

# 2011 Popcorn Guide

Blue Ridge Council, BSA



Unit \_\_\_\_\_ Popcorn Kernel \_\_\_\_\_

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# Join the \$600 Club...Spend A Day With The Coaches and Athletes!



**CLEMSON**  
UNIVERSITY

SOUTH CAROLINA  
**GAMECOCKS**



## **Popcorn Sale 2011–6th Annual Sports Clinic**

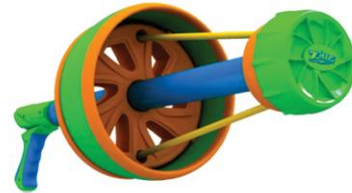
*Every Scout who sells \$600 of popcorn will receive an invitation (Parents & Siblings included) to a "Sports Clinic with Clemson University or USC Coaches & Student Athletes" followed by one free ticket to a Clemson or USC Sporting Event, as well as a collectible Baseball Cap .*

**What:** Clemson Sports Clinic and Baseball Game or USC Sports Clinic and Sporting Event/  
Free Clemson/USC Cap for Autographs

**How:** **Sell \$600 of Popcorn:** Admission to Sports Clinic, 1 cap

**And:**

**Sell \$600 of Popcorn:** Receive a Zyclone



**Sell \$1000 of Popcorn:** Sports Clinic and your name entered into a drawing to win a family trip to Walt Disney (Includes: 4 Disney Tickets, a stay at the Buena Vista Palace Hotel, \$200 in Cash for Travel Expenses!)

**When:** Spring 2012

**Location:** Clemson University or  
University of South Carolina



WALT DISNEY Tickets

**Coaches that will be present include  
Football, Soccer, and Baseball!**

# Join the \$600 Club...Spend A Day With The Coaches and Athletes!

## New Incentives and Highlights for 2011

### New for Scouts in 2011

**\$600 Club** - If you sell \$600 of popcorn you will earn a Zyclone and admission to the Clemson Club or the Carolina Club.

**The Clemson Club** – gain admission to the Clemson Sports Clinic where you will meet student athletes, and get to play sports with them! You will get to tour behind the scenes, and you will get to go to a game! You will also get a limited edition, 1-of-a-kind Clemson/Boy Scout hat that you can get autographed by student athletes at Clemson.

**-Or-**

**The Carolina Club** – gain admission to the USC Sports Clinic where you will meet student athletes, and get to play sports with them! You will get to tour behind the scenes and you will get to go to a game! You will get a limited edition, 1-of-a-kind Carolina/Boy Scout hat that you can get autographed by student athletes at USC.

**\$800 Club** - If you sell \$800 of popcorn you will get 2 tickets to a Greenville Road Warriors Hockey game! Plus all the things you get from the \$600 level!

**\$1,000 Club** - If you sell \$1,000 of popcorn you will be entered into a drawing for a trip for 4 to Walt Disney World in Orlando Florida! You will stay at the Buena Vista Palace Hotel and get \$200 towards travel expenses! You will also earn a t-shirt with your name on it along with all the other \$1,000 club members! Plus, all the prizes from the \$800 and \$600 clubs!

**\$1,500 Club** - If you sale \$1,500 of popcorn you will earn an extra \$50 gift card to Wal-Mart or Amazon.com. Plus, the prizes from the \$1,000, \$800 and \$600 clubs!

**\$2,500 Club** - If you sell \$2,500 of popcorn you will earn a free week at Camp (Camp Old Indian, or Day Camp). You will also earn 6% of your sales will be invested into a college scholarship. Plus all the things that come from the \$1,500, \$1,000, \$800 and \$600 Clubs!

### New for Unit's in 2011

**\$10,000 Club** - If your unit places any single order for \$10,000 or more in popcorn, you will get free popcorn delivery to the place of your choice.

**\$50,000 Club** - If your unit sales \$50,000 in popcorn, you will earn an extra \$5,000 in added commission. Plus, free delivery to the place of your choice.

