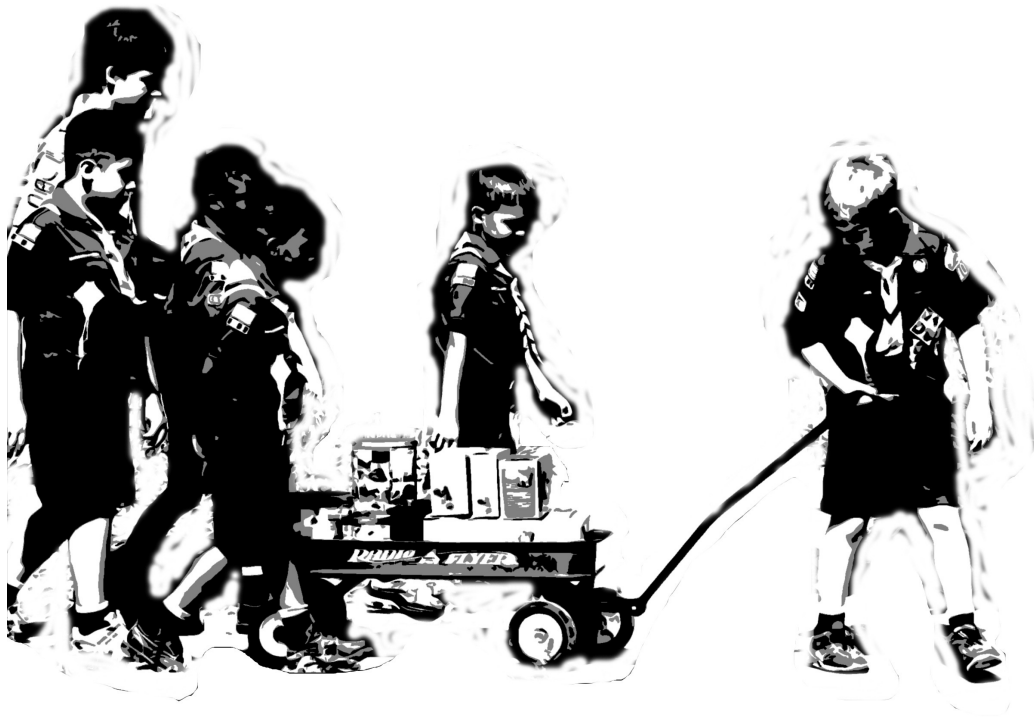


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**BADEN-POWELL COUNCIL, BOY SCOUTS OF AMERICA**



Spring 2012

Dear Unit Leader,

On behalf of the over 4,750 youth in the Baden-Powell Council, thank you for taking the time to participate in our 2012 Popcorn Sale.

In 2011 we not only raised over \$145,000 to help support our local units, but we also raised over \$145,000 to help provide the many services the Baden-Powell Council delivers. When you send a boy to camp, climb on the climbing tower, or visit the Scout Office and Training Center in Chenango Forks, you can take pride in these services, thanks to your participation in our annual sale.

In 2012 we have introduced several exciting components, including offering Trails End Products. Please take the time to read through the enclosed material and sign your unit up to participate by returning the commitment card on the last page.

Thank you in advance for helping us work to achieve a record-breaking sale in 2012.

## Program Highlights for 2012

- Opportunity to place your order in singles instead of full cases
- Base Commission for all units of 30%
- Expanded prize program, and bonus prize programs. Scouts can now qualify for the \$600 Club and other great prizes from Trail's End
- Ordering system for Popcorn and Prizes is more user friendly.

## Take Order Campaign

During the Take Order Campaign, Scouts go door-to-door with order forms, and then return in May to collect money and deliver the product.

The Take Order Campaign can begin as early as your unit wishes to begin and runs through April 18th. Your campaign chairman totals the orders and places the order of popcorn and magazine vouchers on-line by April 20th. The products will be ready for pickup May 5th.

## 2012 Commissions

Base Commission for Units	30%
Attend Spring Popcorn Kickoff	+2%

If you attend our Popcorn Kickoff and Training on February 29th at 6:30 at the Council Service Center your unit will be eligible for an extra 2% sales commission on your spring popcorn sale. At the kick off you will find out about Trail's Ends online system, online ordering for scouts, best sales practices, samples of product, and this years prize programs.

