



Greater Los Angeles Area Council

UNIT POPCORN KERNEL GUIDE

Thank you for your commitment as a Unit Kernel for the 2017 Fall Popcorn Sale. As a Unit Kernel, you play an important role in the Greater Los Angeles Area Council's 2017 sale effort. We have added a few additions to this year's program. Read this information carefully! This guidebook will help you learn more about sales techniques, prize programs, the ultimate Scouting year, exciting bonus opportunities, and the CampMasters web tool. Please feel free to share your thoughts and questions with your Council Popcorn Kernel or District Executive. Your comments are truly appreciated. Congratulations on joining this sale, and for making a commitment to help your boys, your unit, and the council! We have high expectations for this fall sale. With your help, we can achieve our goals and continue the great work of Scouting in the Greater Los Angeles Area.

-Greater Los Angeles Area Council

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ROLE OF THE UNIT POPCORN KERNEL

- Coordinate the 2017 Popcorn Sale in your unit.
- Attend the unit leader training and encourage other members of your unit to attend.
- Contact all registered youth in your unit to explain the 2017 Popcorn Sale.
- Contact the Council Popcorn Kernel at any time to answer any questions or to provide you with sales material to ensure you are fully supplied.
- Coach participating Scouts on how to approach potential customers and sell, sell, sell!
- Tabulate and submit your unit order online at www.campmasters.org.
- Submit the prize selections online if participating in the prize program.
- Contact the Council Popcorn Kernel to confirm

information about delivery dates times, and locations.

- Pick-up your popcorn order and make sure all cases will fit in your vehicle. Invite volunteers to help you.
- Distribute popcorn in your unit and monitor that it is delivered to customers and money is collected.
- Make sure you turn in all forms **on time** to ensure your unit will receive all prizes, awards, and incentives.



Please visit www.scout-popcorn.com for additional information.

GETTING STARTED

Planning Strategies:

- Start early and plan well. Set individual and unit goals.
- Determine the type of sale your unit will conduct. (Show-N-Sell, Taker Order, or Both)
- Make the sale fun. Reward your Scouts by developing a Top Salesman program. This is in addition to the prize program if you are participating in this option. Scouts who achieve the \$1,500 level and above will also qualify for the CampMasters prize program.
- Promote the Ful-Filled patch program. To get your "Ful-Filled" patch simply make a copy of the completely filled out order forms with the leader's signature and return it to the Council Popcorn Kernel.
- Train your Scouts on how to sell. Involve parents whenever possible.
- Organize a plan to cover every part of your area.

Selling Strategies:

- Have each Scout make a list of potential buyers.
- Generate re-orders by telephoning last year's customers first.
- Have your Scout sell to friends, neighbors, and relatives first.
- Have parents take order forms to work.
- Consider sales to companies. (Its tax deductible and shows their support of the community)

Product Strategies:

- Sell all products to maximize profits.
- Maximize profits by emphasizing multiple sales, and the sale of tins and microwave packs.
- Sell at community events, stores, etc.
- Let the customers taste the products at Show- N-Sell events.
- Set up a Blitz Day.
- Have extra product on hand for reorders.

PICK THE SALE THAT'S BEST FOR YOUR UNIT OR BOTH!

***SHOW AND SELL ORDERS ARE BY THE CASE**



Show-N-Sell:

Your unit consigns popcorn from the Greater Los Angeles Area Council and then sells the product directly to the customer. Several units find this type of sale the best as it puts the actual product in front of the customer and the money is collected on the spot. In addition, many units sell popcorn in front of retail stores including grocery, home improvement, and at community events such as a school open house, after Sunday religious services or community festivals. It attracts the impulse buyer.

- Attend the Kick-Off August 12th.
 - The unit popcorn kernel meets with the committee and determines the amount of popcorn the unit would like to sell prior to the "Show-N-Sell" portion of the sale.
 - The unit kernel inputs online by 9:00 PM Wednesday, August 23rd.
 - The popcorn is then picked up at Daylight Transport on Saturday, September 9th, beginning at 10AM till NOON.
 - Payment for the sold popcorn along with any unsold popcorn must be turned in by Saturday, October 21st beginning at 9AM till NOON at Daylight Transport.
- Apply unsold popcorn to your take orders.

Take Order Sales:

Scouts take the order form door-to-door to secure the customers orders. Units, which utilize this sale, find that the customer is more likely to order more.

- Attend the Kick-Off August 12th Pick-up "take order" forms at the training.
- Distribute "take order" forms to all Scouts in your unit.
- Set the date that all "take order" forms are to be returned back to you.
- Check with the Scouts weekly to see how they are progressing. Find out if they need more forms.
- Call the Scouts to remind them that the forms are due to you. Give yourself two days to complete the unit order form.
- Input order online by 9:00 PM Wednesday, October 25th.

Payment for popcorn is due prior to the Take Order Distribution Day



Please visit www.scout-popcorn.com for additional information.

UNIT POPCORN KICKOFF

Follow these 4 steps for a successful kickoff!

1. Preview this year's Scouting Program and explain to the families how the entire program can be funded with one fundraiser: **The Fall Popcorn Sale!**
2. Communicate the Per Scout Popcorn Sale Goals, have the boys write their goals on the Take Order Forms.
3. Monitor your sale to insure no one is waiting till the end to sell. Some methods to discourage this problem are by having weekly or by-weekly incentives.
4. Do a skit or fun activity to get the boys trained and excited about the purpose and goals of the sale. Make sure you cover safety as a priority in the sale.



IMPORTANT DATES

August 12th Kick-Off Cushman Watt Scout Center 9AM - 11AM

August 23rd - Show and Sell order due.