Place your unit's popcorn order **online!**

### What's Returning for 2011

We will have weekly prize drawings for those boys who have filled up their sheets → Starting August 26 we will draw 1 filled up form per week to win a prize. We will have 10 weekly drawings ending on Friday October 28.



## 2011 Popcorn Calendar

May 11	Spring Training and Cookout at Greenville Council Service Center
July 15	Deadline for all Unit Popcorn Chairs to be recruited
June-July	Popcorn promotions at Day Camp and Camp Old Indian
August 5	Deadline for Kickoff invitation letter to be mailed to all District Leaders – Promoting unit family attendance to Council Popcorn Kickoff Deadline
August 5	Deadline for 100% attendance numbers for each Council supported Regional Kickoff. Deadline for all Unit Commitment Forms to be in office. Deadline for 100% Unit Leadership/Popcorn Leadership email addresses for Popcorn email group
August 15	Begin Popcorn Promotions at School nights
Prior to any of 5 regional Popcorn Kickoffs	Deadline for Unit Commitment form to be returned to the District Popcorn Kernel
August 15	Sale Begins
August (6:30 kickoffs)	Attend 1 of the 5 Popcorn training/kickoff meetings to obtain highest commission <ul style="list-style-type: none"><li>Monday, August 15 @ 6:30pm – Blue Ridge Council Service Center (1 Park Plaza, Greenville 29607)</li><li>Thursday, August 18 @ 6:30pm – Clinton 1<sup>st</sup> Presbyterian Church (410 E Carolina St. Clinton 29325)</li><li>Thursday, August 18 @ 6:30pm – Anderson Church of Latter Day Saints (412 Harden Rd. Anderson 29621)</li><li>Monday, August 22 @ 6:30pm – Main St. United Methodist Church (211 Main St. Greenwood 29646)</li><li>Monday, August 22 @ 6:30pm – Clemson United Methodist Church (300 Frontage Rd. Clemson 29633)</li></ul>
August 24	Show&Sell/Show&Deliver orders due to the Blue Ridge Council from participating units
August 26	Weekly Fill-it-Up drawings begin
September 2	Show&Sell/Show&Deliver orders to Trails End (Blue Ridge Council)
September 10	Show&Sell units pick up popcorn
September 10	Deadline for ALL districts to have 100% of popcorn supplies to selling units
October 28	Deadline to Pay Amount due to Blue Ridge Council for Show&Sell Popcorn orders
November 4	Popcorn Orders due to Council by 12:00 Noon

1. Popcorn order (submitted online)
2. Prize order (submitted online)
3. \$600, \$800, \$1000 Clubs Prize form
4. Copies of Take-Order forms for \$600, \$800, \$1000 winners
5. \$1,000 T-shirt order forms
6. \$2,500 Scholarship Forms

November 16-18 Deliver Date/Sorting begins (early pick-up available by appointment)

November 19 Units pick up popcorn & distribute to Scouts

- **Foothills, Learning for Life, Pickens, Reedy Falls, Reedy River & Southbounder**  
Smith Dray Line & Storage Company  
320 Frontage Rd, Greenville, SC 29611 (*I-85 & I-185 Junction*)  
**8:00 AM – 11:00AM**
- **Six & Twenty District**  
Commerce Warehouse, 5301 Old Pearman Dairy Rd. Anderson, SC 29625  
**8:00 AM – 11:00 AM**
- **Long Cane District**  
Stockman Oil Company, 1138 Reynolds Ave, Greenwood, SC 29649 (*warehouse after the first left just past the underpass*)  
**8:00 AM – 11:00 AM**
- **Oconee District**  
Ingles Supermarket, Highway 123, Seneca, SC  
**8:00 AM – 11:00 AM**
- **Saluda River District**  
Cousin's Agri-Center, 625 Nance Street, Newberry, SC 29108 (*from I-26 East, take exit 72 toward SC-121/Newberry. Turn right onto SC-121, stay straight, go onto US-76/College Street, turn right onto SC-34 BR/Main Street, turn left onto SC-34 BR/Caldwell Street, turn right onto SC-34 BR/Boundary Street, turn left onto SC-34 BR/Nance Street. Arrive at Cousin's Agri-Center 625 Nance Street*)  
**9:00 AM – 11:00 AM**

