

Popcorn 2018

The Official Tidewater Council Guide

- Products and Order Forms Available by August 1
- FREE case for \$160 instant profit
- Wrap up the sale by December 1



More Options . . .

Cool Prizes . . .

Fund the year with popcorn!

Make a Difference

Support Military Donations

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June 7, 2018

Dear Scouts and Scouters:

Welcome to the 2018 popcorn sale!

The sale of popcorn and related products is integral to the success of the Council by benefiting each unit that participates. Every dollar earned by units and the Council benefits everyone in Scouting, and every family who wants to join.

By popular demand, the big new product this year is popping corn. As an additional incentive, commissions have been raised to 40%, and each unit will receive a free case of \$20.00 product, which provides an immediate \$160.00 in profit to the unit.

To maximize success:

- Read this book, there are some major changes;
- Become familiar with all of the products;
- Start selling early; and
- Pay attention to key dates.

All unit commissions stay with the unit to fund unit programs and activities. The Districts have resources to assist units in maximizing sales and assisting units in achieving successful results.

We look forward to a successful sale and helping every Scout and unit achieve their goals!

Sincerely,

Sam Kroll, Council President



HIGHLIGHTS

Welcome to Popcorn 2018!

For the first time, Tidewater Council is offering popcorn products specifically listed on order forms, and additional products that are available for Show N Sale only. The additional products are limited to stock on hand and are not eligible for return. Restricting these Show N Sale products in this manner allows the council to offer units a higher profit margin.

Products	
Take Order	Show N Sell*
Chocolate Lovers	Sea Salt "Light"
Cheese Lovers	Cheese Popcorn
Classic Trio	Jalapeno Cheese Popcorn
Chocolate Covered Pretzels	Mud Puddles
Caramel with Sea Salt	White Ruby
Trail Mix	Peanut Butter Cup
Butter Microwave	
Kettle Microwave	
Yellow Popping Corn	
Classic Caramel Corn	

*Show N Sell Products Cannot be Returned

An initial order of Show N Sell products will come in with the late July start up order. Those products will be available ONLY when they are in stock, and will not have special orders placed to re-stock. Orders will be triggered by a need to restock the "Take Order" products.

Remember "A Scout is Friendly" and take what can be realistically sold in thirty days.

Popcorn Webpage Resources

The forms will no longer print on demand with the book. All forms designed to help unit popcorn kernels manage the sale are on the council website as downloadable fillable .pdf file.



Units Earn 40% Commission

Commission begins on the first dollar of direct sales and is available in the unit budget immediately. The process is designed to make popcorn sales very user-friendly.

Reminders for unit Popcorn Kernels –

- Internet sale (Aug 27 – Nov 26) at 30% commission with direct shipment to purchaser
- **All donations made at show and sell locations are considered Military Popcorn Donations with the unit retaining a 40% commission**
- Every unit signed up will start with one free case of a \$20.00 product for **\$160.00** in instant profit

The individual prize program is designed to supplement a unit incentive plan. Build a great sale by developing a unit incentive program; recognize Scouts early and often for their success.

INDIVIDUAL PRIZE PROGRAM		
LEVEL	SALES LEVEL	SELLER RECEIVES THE FOLLOWING PRIZES:
A.	\$50.00	Individual popcorn sales patch
B.	\$350.00 Ten Day Blitz	Stomp Rocket or other item of like value while supplies last
C.	\$750.00	FireTek Heli Rocket Copter
D.	\$1,250.00	Baseball Bat
E.	\$3,000.00	Pecatonica Popcorn Incentive – \$200 Best Buy Gift Card
F.	\$5,000.00	Pecatonica Popcorn Incentive – \$400 Best Buy Gift Card

This is a progressive prize chart except as noted. Once a level is achieved through item E, the Scout receives all the items listed prior. If you achieve level F, the Scout receives items A through D and F.

The council and Pecatonica Popcorn have the right to substitute like value prizes if items are unavailable.

BLITZ!

The Blitz sale is back for 2018!

What is a Blitz? The unit plans a popcorn sale kick-off, giving every family the program plan and budget for the next year as part of the kick-off. A goal is set for every Scout. With show and sell, wagon sales, personal visits with order forms – units guide the Scouts to a big start toward their goals. The campaign is limited to ten days for the Blitz.

Every Scout selling \$350.00 in the unit defined Blitz campaign is eligible

Units choosing to participate in a Blitz campaign will –

- Select the dates for the kick-off Blitz sale
- Set up show and sells, Scout team wagon sales . . . use the best methods for your unit
- File a close out report with total sales and prize selection for all participating Scouts at the end of ten days
- Blitz must be completed by September 30
- The report form is available on the council website’s “Popcorn Sale” page under the menu item “Support Us”

The Blitz is designed to give every unit an extra incentive to start the sale early, with strong results. By giving the members a little extra at the front end, the unit reaps the benefits throughout the sale.

A successful Scout can, by September 30, earn a popcorn sales patch, a blitz prize and be well on the way to more.