September 9th - Show and Sell pick up

October 21st - Show and Sell returns at Daylight Transport 9:00AM - NOON

October 25th - Take Orders due.

October 25th - Online prize orders due.

November 11th - Take orders pick up.

December 16th - "GLAAC \$1,000 Club" Celebration

COMMISSION AND PAYMENT DETAILS

Commissions are as follows:

35% with prizes
40% with no prizes

Payment for Show-N-Sell:

Units participating with Show-N-Sell must pay for their sold popcorn with one check. Please make the check payable to the **Greater Los Angeles Area Council** in the amount of the popcorn less your commission. Contact Lucia Bernal for your invoice.

Show-N-Sell returns will be accepted on **October 21st**. We will accept any unsold products if they are:

Undamaged and can be redistributed.

**If you order too much Show-N-Sell products, early returns are acceptable and encouraged.

**Returned on or before October 21st

Show-N-Sell participants are reminded to store the popcorn in a dry, cool area to help assure a high-quality, tasty and attractive product.

Payments for Take Order Sales:

Units participating with the Take Order sales must pay for their sold popcorn with one check. Please make the check payable to the **Greater Los Angeles Area Council** in the amount of the popcorn less your commission. Contact Lucia Bernal for your invoice.

This check must be submitted before the November 11th Distribution Day.

Prize Orders:

Please submit your prize orders online by 9:00 PM **October 25th**. Prizes will be mailed to the unit Popcorn Chair

Patch Orders:

All participating units are responsible for ordering their own patches. Orders must be placed by 9:00 PM **October 25th**. Patches will be mailed to the unit Popcorn Chair.

DISTRIBUTION & RETURNS

DAYLIGHT TRANSPORT
3200 HOOPER AVENUE
LOS ANGELES, CA 90011



ALL ORDERS MUST BE PICKED UP ON DISTRIBUTION DAYS

2017 PRODUCT PRICING AND AVAILABILITY

<u>Symbol</u>	<u>Product Description</u>	<u>Price</u>	<u>Show-N-Sell</u>	<u>Take Order</u>
B	3 - Way Premium Tin	\$45.00	Not Available	Available
P	3 - Way Cheesy Cheese Tin	\$35.00	Not Available	Available
X	16 oz Trail Mix	\$20.00	Available	Available
MM	22pk Movie Theater Extra Butter Microwave	\$25.00	Not Available	Available
Z	\$25 Military Donation	\$25.00	Not Available	Available
E	20 oz Supreme Caramel w/Almonds & Pecans	\$25.00	Available	Available
VV	17 oz Choco Drizz Caramel & Nuts	\$25.00	Not Available	Available
G	14pk Extra Buttery Roasted Summer Corn Microwave	\$15.00	Available	Available
SS	Mauve Sea Salt Tin	\$15.00	Not Available	Available
L	8 oz Caramel Popcorn	\$10.00	Available	Available
YY	12pk Sweet & Salty Kettle Corn Microwave	\$15.00	Available	Available
V	Gourmet Popping Corn Jar	\$12.00	Not Available	Available

PRIZES: All Scouts who sell at least one unit of popcorn will receive a patch and the unit earns a 35% commission.

NO PRIZE OPTION: Your unit can choose not to participate in the prize program and earn 40% commission on product sales.



2017 Popcorn Sale – Key Contacts



Camp Master Popcorn
www.campmasters.org

Popcorn Chairman

Matt Mori

Council Advisors

Lucia Bernal
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District Contacts

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Charles Pickering

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Lucky Baldwin District
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Log In Info

Units will Log in using:

Example:

Big Foot District Pack 123
will use – BFP123

Big Foot District Troop 123
will use – BFT123

Generic Password is: Hello

* You will be prompted to create your own password



10 Steps to a Successful Popcorn Fundraiser

1. **The BIG GOAL** - Set a GOAL for your Pack, Troop or Crew - Determine how much MONEY you need to generate and calculate the total sales needed to get you there (example: if your commission is 35% of the total gross sales - and you want to NET \$3,500, you will need to sell \$10,000 in popcorn)
2. **Individual GOALS** - Assign a GOAL for each Scout (using the above example - if you have 50 scouts in your unit, each Scout will need to sell \$200 in popcorn to reach your total sales goal) - make sure that each Scout family is clear on their individual sales goal - and committed to achieving it.
3. **Incentive program** - use the Council provided incentive prizes - the more each scout sells, the bigger prize they earn. Buy some cool prizes and create an incentive raffle (the more a scout sells, the more raffle tickets they earn) - get a big prize - a video game system or iPod Touch or even a week a Camp Cherry Valley. Budget 5-10% of your expected proceeds to fund this program and/or ask parents to donate some prizes.
4. **Inspire Competition** - award a special prize to the Den or Patrol that has the highest average sales per Scout, award trophies or ribbons to the Individual Sales leaders in each Den or Patrol
5. **Train The Scouts** - set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to “ask for the order”, take some time to “role play” and have the Scouts practice in front of the group. Give them the skills that will inspire confidence!
6. **Start Early** - whether you are doing the Show-N-Sell or Take Order program, get started early...make a big effort to get it done in September while the enthusiasm is high and the training fresh. Take action - don't procrastinate!!
7. **Cheer The Progress** - send weekly email updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly...and praise the scouts that are excelling in their sales efforts
8. **Create a Sense of Urgency** - establish deadlines and hold the Den or Patrol Leaders accountable for staying on track.
9. **Parents Can Help Too** - parents should take the popcorn order form to their work, co-workers love to support Scouting...Parents also need to commit to spending a couple of hours escorting their scout around the neighborhood to sell and assist the scout in contacting family friends and relatives
10. **Make It FUN** - the scouts that have the most success are the ones that view this as FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.