**What to Bring:**

- **Vehicles that will accommodate the amount of popcorn you will need to transport.**
- **Straps or bungee cords**
- **Patience**
- **Volunteers to help move the popcorn**

December 2

Last day to settle Popcorn accounts with Council and receive planned commission rate

- December 9, 2011 – Unit Commission Reduced by a total of 2%
- December 16, 2011 – Unit Commission Reduced by a total of 6%
- December 30, 2011 – Unit Commission Reduced by a total of 10%

## 2011 Unit Popcorn Kernel Job Description

1. **Follow** 2011 Popcorn Calendar
2. **Attend** 1 of the 5 regional popcorn training/kickoff meetings in August
3. **Work** with leaders and parents to develop a Unit Sales Goal and individual Scout goals
4. **Decide** when orders, money and prize forms will be due to you.
  - a. Orders due to Council by Friday November 4.
  - b. Collect the money as you sell
5. **Prepare** handouts for Unit Kickoff
  - a. Timeline showing sale dates, date orders due, time and place for pickup
  - b. Unit goal and per boy sales goals
  - c. Unit Master Record Forms to record Scouts sales for den/patrol totals
  - d. Unit prize summary worksheet form to record Scout prizes
  - e. Popcorn order form and prize flyer
6. **Hold** Popcorn Kickoff within first 2 weeks of September
  - a. Meeting should be given proper time to do correctly. Give it more than 5 minutes at the end of a Pack/Troop meeting
  - b. Demonstrate sales techniques, money collections and safety
  - c. GET THEM EXCITED!!!
7. **Collect** and **total** orders from Scouts at end of sale. Fill out header information and all left-hand side of Unit Order and Settlement form
8. **Place** order online using Trails-end.com popcorn system order page by noon November 4, 2011
  - a. Fax, Email or hand in ALL prize forms to Council by noon November 4, 2011
9. **Pick up** Popcorn at your designated site – Locations listed on Calendar are set, but should they change you will be notified. You will be expected to verify counts and sign the Unit Packing slip for acknowledging receipt.
  - a. Pick up between 8 – 11 AM Saturday, November 19
  - b. Early pick up available by appointment only
  - c. Volunteers to help move popcorn are requested
  - d. Bring enough vehicles to move the popcorn
  - e. Bring enough people to help you move the popcorn
10. **Distribute** popcorn and money envelopes to Scouts (money envelopes only necessary if you do not collect money as you sell. Try to collect money as you sell.)
11. **Remind** Scouts of money due dates.
  - a. Have checks made payable to the Unit
12. **Collect** and **tally** money by Unit due date
13. **Issue one check** payable to Council for “Total Amount Due Council” by December 2.

## 2011 Unit Step-by-Step Checklist

1. Turn in Commitment Form along with Unit Kernel Name by **July 15** (should not be Cubmaster, Scoutmaster or Crew Advisor if possible)
2. **Attend** 1 of the 5 regional popcorn training/kickoff meetings (listed on the calendar and commitment form)
3. During July and August, **call leaders and parents** to remind them of the time and location of your unit Popcorn kickoff.
  - a. With the help of your District Popcorn Chairman, set a date, plan and hold your Unit's Popcorn kickoff. Pass out flyers for 2011 incentives.
  - b. **PROMOTE! PROMOTE! PROMOTE!** prizes and the benefits of selling
  - c. Involve your Scouts and Scout Parents in the goal setting process
  - d. Be sure to set aside a significant amount of time for your kickoff (not just 5 minutes at the end of a Pack/Troop meeting)
4. **Make sure** your Scouts have all the materials and information they need to have a great sale!
  - a. Take order forms
  - b. Show&Sell dates/locations
  - c. Prizes and incentives
  - d. Date to turn in popcorn orders to the Unit Kernel
5. August – October: make calls and check in at Den meetings and Pack meetings to **check progress** of sale.
6. November 4 by noon – **Submit your popcorn order** online and email, fax or drop off all prize orders (including scholarship forms, t-shirt order forms and Clemson/Carolina Qualifiers form).
7. November 19 – **Pick up** your popcorn at your district delivery site. Be sure you have enough transportation and people to help with the pick-up.
  - a. You will have to verify the product count and sign the invoice acknowledging receipt
  - b. Volunteers who can stay for the entire morning would be appreciated
  - c. Early pick-up is available by appointment only (call your popcorn chair to set up)
  - d. Coordinate a location (separate from the District pick-up location) for your Unit to separate and distribute your popcorn to the Scouts
  - e. Make arrangements to collect money from parents (it's best if you can collect money as you sell)
8. December 2 – Turn in "Total Amount Due Council."
  - a. Write 1 check for the full amount made payable to Blue Ridge Council, BSA
  - b. If you are mailing your check, make sure it is mailed in time to be received by Dec. 2.
  - c. Commission rates will drop by 2% for each week that the money is late