Note – the image is representative of the prize, and may be slightly different than the final product.

Unit Ten Day Blitz sales must be completed by September 30.



SPECIAL NOTES ON PRIZE PROGRAMS

1. Each unit should create an incentive program for their unit. Anything Tidewater Council and Pecatonica River Popcorn offers as prizes are meant to be in addition to any incentive a unit may offer. The council provides 40% commission level enabling units to build a great unit prize program. **It is strictly each unit's decision on how to use their proceeds.**
2. Prizes are based on Scout's individual sales; combining sales with anyone else is not permitted. This includes family members.
3. **Most prizes are available during the sale season.** The "Great Sales Person" gift cards are **only** available at the end of the sale. Pick up prizes during the sale and recognize your Scout's success as soon as possible.
4. After "Form 5 – Great Sales Person Prize Level Form" is submitted, Tidewater Council will secure the gift cards from Pecatonica River Popcorn prizes for distribution.

NOTE – While every effort is made to insure availability of prizes through the entire sale, if inventory is depleted the prize will be replaced by an item of equal or greater value.

CHECKPOINTS AND DEADLINES FOR A SUCCESSFUL SALE

May **Register the Unit for the 2018 Popcorn Sale.**

May-June **Attend District Budget and Popcorn Training Session.** The unit popcorn kernel, Show N Sell coordinator, committee chairman, and treasurer are the minimum recommended attendees at a district popcorn training session. This training session is a chance for veterans of past sales to share their tips, knowledge and recommendations for a successful sales year, as well as a venue for providing updated information in this brochure. Dates will be listed on the council website as locations are secured, as well as in the "EK". Notices will be emailed to unit popcorn kernels and Key 3.

June-July **Develop Unit Budget.** The unit committee establishes a budget based upon the programs for the upcoming Scouting year. Set a popcorn sales goal with the following calculation.

		SAMPLE CALCULATION
Your unit's total operating budget	\$ _____	\$10,000
Divide budget total by .4	_____	/ 0.4
Popcorn sales goal	\$ _____	\$25,000

Divide the sales goal by the number of registered Scouts to give every member a goal.

June **Send letters to potential Show N Sell locations.** Each unit should begin securing permission from local businesses to conduct sales at stores. Grocery stores, hardware stores, department stores, sporting goods stores and military exchanges have all granted permission to units to sell popcorn in the past. Ensure that your letter specifies the dates and times of your Show N Sell dates. ***The council coordinates WaWa locations on specific dates. Do not contact these stores directly.***

July **Distribute the unit budget and individual sales goal information to each Scouting family.** This is an excellent opportunity to advertise confirmed Show N Sell dates so families can plan accordingly. Share the unit and council incentive plan with every family.

Start Selling **There is no official start date.** A unit can start selling at any time. The order form may be printed from the website until printed forms arrive with popcorn the last week of July.

August **Kickoff Unit Popcorn Sales Program.** An enthusiastic popcorn kernel sets the stage for a successful sales year by hosting an equally enthusiastic kickoff. Take order forms are distributed and the unit prize program is explained. It is critical for new Scouts and their families to understand how the unit conducts its popcorn sale and the benefits of their participation.

August 1 **Pick-up popcorn from the Council Service Center.** Units may use this product for Show N Sell, pre-distribution to Scouts to do a neighborhood sale, distributing to Scouts to fill orders, or any combination of the three. All products must be paid for within 30 days of pick up from the service center.

Popcorn products that **are not on the order form, as well as the \$30.00 - \$50.00 items** cannot be returned.

The maximum amount of popcorn at retail value that can be checked out by any unit is \$15,000. Keeping the balance paid and current enables units to check out more products.

September All new recruits in the unit receive popcorn order forms as well as copies of the unit program, budget, and sales incentive program.

November 5 **All Show N Sales products reconciled.** If the unit has completed its sale, return leftover popcorn. If the unit sale is still in progress, send an inventory of unit stock to lboyce@bsamail.org and keep on selling. Include a date the unit will wrap up the sale.

To plan better for inventory, we are asking you once again to notify us in advance if you are planning on keeping inventory past November 5, by sending a copy of your inventory on hand to Linda Boyce. She will acknowledge the inventory and extend the time you can keep the inventory by agreement on a specific date.

Units may keep up to \$1,000 inventory without permission.

The council will not accept returns over \$1,000 from any unit that has not secured permission.

Our goal is to provide a RISK-FREE popcorn sale for all units.

December 1 **Final Order date.** Any product ordered on this date will be received at the service center by December 16. Payment for this last take order is due with the order.

December 1 **Deadline for popcorn payments.** All outstanding balances must be paid by this date.

December 1 **Submit final paperwork for prizes.** Reward top selling Scouts by getting their prizes to them in a timely manner.

December 14 **Approximate arrival date for the final order. Units will be notified through their popcorn kernel when the product is received.**

Throughout the sale – donations at Show 'N Sell locations are exclusively for Military Donation Program

PAYMENT FOR POPCORN

The council takes payment in the form of check, money order, or cash with a **single unit check being the preferred method. We cannot accept checks that are written to your unit from individuals.** Checks returned for insufficient funds will be charged the standard return fee as posted in the Council Scout Shop as of the date of the incident. Units are always encouraged to pay with checks or cash to prevent paying a 3% credit card payment convenience fee.