## 2012 Spring Popcorn Product Line Up

<u>Item</u>	<u>Retail</u>
2.5 lb Popping	\$10
11 oz Carmel Corn	\$10
18 Pack Unbelievable Butter Light	\$18
18 Pack Unbelievable Butter	\$18
Butter Toffee Light	\$20
Carmel Corn w/ Nuts	\$20
18 Pack Kettle Corn	\$22
\$30 Military Donation	\$30
Cheese Lovers	\$30
\$50 Military Donation	\$50

## Unit Tips for a Successful Sale

- Set a unit budget and establish a unit goal.
- Pick a kernel (Unit Popcorn and Seed Chairman).
- Educate parents on the direct benefits to them. – i.e. Johnny sells X amount and gets to go to camp. Explain why this is such an important fundraiser, state goal, uses, explain High Achiever's Program, Bonus Awards Program, Achievements that can be earned, etc.
- Have a big unit kickoff for the youth to get all materials and GET EVERYBODY EXCITED! All youth should receive the Order Form. Set per Scout sales goals.
- Have a unit "Blitz Day" where every youth in the unit goes out selling and whomever sells the most that day gets a prize.
- Establish an additional unit prize program in addition to the council prize program.
- Have a prize for the youth that has the highest sales each week.

## Ordering Tips and Tricks

- All Popcorn orders are placed by the Container, not the Case. This means that if a product has 8 containers to a case and you need all 8 that you need to put the number 8 in the order line, not the number 1 – if you put a 1 you will get 1 container, not 1 case of 8 containers.
- Once an order is submitted by a unit, they cannot make changes or additions to it. If a unit has a change that needs to be made they must contact Bob Clark at (607) 648-7888 ASAP. Units should not place a 2<sup>nd</sup> order to fix the problem.
- If a unit has difficulty accessing one of the web sites it is likely because their computer has a firewall. In most cases this can be remedied by disabling the firewall or otherwise telling the computer that the website is okay to visit. Many business computers have firewalls that prevent access to sites so it is recommended that this process be done using a home computer.

## 2012 Key Popcorn Sale Dates

February 29th	Popcorn Training– Council Service Center, 6:30 pm Sales Packets available & at March Roundtables
March 1st	Sale Begins
April 18st	Sale Ends
April 18st	Unit Popcorn Orders Entered Online <i>www.trails-end.com</i>
April 20st	Prize Orders Entered Online
May 5th	Popcorn Pickup Day <b>(All pickups will be at Cooperative Feed in Chenango Bridge. Please call the Council Service Center to sched- ule a pickup time)</b>
May 18th	All Money Due
May 31st	10% penalty charged to units with outstanding balances

# The Responsibilities of the Unit Popcorn Chairman

1. Attend council popcorn training session. Pick up forms and information.
2. Work with committee to develop a unit sales goal. Divide that goal into a "per boy" goal.
3. Develop a unit incentive plan for your Scouts or choose to use the Council prize program.
4. Decide when Take Order, money and prize forms will be due to you.
5. Prepare handouts for unit kickoff meeting for both leaders and Scouts. Handouts include:
  - Timeline showing sale dates, date orders due, time and place for pickup
  - Unit goal and per boy sales goal
  - 1 order form / prize flyer per boy
6. Hold unit kickoff meeting near date product sale begins. Discuss sales techniques, money collection, safety suggestions, unit recognitions and per boy goals.
7. Collect and total orders from den/patrol leaders on designated unit order due date.
8. Submit Popcorn sale order on-line to the Council by April 18th.
9. Pick up product sale at the designated site on the pickup day. Make sure to bring enough vehicles large enough to accommodate your order (see vehicle load list). You will be expected to verify counts and sign the Unit Packing Slip form acknowledging receipt.
10. Scouts distribute product to customers.
11. Remind Scouts of money due dates. **Make sure checks are payable to the unit itself.**
12. Collect and tally money by unit money due date, and submit 1 check payable to the Baden-Powell Council to the Scout Service Center in Chenango Forks.

## 2012 Prize Incentive Program

This year all prizes will be done through Trails End Popcorn and all prize orders will be submitted when you place your unit's popcorn order. For a full list of prizes please see your order form.

### 2012 Bonus Prizes

#### **600 Club**

Any scout who sells \$600 worth of popcorn will be receive the following rewards:

\$600 Club Patch  
Ticket To Binghamton Mets Game  
Zyclone  
Chance to win a \$50.00 Discount for Camp

#### **Council Top Seller**

The top selling scout in the council will have the chance to throw First Pitch at the Binghamton Mets Game.

#### **1500 Club**

Any Scout who sells \$1500 worth of popcorn will be eligible for a \$75.00 gift card to Wal-Mart.

#### **Scholarship Program**

Any Scout who sells \$2500 worth of popcorn will be eligible for a cash scholarship equal to 6% of their total sales.

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#### **SIGN UP HERE!**

#### **UNIT COMMITMENT CARD**

"Yes we will participate in the Trails End Popcorn Sale."

#### **We wish to participate in the Spring Popcorn Sales**

Date \_\_\_\_\_ No. of Active Scouts \_\_\_\_\_

District \_\_\_\_\_

Unit Type and # \_\_\_\_\_

Unit Popcorn Chairperson \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Please send to Baden-Powell Council, 2150 NYS Rte 12, Binghamton, NY 13905  
If any questions please contact your District Executive or The Scout Office: (607) 648-7888