## 2011 Unit Kickoff Agenda (sample)

1. **Present** your Unit's "Ideal Year of Scouting."
  - a. List and describe all the activities that you have planned for the year, 1 year of registration, *Boys Life* subscriptions, camps, monthly activities etc.
  - b. Talk about the cost to families if they had to pay outright.
  - c. Explain that selling Popcorn gives each Scout the chance to pay for his entire year of Scouting and all the great things mentioned with little or no extra funding from his parents.
2. **Describe** the program, products and prize program
  - a. Why we sell
    - i. Fund your ideal year of Scouting, buy uniforms, advancements, camping equipment, pay for camp etc.
    - ii. Build leadership skills, support Scouts own program while working towards advancements
    - iii. Improve camping facilities like Camp Old Indian and the overall Scouting program
  - b. Explain the prize program
    - i. Patches
    - ii. Gift Cards
    - iii. Zyclone
    - iv. College Scholarship
    - v. Clemson/Carolina Day
3. **Discuss** time table and handouts with dates, contacts, delivery pickup location, etc.
4. **Set** the per boy sales goal.
  - a. Discuss reasons for goals – pay for all the fun activities
  - b. Announce the per boy goal of # of containers and \$ \_\_\_\_\_
  - c. Recognition boys will receive for meeting goal
5. **Talk** about any changes from 2010 sale to 2011 sale
6. **Distribute** and **discuss** order forms and prize brochures
  - a. Role-play sales presentations with Scouts. Remember - you are selling the program of Scouting, not just popcorn
  - b. Instruct Scouts to wear uniform
  - c. Discuss possible customer questions and answers
7. **Go over** delivery and money collection process
  - a. Don't leave popcorn until customer pays for it
  - b. Say thank you for their order
  - c. Make checks payable to the Unit
  - d. Count aloud while making change
8. **Discuss** safety procedures
9. **Emphasize** the importance of all orders, large and small – every Scout should do his best to earn the money for his Ideal Year of Scouting
10. **Generate** Enthusiasm – do a cheer, sing a song, have a skit, etc.
11. **Serve** Popcorn

## Unit Kick-off Idea's

- 1. Rewards!!!** Take a pie in the leaders face. This is the #1 sale booster across the nation! (Some groups let the boys pick which adult they get to hit as long as the parents and leaders are all willing to fulfill this agreement. Many groups have drastically increased sales by adding this simple reward for the boys.)
- 2. Talk** about popcorn at every meeting. **Be excited** and get the boys excited every week
- 3. Add** your own prizes
- 4. Create** skits, contests and games about Popcorn
- 5. Have incentives** for Parents who sell popcorn to co-workers and friends
- 6. Remind** parents **1 and 2 weeks before money and orders are due to the Unit**

## 2011 Pricing & Commission

Standard Unit Commission for 2011 is 30%. If you participate in the Commitment Form you can earn the 33% commission rate.

## 2011 Popcorn Forms & Pickup Sites

### Forms:

For electronic copies of all popcorn forms and this packet please visit [www.blueridgecouncil.org](http://www.blueridgecouncil.org).

\*\* The Unit Master Record – with formulas for excel will automatically figure the total popcorn order once the information for individual sellers is input.