SPECIAL NOTE ON PRE-ORDERS

All pre-orders submitted after November 6 must be paid in full. Sales of those products are considered final.

Pre-orders must be picked up by December 21. Tidewater Council cannot distribute products after that date.

WHEN IS PAYMENT DUE?

Payment is always due 30 days from the date that popcorn is checked out from the service center. By staying on a 30-day schedule, units are better able to manage inventory and work toward the budgeted goal.

Final payment deadline for all orders is December 1, 2018.

REMEMBER, THE FOLLOWING PRODUCTS CANNOT BE RETURNED

- Chocolate Lovers 5 Way
- Cheese Lovers
- Classic Trio
- Show N Sell only products

These products, once checked out, are considered sold and cannot be returned.

POPCORN TERMS AND DEFINITIONS

COMMISSION

Commission is the amount of money that a unit earns from the sale. The standard commission rate is 40% or \$4.00 for every \$10 of popcorn sold. When a unit checks out popcorn, commission is subtracted from the total and the unit pays only for the remaining 60%. The unit keeps the commission earned and turns in the balance to the council service center.

PRIZES! Recognize your Scouts early and often!

As soon as a council prize is earned, it can be picked up at the council service center. Units are encouraged to develop an incentive program that is age and unit appropriate. Many of the successful units in the council are willing to share ideas and possibly even their brochures. It only takes a phone call!

SHOW N SELL

The unit secures popcorn in advance from the council service center and has popcorn to display and deliver when selling to prospective customers. This is good for door-to-door, parents' place of work and fixed locations like hardware stores, grocery stores, etc. Show N Sell is always based on in stock product.

TAKE ORDER

A take order form listing the products is provided to the customer and the customer indicates their preferences by completing the sheet. Some methods of take order sales include by phone, going door to door, or parents taking order sheets to work. Units consolidate the information from the take order forms and pick up the popcorn from the service center. Do not collect payment until products are delivered.

UNIT POPCORN COMMITTEE

The unit popcorn committee consists of a unit popcorn kernel, committee chairman, treasurer, prize chairman and, if assigned, a Show N Sell coordinator. **The unit popcorn committee members should be the only personnel performing popcorn transactions with the service center!** This policy helps ensure unit records match the council records.

Special Considerations for Popcorn Sale 2018

As with all things in this world, we must insure that all units participating in the popcorn sale follow the law of the land. Ours is called the **Scout Law** and simply begins –

A Scout is trustworthy

Every unit agrees to the following when participating in the sale.

Units not following these rules jeopardize their ability to continue in the sale. Questions may be directed to your district executive.

- Cash donations at Show N Sell locations are for the Military Popcorn Donation program **only**. Units may not ask for or promote cash donations for any other reason (Remember – a visible donation container is a solicitation).
- Products must be sold in the containers provided. Doing anything different violates food labeling laws.
- IRS direction says that the sale cannot be held to benefit individual members of the Scouting program. Fundraising is to benefit Scouting. All non-profits are required to follow this rule to maintain their status.

Set the example for your Scouts

Remember the Scout Law

Support the troops with the Military Donation Program

INTERNET SALE

Expand the unit sales opportunities by including an internet sale from August 27 – November 26, 2018.

Products available for 2018 are:

- \$35.00 two-gallon container with choice of products
- \$50.00 three-gallon container with choice of products
- Military donations from \$10.00 - \$100.00 in \$10.00 increments

Sample of the flavors that may be available for internet customers to choose from are (subject to change):

Classic Caramel – rich & buttery
Cherry Cheesecake – cherry jelly beans
Sea Salt Splash – fudge & sea salt
White Ruby – cranberries & white fudge
White Gold – white fudge & almonds
Peanut Butter Cup – crushed peanuts & white fudge
Cashew Thunder – fudge & cashews
Jalapeno Cheese – southwestern twist
White Cheddar – peppery twist
Cheddar Cheese – real cheese flavor
Mud Puddles – fudge & crushed peanuts
Cheesy Ranch – savory ranch flavor

Participation is easy.

- Units are signed up automatically for internet sales when they sign up for the popcorn sale and provide an email address for the unit popcorn “Kernel”
- Parents sign up their Scout with the unit leader to participate
- The leader enters the information on the Pecatonica River sales site
- Parents will receive an email with the Scout’s Seller ID
- **Parents take an active role by sending the sale information to their email contacts**
- The unit leader and the Scout’s parent will receive an email when an order is shipped
- Internet sales are included in calculations for the individual prize program
- Products are shipped directly to the purchaser
- Internet sales unit profits will be provided to the unit by the end of the sale.

The internet sale commission is 30% due to increased handling fees. **Shipping is charged to the purchaser.**

Full log on information, with links, will be published on the popcorn website.