



Greater Los Angeles Area Council

UNIT POPCORN KERNEL GUIDE

Thank you for your commitment as a Unit Kernel for the 2018 Fall Popcorn Sale. As a Unit Kernel, you play an important role in the Greater Los Angeles Area Council's 2018 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 Trails End 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 Scouts, 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.

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ROLE OF THE UNIT POPCORN KERNEL

- Coordinate the 2018 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 2018 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 <http://www.trails-end.com/>
- 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.
- 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 bags, tins and microwave packs.
- Sell at community events, stores, etc.
- Let the customers taste the products at Show- N-Sell events
- 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 11th.
- 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 orders online by 9:00PM Wednesday, August 20th.
- The popcorn is then picked up at Daylight Transport on Saturday, September 8th, beginning at 10AM till NOON.
- Payment for the sold popcorn along with any unsold popcorn must be returned by Saturday, October 20th 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 11th 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 unit order online by 9:00 PM Monday, October 22nd.

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



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 is 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 11th Kick-Off-Cushman Watt Scout Center 9AM - 11AM

August 20th - Show and Sell order due.

September 8th - Show and Sell Distribution

October 20th - Show and Sell returns at Daylight Transport 9:00AM - NOON

October 22nd - Take Orders due

October 22nd - Online prize orders due

November 10th - Take Order Distribution

December 15th - "GLAAC \$1,000 Club" Celebration

COMMISSION AND PAYMENT DETAILS

2018 Popcorn Campaign Commission Structure

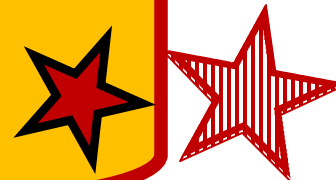
25% Base Commission

5% If not participating in prizes

5% Attend Council kickoff/training

5% Payment and Closeout on time

40% Achievable Commission



Payment for Show-N-Sell:

Units participating on 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 or Imelda Duenas for your invoice.

Show-N-Sell returns will be accepted on October 20th. 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 20th.
- 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 on 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 or Imelda Duenas for your invoice.

This check must be submitted before the November 10th Distribution Day.

Prize Orders:

Please submit your prize orders online by 9:00 PM October 22nd. 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 22nd. Patches will be mailed to the unit Popcorn Chair.

2018 PRODUCT PRICING AND AVAILABILITY

<u>Product Description</u>	<u>Price</u>	<u>Show-N-Sell</u>	<u>Take Order</u>
Chocolate Lover's Collection Tint	\$55.00	Not Available	Available
Cheese Lover's Collection Tint	\$35.00	Not Available	Available
15 oz Chocolatey Caramel Crunch Tint	\$35.00	Not Available	Available
20 oz Salted Caramel popcorn w/ Sea Salt	\$25.00	Available	Available
18 oz Premium Caramel Corn w/Almonds, Cashews & Pecans	\$20.00	Available	Available
18 pk Kettle Corn Microwave	\$25.00	Available	Available
18 PK Unbelievable Butter Microwave	\$20.00	Available	Available
5.25 oz White Cheddar Cheese Corn	\$15.00	Available	Available
5.25 oz Jalapeno Cheddar Cheese	\$15.00	Available	Available
11 oz Classic Caramel Corn	\$10.00	Available	Available
30 oz Popping Corn	\$10.00	Not Available	Available
\$50.00 Popcorn Military Donation	\$50.00	Not Available	Available
\$30.00 Popcorn Military Donation	\$30.00	Not Available	Available

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

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

- See commission structure for reference

DISTRIBUTION & RETURNS

**DAYLIGHT TRANSPORT
3200 HOOPER AVENUE
LOS ANGELES, CA 90011**

ALL ORDERS MUST BE PICKED UP ON DISTRIBUTION DAYS

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

2018 Popcorn Sale - Key Contacts



Council Advisors

Lucia Bernal
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Imelda Duenas
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Lucky Baldwin District
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Log In Info

Users will Log in using:
FirstName.LastName

Example:
Jane.Doe

* 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.