

# Popcorn 2019

## 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 9



***Make a Difference***

**Fund the year with popcorn!**

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**Forms are not included in the book, they are posted on the website**



May 24, 2019

Dear Scouts and Scouters:

Welcome to the 2019 popcorn sale!

The sale of popcorn and related products is integral to the success of the Council and benefits each unit that participates. Every dollar earned through such product sales contributes to Scouting and every family who wants to join.

Unit commissions for product sales remain at 40% of sales, and each participating unit will receive a free case of \$20.00 product, which provides an immediate \$160.00 in profit to the unit. The threshold for high value prizes from Pecatonica was lowered, allowing more Scouts to reach that level.

In addition to providing one of the highest sales commissions in all of Scouting, as an additional incentive, the Council will reduce the annual program fee from \$30 to \$20 per member for each member of a qualifying unit. To qualify for the reduced program fee, a unit must average, on a cumulative basis for each Scout chartered in 2019, \$200 in product sales and agree to participate in a Friends of Scouting presentation for the unit. Both the annual popcorn sale and the semi-annual nut sale are included as qualifying product sales. Please take advantage of this opportunity to reduce program fees.

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



## BENEFITS

### Welcome to Popcorn 2019

#### Popcorn selling units earn 40% as a flat rate

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

#### Information for unit Popcorn Kernels and Key 3 –

- Internet sale 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 any \$20.00 product for **\$160.00** instant profit
- **Unit popcorn and nut sales (spring and fall) may be combined to reach an average of \$200.00 sales per member for program fee incentive.**

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.

<b>INDIVIDUAL PRIZE PROGRAM</b>		
<b>LEVEL</b>	<b>SALES LEVEL</b>	<b>SELLER RECEIVES THE FOLLOWING PRIZES:</b>
<b>A.</b>	\$50.00	Individual popcorn sales patch
<b>B.</b>	<b>\$350.00 Ten Day Blitz</b>	Unit sets the dates. Details are on the next page
<b>C.</b>	\$750.00	<b>Light Saber Set</b>
<b>D.</b>	\$1,250.00	<b>Sports Item</b>
<b>E.</b>	\$2,500.00	Pecatonica Popcorn Incentive – Winner Circle Options
<b>F.</b>	\$4,000.00	Pecatonica Popcorn Incentive – Winner Circle Options

This is a progressive prize chart except as noted. Once a level is achieved through item E, you can receive all the items listed prior. If you achieve level F, you receive the Winner Circle selection and all the items A through D. Another example, if you sell \$1,250, you can get the prizes at level a, b, c and d. Item B is only offered to those units who file a report for a **Blitz** sale.

**The council and the popcorn company have the right to substitute like value prizes if items become unavailable.**

## **BLITZ**

The blitz program is used to build sales up quickly in the unit. Schedule a concentrated ten-day sale at the beginning of the unit sale. The Scouts with at least \$350 in sales during the scheduled period will receive a council prize when the unit files the **2019 Blitz Unit Report** (available on the council website).

Units choosing to participate in a Blitz campaign will –

- Select the start date and end date.
- Set up show and sells, Scout team wagon sales, take order challenges like fill a page or a certain number of containers . . . 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 10 days.
- Once available prizes are depleted, the **Blitz** is officially closed.



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.

Note – the attached photographs are representative of prizes and may be slightly different than the final products available.

***Units Establish Ten Day Blitz –  
Best prize selections are available  
early in the sales cycle.***



## SPECIAL NOTES ON PRIZE PROGRAMS

1. Each unit should create an incentive program for their unit. The council and Pecatonica River Popcorn 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. **How to budget and use the proceeds are strictly a unit decision.**
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.** 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, council will secure the Pecatonica River Popcorn prizes for distribution.

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

**The exception is *Blitz* prizes. Once the supply is depleted, the *Blitz* is over.**

### **\$750.00 Prize Light Saber Set**

**Includes:**

- 2 single multicolor sabers
- Connector that turns individual sabers into a double Sith Lord saber



## CHECKPOINTS AND DEADLINES FOR A SUCCESSFUL SALE

**May**                    **Register the Unit for the 2019 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. 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**                    **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	\$ _____	\$1,500
Divide the budget by .40	_____	/ 0.40
<b>Popcorn sales goal</b>	<b>\$ _____</b>	<b>\$3,750</b>

Divide the sales goal by the number of Scouts to give each member a sales 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. Be considerate of district boundaries when selecting locations.

***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. Most units wait until they have the take order forms.

**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.

**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 4** **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 [linda.boyce@scouting.org](mailto:linda.boyce@scouting.org) and keep on selling. Include a date the unit will wrap up the sale.

**To plan better inventory, please notify us in advance if you are planning on keeping inventory past November 4 by sending a copy of your inventory to Linda Boyce by email to [linda.boyce@scouting.org](mailto:linda.boyce@scouting.org). She will acknowledge the inventory and extend the time you can keep the inventory by agreeing on a specific date.**

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

**The council reserves the right to refuse 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.**

**November 25** **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 9** **Deadline for popcorn payments.** All outstanding balances must be paid by this date.

**December 9** **Submit final paperwork for prizes.** Reward top selling Scouts by getting their prizes to them in a timely manner.

**December 16** **Approximate arrival date for the final order.** Units with pre-orders will be notified when the product is received. The Scout Shop is closed December 21 – 26.

**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 **one 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 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 4 must be paid in full. Sales of those products are considered final.**

**Pre-orders must be picked up by December 20. Tidewater Council will close for the holidays and year-end inventory and 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 9, 2019.**

### **REMEMBER, THE FOLLOWING THREE PRODUCTS ONCE TAKEN OUT CANNOT BE RETURNED**

- Chocolate Lovers 5 Way
- Cheese Lovers
- Classic Trio

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.

### 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 2019

As with all things in this world, we must ensure that all units participating in the popcorn sale follow the laws 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 indicates unit product sales 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.

Products available for 2019 are:

- \$35.00 two gallon container with choice of three products
- \$50.00 three gallon container with choice of three 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.**

## **FORM DESCRIPTIONS**

Tools to manage unit sales

### **FORM 1 — PRODUCT PICK-UP LIST**

Optional form to use planning popcorn check-out.

### **FORM 2 — PRODUCT RETURN LIST**

Optional form to organize popcorn returns. Only those products listed are eligible for return. Chocolate Lovers 5 Way, Cheese Lovers 4 Way and Classic Trio are not eligible for return.

### **FORM 3 — PRIZE REQUEST FORM**

Use throughout the sale to collect prizes and reward Scouts as they achieve a prize level. Final form is due December 9. **Include internet sales in each Scout's sales total to determine prize levels.**

### **FORM 4 — TOTAL SALE PRIZE RECAP FORM**

Summarize all prize levels for the total unit sale. List the unit's top sellers for inclusion in calculating the Council Top 3. Attach to Form 3 and submit by December 9. **Include internet sales in each Scout's sales total to determine prize levels.**

### **FORM 5 — GREAT SALES PERSON PRIZE LEVEL FORM**

Complete form for each Scout selling \$2,500.00 or more. Attach to Form 3 and submit by December 9. **Include internet sales in each Scout's sales total to determine prize levels.**

### **FORM 6 — MILITARY DONATION RECAP**

Use this form to calculate unit commission and submit all donations for military popcorn.

### **BLITZ SIGN UP AND REPORT**

Form for unit sign up and close out of ten-day blitz sale.

**Keep a copy of every form for unit records**