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Popcorn Sales Pack 214

Fall 2018



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Why Fundraise?

- Fundraising is how we make our pack “go” and teaches the boys that we earn our own way
- Each scout is asked to sell \$400 of popcorn - excluding Lions

Dues Support	Fundraising Supports
National BSA	Pack Camping Equipment
Boy's Life Magazine	Off-Set Pack Camping Cost
Advancement	Super Trip Cost
Den and Pack Supplies	Pinewood Derby Race
Pinewood Derby Car	

Commission Earned

Show & Sells/Door-to-Door = **33%**

Online Sales = **50%**

Skills That Are Learned!

Goal Setting

- The incentive your scout chooses determines his goal number
- Make sure that it is something that he picks out by himself - your scout might not make his goal, but he will work hard trying to

Persuasion

- Each scout selling popcorn is encouraged to say, “Would you like to support Scouting by buying some popcorn?”
- He’s selling support of a great organization—not just some popcorn

Handling Rejection

- The scouts are going to be turned down and ignored
- They will get a lot of practice handling rejection and they learn that getting upset doesn’t change anything

Perseverance

- If you don’t sell at this house, you just go on to the next house
- If that person leaving the store doesn’t stop and buy, you just ask the next person

Math

- Adding up the order totals, subtracting to make change, and calculating how much more to make their goal

Ways to Sell!

- **SHOW & SELL** – store front sales with Pack (Product in hand)
- **SHOW & DELIVER** – door to door sales (Product in hand)
- **TAKE ORDER** – “door to door” sale (Product delivered – Mid Dec ‘18)
- **ONLINE SALE** – Trails-End website sales (Sell to all of your relatives, regardless of location)

2018 Products

Skip the delivery, sell online.
 No money to handle
 Products ship directly to customers
 Earn Amazon.com rewards
 Receive 5% for every dollar sold, over \$300.*

\$300 = \$15
 \$1,000 = \$50

*Amazon.com Gift Card, redeemed through your Scout account.

www.trails-end.com
 My Scout Code:

WIN A TRIP TO DISNEY®!

Register an account with Trail's End and record one online sale for your chance to win a trip for two to *Walt Disney World®* Resort.

For more information on how you could be one of the lucky winners, visit www.trails-end.com/win. See site for details and Official Rules.

LEARN HOW TO SELL LIKE A CHAMPION
www.trails-end.com/scout-training

POPCORN HELPS SCOUTS PAY FOR COLLEGE! LEARN MORE AT www.TRAILS-END.COM/SCHOLARSHIP

\$60 **CHOCOLATE LOVER'S COLLECTION**

Over **\$35.00** to local Scouting

- Milk Chocolatey Pretzels 17 oz.
- White Chocolatey Pretzels 17 oz.
- Pecan Clusters 7 oz.
- Chocolatey Caramel Crunch™ 15 oz.

Given in a gift tin.

\$35 **CHEESE LOVER'S COLLECTION**

Over **\$22.00** to local Scouting

- White Cheddar Cheese Corn 5 oz.
- Yellow Cheddar Cheese Corn 5 oz.
- Jalapeño Cheddar Cheese 5 oz.

Given in a gift tin.

POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

\$50 Gold Donation
\$30 Silver Donation

\$25 20 oz. **SALTED CARAMEL POPCORN** with Sea Salt

Over **\$18.00** to local Scouting

A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

\$25 18 oz. **CHOCOLATEY CARAMEL CRUNCH™**

Over **\$18.00** to local Scouting

Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

\$20 18 oz. **PREMIUM CARAMEL CORN** with Almonds, Cashews & Pecans

Over **\$14.00** to local Scouting

The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.

\$25 18-Pack Microwave **KETTLE CORN** MICROWAVE

Over **\$18.00** to local Scouting

Deliciously sweet and salty popcorn that melts in your mouth.

\$20 18-Pack Microwave **UNBELIEVABLE BUTTER™** MICROWAVE

Over **\$14.00** to local Scouting

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

\$15 5.25 oz. **WHITE CHEDDAR CHEESE CORN**

Over **\$11.00** to local Scouting

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

\$10 11 oz. **CLASSIC CARAMEL CORN**

Over **\$7.00** to local Scouting

A traditional favorite full of rich caramel flavor.

STAY ON TRACK FOR COLLEGE

Sell **\$2,500** of qualifying Trail's End products in any calendar year and have **6%** of your total sales count towards your own Trail's End Scholarship.

Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Online sales count!

Visit Sell.Trails-End.com for full details.

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. All Trail's End® products are Kosher Dairy. Please verify the symbol on each package to verify the validating kosher organization.
 *Across the entire Trail's End® product line, an average of 73% goes to local Scouting. ©2018 Trail's End®. All rights reserved.

