	8:00 to 10:30
Chippewa Chippewa Venturing/Exploring	<u>Ohio National Guard</u> 920 W Lafayette Rd (Rt 42) Medina, Ohio 44256-2415	9:00 to 4:00 By appointment only. Contact Terry Ferrier, or Dick Heilman (see page 6)
Seneca	<u>Duracote</u> 350 N. Diamond St. Ravenna, Ohio 44266	8:00 to 10:30
Lakes Old Portage	<u>CMS</u> Cotter Merchandise Storage 1564 Firestone Parkway Akron, Ohio 44301	8:00 to 10:00

Maps – pickup locations



Vehicles required

Please make sure you have enough vehicles to handle your order. Use the chart to determine the number of vehicles you need. Deduct 4-5 cases, from the numbers shown, for each passenger (kid, dog, etc.) that comes with a driver.



Approximate number of cases per vehicle:

Car.....	20-30
Mini-Van (rear seats out)	40-50
Panel Van.....	100
Moving Truck (12 foot)	200



Unit Number _____

District _____

Date _____

Show & Deliver—Order by Cases only

Design on Case	Product	Case Quantity	Number CASES
	\$50 MILITARY Donation – Indicate number of \$50.00 donations	1	
	\$30 MILITARY Donation – Indicate number of \$30.00 donations	1	
	3-Way Sweet & Savory Collection	1	
	Cheese Lover's Collection	1	
	20 oz. White Chocolatey Pretzels	8	
	18-Pack kettle Corn	6	
	26 oz. Chocolatey Triple Delight	8	
	26 oz. Caramel Corn w/Almonds, Cashews. Pecans	8	
	20 oz. Caramel Corn Butter Toffee Light	8	
	18-Pack Unbelievable Butter Microwave Popcorn	6	
	18-Pack Butter Light Microwave Popcorn	6	
	11 oz. Caramel Corn	12	
	2.5 lb. Popping Corn	6	

Note: Show & Deliver orders are by CASES only.
 Example: You need 54 containers of 18-Pack Unbelievable Butter Microwave Popcorn (6 containers per case). Order 9 cases and write 9 in the case column

Show & Sell orders due Monday, September 19th by 5:00 p.m.
Place orders online at www.trails-end.com
 Fax, phone, e-mail or deliver to your District Executive at the Council Office only if you do not have internet access.
 Fax: (330) 773-4084 Phone: (330) 773-0415 or 1-800-844-726 E-mail: llambert@bsamail.org

Unit Popcorn Kernel:

Name _____	Unit _____
Address _____	
City _____	Zip Code _____
Phone (____) _____	E-mail _____
Signature _____	



Unit Number _____

District _____

Date _____

Take Order—Order by Containers only

Design on Case	Product	Case Quantity	Number Containers
	\$50 MILITARY Donation – Indicate number of \$50.00 donations	1	
	\$30 MILITARY Donation – Indicate number of \$30.00 donations	1	
	3-Way Sweet & Savory Collection	1	
	Cheese Lover's Collection	1	
	20 oz. White Chocolatey Pretzels	8	
	18-Pack Kettle Corn	6	
	26 oz. Chocolatey Triple Delight	8	
	26 oz Caramel Corn w/ Almonds, Cashews, Pecans	8	
	20 oz. Caramel Corn Butter Toffee Light	8	
	18-Pack Unbelievable Butter Microwave Popcorn	6	
	18-Pack Butter Light Microwave Popcorn	6	
	11oz. Caramel Corn	12	
	3lb. Popping Corn	6	

Note: Take Order Sales are by CONTAINERS only.

Example: You need 54 containers of 18-Pack Unbelievable Butter Microwave Popcorn
Order 54 and write 54 in the container column

Take orders due Tuesday, November 1st by 5:00 p.m.

Place orders online at www.trails-end.com

Fax, phone, e-mail or deliver to your District Executive at the Council Office only if you do not have internet access.

Fax: (330) 773-4084 Phone: (330) 773-0415 or 1-800-844-726 E-mail: llambert@bsamail.org

Unit Popcorn Kernel:

Name _____	Unit _____
Address _____	
City _____	Zip Code _____
Phone (____) _____	E-mail _____
Signature _____	



Important dates – 2011

Show & Deliver Sales

Sale starts the day after your District Popcorn Kick-off

Orders due Monday, September 19th

Pickup product Saturday, October 1st

Payment due Tuesday, November 1st

Take Order Sales

Orders due Tuesday, November 1st

Prize form due Tuesday, November 1st

Pickup product Saturday, November 12th

Payment due Monday, December 5th

