

2010 Popcorn Sale Playbook Supplement Simon Kenton Council



SEPTEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 Labor Day	7	8	9	10 Show & deliver unit orders due	11
12	13	14	15	16	17	18
19	20	21 Product delivered to council	22	23	24	25 Show & deliver pickup, sale starts
26	27	28	29	30		

September: 10-Show & Deliver orders due
 23, 24, 25- Product pickup, per district
 25- Sale Starts

OCTOBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 Exchange Day
3	4	5	6	7	8	9 Exchange Day
10	11	12	13	14	15	16 Exchange Day
17	18	19	20	21	22	23 Exchange Day
24	25	26	27	28	29	30 Exchange Day
31						

October: 2, 9, 16, 23, 30-exchange days at main warehouse

NOVEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6 Exchange Day
7	8	9	10	11	12	13 Show & deliver return, Show & deliver payment due
14	15	16	17 Take order due	18	19	20
21	22	23	24	25 Thanks-giving	26	27
28	29	30 Product to council				

November: 6-exchange day
 13-Show & Deliver return, Sale Ends
 13-Show & Deliver payment due
 17- Last day to submit Take Order-by 4:00pm

DECEMBER 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 Take order pick up
5	6 Last day to submit prize orders	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Final payment Due	21 Late fees assessed	22	23	24	25
26	27	28	29	30		

December: 2,3,4- Take Order pickup, per district
 6- Last day to submit prize order
 20- Final payment due

Ordering Product

1. Create an account within the Trails End Popcorn System via:
<http://scouting.trails-end.com/TESales/>
2. Log in and click on “orders” at the top of the screen.
3. Choose which order you are placing, the Show and Sell (September) or the Take Order (end of sale).
4. Order by cases how much product you need. The small caramel corn will come 12 bags to a case. The mid range bags will come 8 to a case and the microwave products will come 6 to a case. The larger items come 1 packet to a case. For the Take Order, you can order by individual bags and not only by full cases.
5. Use last year as a benchmark for planning your Show and Sell. You can see what you sold all of last year by clicking on “Reports” at the top of the screen and then by choosing “Unit Invoice.” Change the sales cycle to Fall 2009 and view last year’s invoice.

More answers can be found at the Simon Kenton Council’s Popcorn Frequently Asked Questions at <http://www.skcbasa.org/popcorn.php>.

Payment Schedule

Payment for Show and Sell product that has been sold and delivered to the customer is due by the Show and Sell return day, November 13. At that time, we will have your current invoice. We will deduct from that invoice everything you have returned and whatever has not been returned and has been sold must be paid for. We are only expecting you to pay for the product that you have collected money for to this point.

Final payment, including Take Order sales is due by December 20.

Payment should be made in the form of one check from your unit’s bank account and made out to Simon Kenton Council.

How Do We Sell More This Year?

The popcorn sale provides much needed funding to your unit program. If you were able to grow your sale, imagine what you could do with extra funds in the unit account! When planning your sale for 2010, you should start by asking your unit committee a few questions to find out where your sales plan can improve:

- #1. Are we doing enough to motivate our Scouts?
- #2. Are we doing enough to motivate our families?
- #3. Can we improve on how we carry out the sale?

Here are a few suggestions:

- #1. Are we doing enough to motivate our Scouts?

-Obviously, the Scouts are our sales force. If they are excited, they are likely to set goals for themselves and likely to achieve those goals. The incentives for the sale are meant to excite the Scouts. This year the Trails End prize program is focused on a few prizes, many gift cards to Wal Mart and Amazon.com, the marshmallow crossbow and the scholarship program. The council is providing additional incentives via Coco Key tickets and Ohio State game tickets.

It is advised that you also create some type of unit level incentive to further entice your Scouts. You know your Scouts best and you know what would excite them the most. Things like a pie in the face, a den pizza party, a free outing or a bike purchased for the highest seller can go a long way to motivate your boys. Rewarding sellers on a weekly/bi-weekly basis for hitting certain sales levels can also help.

No matter what you do to add to the incentive plan, make sure your Scouts know everything that is offered and that the incentives are kept in front of them for the duration of the sale. The popcorn sale lasts three months so it is important to remind them about what got them excited to sell in the first place. Use the sales tracking posters to track sales and keep motivated Scouts focused on their goals.