Show and Sell

- 14 locations/dates. Each location/date with multiple time slots
- Time Slots are scheduled for 2 boys in each 2 hour time slot
- Sign-up Genius will be used to coordinate sell & show locations and times

Locations:

Starbucks – Sycamore Commons

Harris Teeter – Plantation Market & Weddington Corners

Lowes – Sycamore Commons

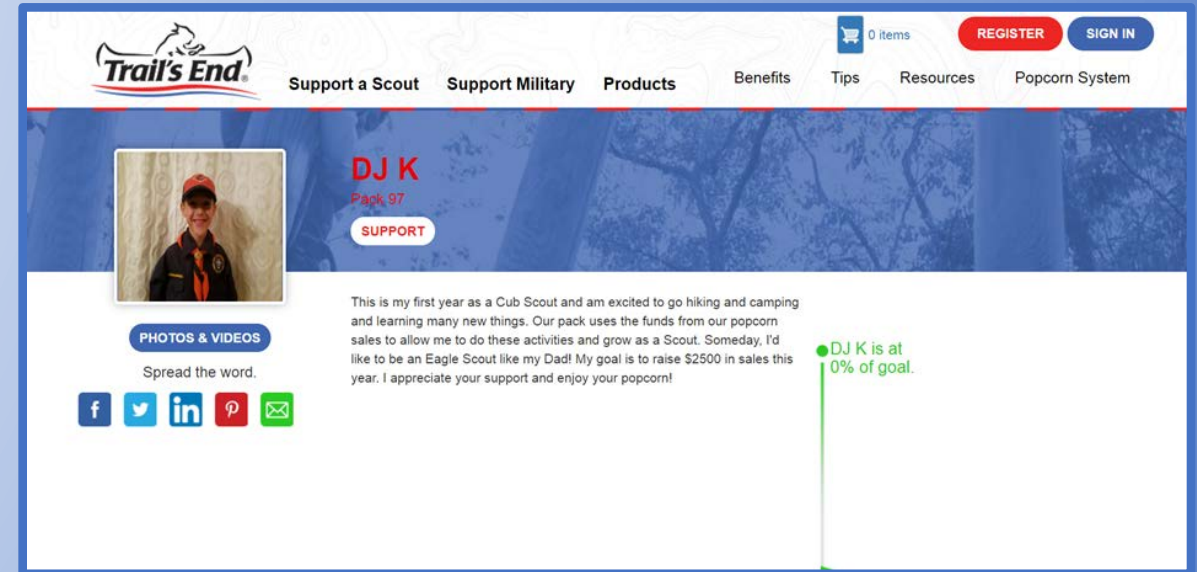
- All sales for the date will be split across all participating scouts
- Scouts must sign up for their own time slot to participate

Military Sales

- Sent to VA Hospitals, National Guard units, and military bases across the country

Trails-End Online Sales

- Reach friends and family who live far away
- Order ship directly to customer
- Select products available online along with online exclusive products



The screenshot shows a web page for Trail's End. At the top, there is a navigation bar with the Trail's End logo, a shopping cart icon showing 0 items, and buttons for REGISTER and SIGN IN. Below the navigation bar are links for Support a Scout, Support Military, Products, Benefits, Tips, Resources, and Popcorn System. The main content area features a profile for DJ K, Pack 97. It includes a photo of DJ K, a bio stating it's his first year as a Cub Scout and his goal is to raise \$2500, and a progress bar showing 0% of goal. There are also social media sharing icons for Facebook, Twitter, LinkedIn, Pinterest, and Email.

- Add photos and a short bio for your scout
- Email to friends and family out of state
- Post to Facebook and other social media accounts

Key Dates

- September 28th – Initial product distribution to the Pack
- September 29th – Show & Sell's Start!!!!!!!
- October 20th – Mystery House Contest Begins
- November 6th – All outstanding product returned to Pack
 - Any money collected is due
- November 9th – **Final Orders and Prize request due to Popcorn Committee!!!!!!** – These can be scanned and emailed (if needed)
- December 2nd – Final orders available for pickup (Location TBD)
- December 14th – **All outstanding money owed is due to the Popcorn Committee!!!!**



Parent Involvement



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- Popcorn Kick-off Volunteer – Assisting with pick-up (28th) and sorting of popcorn on September 29th
- Show & Sell Runner(s) – Assists in Show & Sell weekends delivering and collecting before and after the sales at each location



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Incentives - Individual



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- Trails-End Prizes – Prizes based on sales totals
- \$1,000 Club - \$40 Amazon gift card and goes up from there. Up to \$10,000 in sales = \$1,000 Amazon gift card!
- Big Spin Club (\$1,500) - Celebration party with additional prizes

Incentives - Den

- 100% Den Participation – Pie in the face of the Den Leader
- Top Selling Den – Pizza Party in a January Den meeting



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Incentives - Pack

- Online Sales Challenge (50 States) – Silly String the leaders - Cub Master, Assistant Cub Masters, and all committee members
- Goal Challenge (\$20,000) – Pie in the face of the Cub Master & Popcorn chair (Mr. Griggs and Mr. Thompson)

Mystery House

Starts October 20th!!!



- To win, you must be the first scout to knock on the door of the Mystery House
- The scout will receive a certificate for ice cream cake from Baskin Robbins to be shared with the pack. The cake serves about 50 people!
- Clues to the Mystery House are posted on the council's website by District. We are the **Etowah District**
- A sign will be in the yard of the mystery house for identification

College Scholarship Program

- Scouts who sell at least \$2,500 will earn 6% of their total sales invested in their own college scholarship account
- Once enrolled, 6% of their sales each year will be added to their account - \$2,500 minimum only needs to be reached one time
- Bonus – the TOP 5 scouts in each region will receive an additional 6% credited to their account



Questions?

Popcorn Co-Chairs for 2018

George Thompson – (404) 388-1495
slowyourroll4@gmail.com

Adam Macielinski
adam@macielinski.net

Brad Fauler