### Show&Sell/Deliver Popcorn Pickup Location – Sept. 10, 2011

Young Office Supply Warehouse, 1280 Ridge Rd. Greenville, SC 29607

*(From I-85 take exit 48-A Mauldin Rd. toward Mauldin. Turn Right on Fair Forest Rd. (First Stop Light) go to Ridge Rd. and turn Right. Warehouse is second building on left.)*

8:00am – 11:00am (early pickup for this day is not available)

### Take Order Popcorn Pickup Locations – (early pickup available by appointment only)

#### **Saturday, November 19, 2011 - 8:00am – 11:00am**

**Districts: Foothills | Reedy Falls | Reedy River | Pickens | Southbounder** - Smith Dray Line & Storage Company, 320 Frontage Rd. Greenville, SC 29611

**6&20** - Commerce Warehouse, 5301 Old Pearman Dairy Rd, Anderson, SC 29625

**Long Cane** - Stockman Oil Company, 1138 Reynolds Ave, Greenwood, SC 29649

**Oconee** - Ingles Supermarket, Highway 123, Seneca, SC

**Saluda River** - Cousin's Agri-Center, 625 Nance St, Newberry, SC 29108



## 2011 Show & Sell Guidelines

1. **The Blue Ridge Council Staff Advisor and the District Executive must approve all units participating in Show & Sell. No units will be approved who did not pay their previous year balance on time**
  2. Units who participate in Show & Sell must also participate in Take-Order sales to be eligible
  3. Units must order in full cases only
  4. Units participating in Show & Sell must keep and pay for all popcorn ordered
  5. Scouts may earn prizes for Show & Sell – Add the sales to the Unit’s prize sheet for the Take Order sale turned in at the end of the sale
  6. All Show & Sell orders are due by August 24, 2011. Please plan to turn in your order at your Popcorn Kick-off
  7. Units will pick up their orders on Saturday, September 10
  8. The last day for units participating in Show & Sell to pay the amount due the Council is October 28, 2011
  9. Call your District Popcorn Kernel or District Executive if you have any questions
- 

**TO SIGN UP FOR SHOW AND SELL, YOU MUST TURN IN THIS FORM TO YOUR DISTRICT EXECUTIVE FOR APPROVAL AND FOLLOW THESE GUIDELINES!**

Unit and Number \_\_\_\_\_ Date Submitted \_\_\_\_\_

Top Unit Leader \_\_\_\_\_

Popcorn Chair \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Phone \_\_\_\_\_

I agree to the Show and Sell guidelines and hereby sign up for this year’s Popcorn Sale.

Unit Leader Signature \_\_\_\_\_

DE Approval Signature \_\_\_\_\_

**\*Units Should Secure Your Own Location for Show and Sell**

- **Locations can include: Bi-Lo, Publix, Ingles, Wal-Mart, Sams, Shoe Stores, Department Stores, Pet Smart, etc. Ace, Ice cream shops, Bloom, Food Lion, Bowling alleys**
- **The higher the traffic area, usually the better.**
- **Call or visit your target location and secure the date with the Manager, Some stores have gone to a lottery system. Please do not be upset if another group wants the same spot at the same time....REMEMBER TO BE SCOUTLIKE!**



## 2011 Online Sales

### **For Scouts, Parents and Leaders**

1. Watch a video tutorial on how to sell popcorn online. You can find a link at [www.blueridgecouncil.org/brcic/Popcorn.aspx](http://www.blueridgecouncil.org/brcic/Popcorn.aspx) or at <http://www.trails-end.com/trailsend/scouts/>
2. Create an account
3. Choose an avatar
4. Choose an email template
5. Enter email addresses of everybody you know
6. Send email to everybody you know
7. All online sales go toward Scout Rewards

### **For Customers**

1. Log on at [www.trails-end.com](http://www.trails-end.com) (preferably by clicking the link in the email you received from the Scout you wish to support)
2. *Only if you do not log in from a specific Scouts email you will need the Scout ID number to support a specific Scout. Scouts need to create an account at Trails-End.com to receive an ID number. You can support a local Council instead if you wish.*
3. Browse products using links near top of page
4. Add products you wish to buy to your shopping cart
5. When you are finished shopping, click the checkout button
6. Fill in all of the necessary information (create an account, or sign in if you are a returning customer) and pay with a credit card
7. Your popcorn will be delivered directly to you

### **For Leaders**

1. Log in at [www.trails-end.com/trailsend/leaders/](http://www.trails-end.com/trailsend/leaders/)
2. Log in (returning users) or create a new account
3. Validation Code is: popcorn
4. Track your Unit's and Scouts online sales
5. You will receive the same commission from online sales as Show & Sell and Take-Order Sales

# POWERED BY POPCORN



## 2011 Popcorn Commitment Form



By committing to complete the following tasks you will earn **33%** commission on **ALL** unit popcorn sales.  
**(Standard commission rates for 2011 is 30% without commitment form or 33% with commitment form)**

To be eligible for the higher commission rates the following 8 criteria must be met:

- Attend 1** of the 5 Popcorn Training / Kickoff Meetings:
  - Greenville -Monday, August 15 @ 6:30pm – Blue Ridge Council Service Center (1 Park Plaza, Greenville 29607)**
  - Clinton -Thursday, August 18 @ 6:30pm – Broad Street United Methodist Church (310 North Broad Street, Clinton, 29325)**
  - Anderson -Thursday, August 18 @ 6:30pm – Anderson Church of Latter Day Saints (412 Harden Rd. Anderson 29621)**
  - Greenwood -Monday, August 22 @ 6:30pm – Main St. United Methodist Church (211 Main St. Greenwood 29646)**
  - Clemson -Monday, August 22 @ 6:30pm – Clemson United Methodist Church (300 Frontage Rd. Clemson 29633)**
- Conduct** a Unit Popcorn Kickoff Meeting
- Submit** your unit goal when signing up for the Popcorn Sale.
- Participate** in the Popcorn weekly drawings by faxing in your boys FILLED FORM to 233-2424 or dropping it by the reception desk at the Scout Service center. Drawing at 12 noon each Friday. 8/26-10/28
- Have 100% participation from your Scouts**
- Submit** your Popcorn Order and Prize Order to the **Blue Ridge Council by 12:00 noon on Friday, November 4.**
- Pick up** your popcorn order at your assigned district distribution site on **Saturday, November 19, 2011. (early pick-up available by appointment)**
- Submit payment** “due council” **no later than Friday, December 2, 2011.**

I fully understand and agree to comply with all of the conditions outlined above in order to receive the higher commission of 33%. Otherwise, my unit commission for 2011 will be 30%.

_____	_____	_____
Popcorn Chair (Print Name)	Position	Date
_____	_____	_____
Signature	Pack/Troop/Crew/Post#	District
	(Circle One)	

**Return signed form by fax 864-233-2424, to the District Popcorn Chair, or by mailing it to: Blue Ridge Council, Boy Scouts of America 1 Park Plaza Greenville, SC 29607**

**2011 Unit Commitment Form**  
**Blue Ridge Council, BSA**



\_\_\_\_ **Yes!** Our unit is committed to an outstanding 2011 Popcorn Sale.

Unit Type and Number: Pack# \_\_\_\_ Troop# \_\_\_\_ Crew# \_\_\_\_ Post# \_\_\_\_ Group# \_\_\_\_

Unit Leader \_\_\_\_\_

**2011 UNIT GOAL \$** \_\_\_\_\_ **District** \_\_\_\_\_

**DATE/LOCATION OF UNIT KICKOFF:** \_\_\_\_\_

Popcorn Chair Name \_\_\_\_\_

Popcorn Chair Mailing Address \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Best Phone # to reach you \_\_\_\_\_

Number of active youth expected in fall \_\_\_\_\_

**Popcorn Chair Signature** \_\_\_\_\_

Date submitted \_\_\_\_\_

**Return signed form through fax 864-233-2424, to your District Popcorn Chair, or by mailing it to: Blue Ridge Council, Boy Scouts of America 1 Park Plaza Greenville, SC 29607**