- #2. Are we doing enough to motivate our families?

-A motivated parent will certainly help to push their son toward their sales goals. What motivates parents to get excited about popcorn sales? First, if their son is driven toward a goal, most parents will work to support their son. But we can also

help parents to see the benefits of the popcorn sale by showing them the financial impact the sale has to your unit budget. Share with your parents your annual program plan and the budget that comes with it and then let them know that the difference between paying \$250 a year and paying \$75 a year is the money raised by the popcorn sale. If your troop needs a new trailer or camping equipment, make sure everyone knows how the popcorn sale will help to make these wish lists a reality.

The popcorn sale can be a great way to help pay for trips to Philmont, Sea Base or any other destination events. Set your unit goals now and share with everyone what is needed to accomplish the goal.

Selling popcorn also has several personal development components to it. Teaching Scouts the importance of goal setting, paying your own way and communication development can be very appealing to parents. Saying “thank you,” maintaining eye contact and building self confidence are very important to a young man’s development and most parents would appreciate the chance to improve these skills.

#3. Can we improve on how we carry out the sale?

-Did you attend the district kickoff?

Are you holding a high energy, exciting unit kickoff?

Do you have a unit goal that reflects a budget for a great program year?

Will your Scouts leave the kickoff motivated?

Does every boy know what they need to sell to hit their goals?

Do you have Blitz Days planned to cover your neighborhood?

Do you communicate to Scouts and parents about popcorn throughout the sale?

Do you recognize successes during the sale?

Does your unit feel like it is one team working toward one goal?

If you answered “no” to any of these questions, then that is a good place to start working to improve your sale. Please contact your District Executive, District Kernel or Sean Gallagher to discuss opportunities to improve your sale.

Popcorn Prizes

Along with the Trails End prizes, the Simon Kenton Council has some additional prizes for your Scouts.

Fill a form:

When you fill up your form, you will be eligible to receive one free ticket to coco key water park (see flyer) and have the ability to purchase additional tickets at a discount for family members.

Sell \$1,000:

When a Scout hits the \$1,000 mark, he will receive 2 tickets to the 2011 Ohio State University Jersey Scrimmage. This game takes place one week before the football team's Spring Game.

Sell \$1,500:

Any Scout who sells \$1,500 or more will receive an additional \$50 gift card from Trails End toward Wal-Mart or Amazon.com. This card can be ordered with the unit's prize order.

Sell \$2,500:

Any Scout who sells \$2,500 or more will be eligible to enroll in the Trails End scholarship account program where 6% of all sales will be contributed toward a scholarship account. Once a Scout qualifies, 6% of all sales in the future will also count toward the scholarship fund.

Additional Prizes:

We are currently working on providing even more prizes and incentives around selling **Military Orders** as well as a possible **celebrity appearance** with the Jersey Scrimmage and additional tickets to Ohio State athletic competitions. Stay tuned and watch for emails and mailings to update you on these coming opportunities!

Warehouse Information

The main council warehouse has moved. The new address is:

4458 Alum Creek Drive
Obetz/Columbus, OH 43207

The warehouse is again provided by Prologis and is immediately North off exit #49 of I-270. The warehouse is on the East side of Alum Creek Drive and it shares a driveway with a Subway. This year we have drive through access. You will enter the warehouse on the far left hand side of the building, through door #1. Please be cautions when considering bringing young children to the warehouse as cars will be passing through.

This warehouse will hold popcorn for the following districts:
Arrowhead, Delaware, Darby Creek, Buckeye, Capital, Tri Creek and Ohio Valley.

Lancaster/Chief Tarhe Warehouse: North End Press,
236 S. Columbus St, Lancaster, OH

Licking Warehouse: Windstream, 776 Hopewell, Heath, OH

Chief Logan Warehouse: Orbis Corporation, 144 North Park Drive,
Chillicothe, OH

Tecumseh/Portsmouth Warehouse: To be announced

ADDITIONAL QUESTIONS? CHECK OUT THE
FREQUENTLY ASKED QUESTIONS PORTION OF THE
SIMON KENTON POPCORN WEBSITE AT
WWW.SKCBSA.ORG/POPCORN

Before you leave, please remember to pick up your order forms. They are in bundles of 50.

My Kernel Information:

Name_____

Phone_____

Email_____

NOTES: