

# 2021 POPCORN

# LEADER GUIDE





# SALE CALENDAR

*See Pages 13-15 for calendar templates to help you plan your sale*

## **2021 POPCORN CALENDAR**

### **Pre-Sale Prep**

July 31—Aug. 25	Attend Popcorn Training Seminar	
Aug. 1-31	Set Unit & Scout Goals. Set Popcorn Kickoff Date for Sept.	
Aug. 1-31	Set up Store Front Sale Locations and Blitz Days	
Mon. Aug. 23	Home Delivery Info due	12:00 p.m.
Thurs. Aug. 26	Show & Deliver Order Due at Trails-End.com	11:59 p.m.
Sept. 14-18	District Show and Deliver Pick Up	Varies by Area
Sept. 11-22	Home Deliveries Dropped off	Varies
Sat. Sept. 18	Council Kickoff	9:00 am.—1:00 p.m.

### **During the Sale**

Fri. Sept. 24	SALE STARTS!	5:00 p.m.
Sun. Oct. 10/Mon. Oct. 11	Early Returns	4:00 p.m.-7:00 p.m.
Mon. Nov. 1	SALE ENDS!	11:59 p.m.

### **After Sale Wrap Up**

Sun. Nov. 7	Returns in Out state Metro	
Sun. Nov. 7/Mon. Nov. 8	Return Excess S&D in Metro	
Mon. Nov. 8	Take Orders Due MIDNIGHT	
Nov. 17-20	Take Order Distribution	Varies by area
Nov. 11-19	Take Order Home Deliveries Dropped Off	Varies by area
Wed. Dec. 15	Payments Due Tues. Dec. 15	

## **WHO ARE YOU?**

To help you (and Northern Star Scouting) keep track of your sale, you need to know who you are.

**Council:** Northern Star Council

**District** (Area within the Council, Alpha Letter)

**Unit Type** (Pack, Troop, Crew, Post, Ship)

**Unit Number** (4-Digit Number)

Knowing these four things will help keep things accurate with data entry and app usage. Please includes these four things on all official paperwork or emails to Bill or Jana to make things go quicker. If you are not sure of any of that information, email popcorn@northernstar.org.



# TRAIL'S END APP

## Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing
- Advancements that can be earned are now in the app!

## Proven Results

- Used by over 14,500 units & 160,000 Scouts—95% of NSC Scouts use the app
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

## App Improvements

- Faster, more intuitive Scout registration
- Faster checkout (from 9 to 4 clicks)
- List, grid and product detail views
- Record online orders directly in app
- Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
- New undelivered logic for Wagon Sales so Scouts enter them correctly.
- Credit payment option for parents to pay cash owed to unit
- Improved Trail's End Rewards focused on reaching level/goal

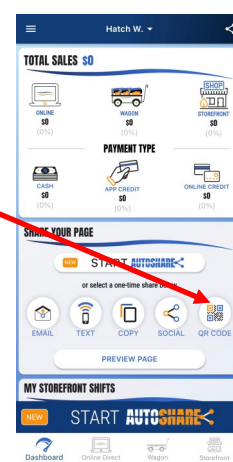


## Auto Share

### Enables Scouts to share their fundraising page

- Share with contacts in mobile device
- Share with prior Customers
- One-time or several AutoShare options

## Custom QR Code



Step 1—Pick a Campaign—Top Seller, Seasonal Seller, Quick or One Time Share

Step 2—Select Contacts and Customers. You can select all or one by one.

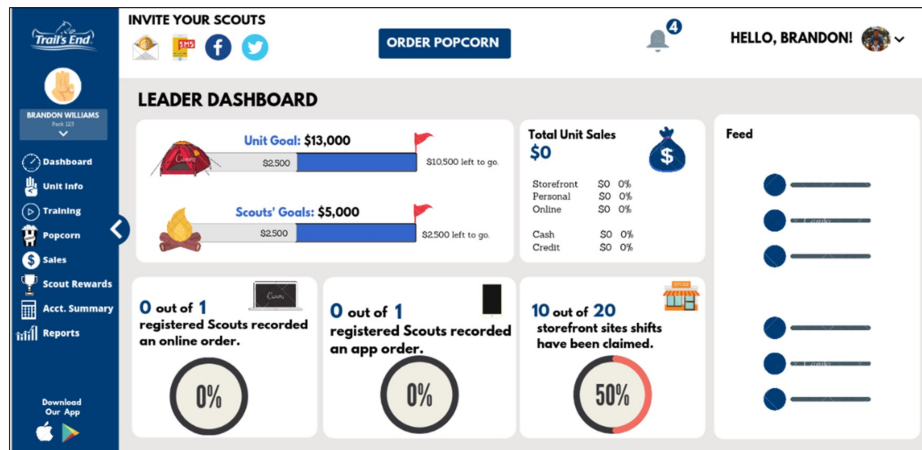
Step 3—Review your selection and hit submit

Notes about AutoShare:

- If a customer clicks on the AutoShare link you send them, AutoShare will stop until you AutoShare with them again.
- Contacts import—Quick way is to allow TE to access the contacts on the phone. You can also manually enter them. TE will not access contacts without permission.



# LEADER PORTAL



## LEADER DASHBOARD

The leader portal is your key to keeping track of your sale. Log into <https://scouting.trails-end.com/> with your credentials to access your dashboard.

- Invite Scouts to your Unit
- Manage Inventory
- Schedule Storefronts
- Set Goals
- And More!!!

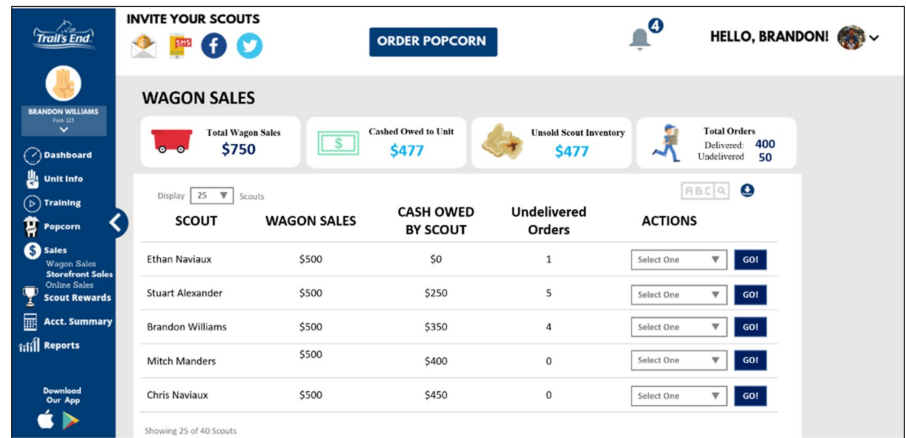
## TYPES OF SALES

### WAGON SALES

(Formally Show and Deliver Sale)

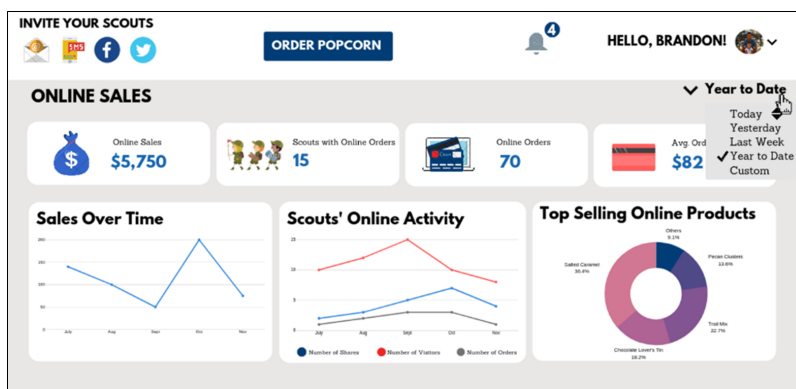
**Orders due Thursday, Aug. 26**

Wagon Sales provide units the opportunity to order popcorn before the start of the sale. This is an optional part of the sale, but is a proven method to boost sales! Scouts will have product available to deliver at the point of sale and will not need to return at a later date to deliver product or collect money. As part of this method, consider store-front sales. No upfront payment from the unit is required. See the **Return Requirements** on Page 9 for information on returning product during and after the sale. Keep track of what each Scout has at any time with the new Trail's End App. Assign and change individual Scout's inventory within the leader portal.



### TAKE ORDER SALE ORDERS DUE MONDAY, NOV. 8

Units will be able to order popcorn products based on the orders received from individual Scout "Take Order" forms, without having the product in hand. The "Take Order" sale has been used very effectively and will continue to represent at least part of your unit's total sale.



## ONLINE DIRECT

Nationally, online continues to grow.

### BENEFITS FOR UNITS

- No risk of excess inventory
- No cash collection
- No extra work
- No handling product

### BENEFITS FOR SCOUTS

- Average online sale \$73 vs. \$22 face-to-face
- More product variety
- Sales count toward Trail's End Rewards
- 35% Commission on all sales



## STOREFRONT SALES

Set up storefronts using the Trail's End Leader portal. Scouts can see what shifts are available and claim them via their app account. Make changes, send messages and more through the portal.

### Before the Sale Date

- Visit or call locations early!
- Talk with the store manager, and possibly the weekend manager.
- If the store requires proof of insurance, or non-profit, please contact [popcorn@northernstar.org](mailto:popcorn@northernstar.org).
- When reserving your day, ask the business where you can set up, or if there are any restrictions, etc.
- Double check with the business the day before. Conflicts have been known to happen.
- Option 1-Schedule two youth and two parents for two hours. It keeps the chaos factor very low.
- Option 2-Schedule one youth and parent.
- Confirm with the parent(s) of the youth who are scheduled three days out.

### During and After the Sale Date

- Wear Masks if required. Check with the store on their policy.
- Have Scouts in uniform and stand behind of the table.
- Do not put prices on product or table.
- Never have the Scouts ask customers if they want to buy popcorn. Have them ask things like: "Would you like to support me going to camp? Can I count on you to support my Scouting adventure?"
- Have the products neatly displayed. Do NOT put prices out. It discourages higher purchases.
- Make sure to thank the store manager. Consider buying a bag and giving it to the store manager along with a thank-you note signed by the Scouts.
- Split the sales either by Scout performance, or divide by an hourly rate, based on day, or the entire sale.

## PRODUCT UPDATE

Chocolate Pretzels will **NOT** be in your original order pickup. They will be available the week of Sept 22 for Pick Up/Delivery.

**EVEN MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT IN THE APP!**

### Online Direct Exclusive Items

**FREE SHIPPING ON ORDERS \$55 OR MORE**

CONTINENTAL US ONLY, EXTRA CHARGES AND EXCLUSIONS MAY APPLY

Ask how I can send a link to your phone or device so you can help me reach my goal and have these online direct products shipped to you.

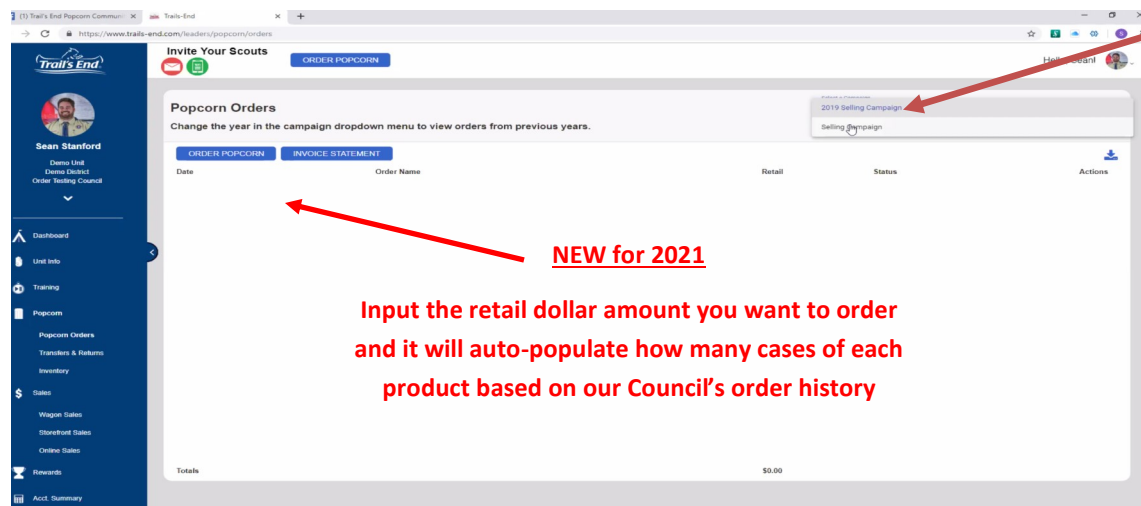
Online Exclusive items are subject to change. Free shipping amount subject to change, see online order form for updated details on item pricing and shipping.



## PLACING AN ORDER

Sign in to your **Popcorn System** account (login information provided by Northern Star).

You can see last year's total sale (if any) for your unit, by changing the campaign dropdown menu to 2019 or 2020



**What can Units order for an initial order?**

Up to 80% of what you sold in 2020 or 30% of what you sold in 2019, whichever is greater.

## NEED MORE PRODUCT DURING THE SALE?

### Warehouse & Snack Semi

- During the sale reorders will be done via a DIFFERENT online order system at [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com).
- Do **NOT** order additional product during the sale through the Trail's End site.
- This year we will have one central Warehouse and the Snack Semi.
- **WAREHOUSES:** The warehouse schedule will be handed out at Distribution Sites/Home Deliveries, emailed to chairs, and on [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com).
- **SNACK SEMI:** A truck that will drive around the council area on a defined schedule, similar to the Amazon treasure truck. Full details and a schedule will be emailed out to chairs in September.
- Some product limits will be enforced if the team deems it necessary.
- **Reminder**—Reordering of product will not be available for the first six days of the sale.
- Add-on orders will be transferred from a central account. Example—CENTRAL WAREHOUSE will transfer product to your Unit after you pick up within a few business days.
- You can go negative in your inventory when assigning new inventory to Scouts.

## ONLINE TRANSFERS

Unit-to-Unit product transfers can be done via The Trail's End Leader Portal by allowing Units to transfer products from their popcorn orders to another unit within their council. **All transfers will be done using the Leader Portal.**

**See pages 29-31 of the Trail's End System Unit Leader Reference Guide for detailed instructions.**

Units can click the Approve button, or the Reject button if the transfer quantities are incorrect. Once the receiving Unit has accepted the product transfer, adjustments will be automatically made to each Unit's popcorn invoice statement to reflect the product transfer.



# DISTRIBUTION

**SEPT. 14-18 FOR WAGON SALES. NOV. 15-20 FOR TAKE ORDER.**  
**DISTRICT PICK UP LOCATIONS WILL BE ANNOUNCED BY SEPT. 1.**

**Pick your distribution location. Pick any of the distribution locations/dates/times that are available.**

**Step 1:** When prompted via email at the end of August that details your Show and Deliver pick up location, if you need to change it, please follow the prompts in that email.

**Step 2:** Pick up your product at your chosen location. If you cannot be at the location, please find another parent to pick up the product. We cannot store product longer than our agreements with the warehouses. They let us use their space for free. Use the following estimates to know how many cars/volunteers you will need:

Car: 20 cases

SUV, Mini Van, Pick-up: 30-40 cases

Full Size Van: 50-60 cases

**Step 3:** Find a location that is large enough to separate orders by patrol, den, or by Scout.

**Step 4:** Assign each patrol, den, or Scout a popcorn pick-up time.

**Step 5:** Have a receipt for each Scout to verify the amount of product they received as well as the date that the payment is due back to the unit.

## RETURN POLICIES

- We will have **two** “Early Return Forgiveness” days mid sale. Units can return full cases of product if they over ordered. There are no percentage requirements for what you can return. Those days will be Oct. 10 and 11.
- **Units can return up to 100% their initial order, in FULL CASES of product at early return days. No singles.**
- Do **NOT** put stickers, tape or anything detailing pricing on product unless it comes off without a trace. Post-it notes are OK.
- Return dates for popcorn are scheduled below (subject to change, check [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com) for changes).

**Sunday, Oct. 10 and Monday, Oct. 11    Early Return**

**4 p.m.—7 p.m.**

**Sunday, Nov. 7 and Monday, Nov. 8    Final Returns**

**4 p.m.-7 p.m.**

**2021 Returns—Units will only be able to return up to 15% of their TOTAL Show and Deliver order after Oct 11.**

- **Single packages in good condition will be accepted at FINAL return sites only.**
- On Final Return dates, each warehouse will have calculated amount units can return via spreadsheet. For any product over the 15% mark, the unit will keep and continue to sell. For example, if the unit is \$400 over in product they can return, they can choose to keep whatever \$400 in product they feel they can sell easiest. Staff advice available at the sites.
- Units can input what they are returning, but it will not be processed until it is confirmed with the paper form filled out at one of the return sites.

**ABSOLUTELY NO RETURNS AFTER NOV. 8.**



## INVENTORY CONTROL HELP

- Visit the popcorn trading page via [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com). Transfer and trade with other units in Northern Star. Transfers are initiated by the Unit in the Leader Portal.
- Have over 15% to return? Keep selling! Have an additional storefront. The key is to ask for help **EARLY**. Most of the units that had leftover product were able to get rid of all of it before the end of the year because they let Northern Star know they had it. We get late orders, new units and many other Scouts where we need that product. The key is to let us know early in the sale so we can help!
- Communicate with your Scouts. Have them report back actual product still unsold and transfer it to Scouts who have waiting customers. Prior to picking up additional product make sure you know where your product is with your Scouts.
- Don't have your Scouts give their product out right away to easy sales (parents and immediate family). Use that at storefronts and door-to-door so you have popular items in stock for sales.
- For specific inventory control questions, contact Council Volunteer Mike Glass, listed on the back cover of this booklet.

## HOME DELIVERY *\$12,000+ in sales in 2020*

- Show and Deliver Delivery Units that sold a total of \$12,000+ in 2020 total have earned Home Delivery in 2021.
- Must order at least \$6,000 or 35% of last year's sale (whichever is greater).
- Units will be contacted by the courier 2-4 days prior to their delivery date in Sept. to schedule drop off.
- Units that order \$12,000+ in take order will have it delivered in Nov.

## HOMETOWN HEROES (HH)

**Last year, over \$65,000 in popcorn was delivered to local Police, Fire, EMS, Military and more in our communities!**

Again this year we will offer product for units at the take order distribution centers to take for local HH deliveries.

### DO's and DON'Ts about Hometown Heroes

- Do know that all HH sales count toward a Scout's sales totals, just like any other product. They earn the same commission percentage.
- Do tell customers that 100% of the HH sales will be donated to police, fire, EMS, military employees and families.
- Do choose to distribute your HH locally! Units can choose to pick up product equal to the amount they sell to give away to their local HH, or the unit can choose to have the Northern Star distribute it.
- Do put out a bucket/boot/etc. at your storefront to collect donations for HH popcorn.
- Do make sure to submit your HH order through the Trails End website for the TAKE ORDER order.
- Don't use donations for anything other than Hometown Heroes popcorn. National Scouting policy is that units are not allowed to ask for cash donations. All donations given while selling popcorn should go towards HH.
- **Don't use your excess inventory to fill Hometown Heroes popcorn. Northern Star has this program; so it can use its excess inventory after returns to fill the HH need.**
- Don't forget to take pictures of your Scouts interacting with your HH.
- Again this year, when using the Trails End App, Scouts have the ability to offer add ons of \$1 and more Hometown Heroes sales to customers once they purchase any item.





## PAYMENTS

- Payments are due to the Northern Star office on or before **Dec. 15, 2021.**
- Northern Star Scouting does front the cost of all product and does not ask its units to pay their invoice right away. You can pay earlier if you want. Please be prompt with your payment.
- **Bounced checks:** Northern Star Scouting will work with units if they receive a bounced check from a popcorn buyer. See bounced check policy on [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com). **Form must be submitted by Jan. 31, 2022.**
- If you are having problems collecting funds from someone in your unit (after a reasonable number of attempts) please contact Northern Star Office: 612-261-2405.
- Please submit 1 check to the Northern Star via mail or drop off with your invoice. Please include your Unit # in the memo area.
- Checks can be mailed to: Northern Star Scouting, 6202 Bloomington Road, Fort Snelling MN, 55111.
- **Payments not submitted by December 15 may be assessed a 4.25% late fee.**

## SCOUT ACCOUNTS

Some units allow youth to accrue portions of funds raised in an account under their name, rather than billing families that don't participate equally in the fundraiser. To prevent violation of IRS "private benefit" rules, the youth member should not earn more than 20% of the total gross from a fundraiser; the funds may only be used for Scouting purposes reflected within the scope of unit activities; and the criteria for how much "credit" they have earned should be based on Scout spirit and participation in all activities, rather than how much a Scout raised in the fundraiser. If a youth transfers to another unit, such funds can follow to the new unit, but must be transferred directly from one unit to another. Please check your unit's bylaws for how much gets transferred.

## COMMISSION STRUCTURE

Commission Type:	Commission Percentage:
ONLINE DIRECT*	35%
TRADITIONAL/WAGON/TAKE ORDER	32%
Training Bonus	3%
Cash Option (for Troops/Crews only)	4%

*A note about the 4% Cash Option. With the new Trail's End Amazon Gift Card program, it makes sense for most units to NOT do the 4% cash option and do the Amazon prize program as the percentage back in Amazon cards is usually more than the 4%, especially if you have high sellers. For example, if a Scout sells \$1000 and earns 1500 points, they would get a \$50 Amazon card, more than the \$40 the unit would get. High sellers are motivated by the Amazon cards.*

## MOTIVATING SCOUTS

### Scout Motivation

- Every Scout Sells
- Set a Goal
- Bigger Prizes

### Parent Buy-In

- Scouts Personal Growth
- Scout Rewards

### Kick-Off

- Info
- FUN!
- Parent Buy-In



**Importance of the Kick Off —The Kick-off sets the tone for your popcorn sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes!**

**SAMPLE Agenda** — Welcome and Introductions. Do a Popcorn Cheer or Skit. Have Leaders dress up!

**Review Pack's/Troop's/Crew's/Ship's Planned Program**

- a. Highlight last year's activities and what's planned for the new year.
- b. Ask SCOUTS what they want to do!
- c. Unit meetings and awards.

**Pay for It All with Popcorn**

- a. Importance of a Family/Scout Goal—Scouts with goals sell more!!
- b. Unit Goal: What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- c. Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

**What the Family Gets Out of Popcorn**

- a. Free Activities!
- b. Free Camping!
- c. Free Registration!
- d. Goal should be tied to "Nothing Out of Parents' Pocket"

**Divide Group into Parents and Scouts**

**Parents**

Why We Chose the Popcorn Program  
Parent Packet or Guide  
Lessons Scouts Your Scout Will Learn & Advancements  
Unit Calendar and Budget  
Sales Date, Order Forms and Money Collection

**Scouts**

Role Playing  
Sale Forms  
Safety & Selling Tips  
Prize Program

**Recombine Group**

- a. Recognize Last Year's Top Selling Scouts.
- b. Generate Enthusiasm.
- c. Extra Incentives.
- d. Give Away Some Prizes!

## **HYPERSPACE CAMP—SEPT. 18**

Hyperspace Camp is for all Scouts selling popcorn. Encourage all of your Scouts to attend!

**Base Camp**

Date/Time: Open house style on Saturday, Sept. 18, 9:00 a.m. - 1:00 p.m.

Location: Base Camp—6202 Bloomington Road, Fort Snelling, MN 55111.

Stations: (subject to change)

Prize Extravaganza/Bonus Prizes/Adventures

Trail's End App

Practice Your Pitch

Hometown Heroes

Storefront Safety

Use the force

AND MORE!



Compete at the official Conquer Ninja Warrior Obstacle Course at Base Camp!



**All Scouts who preregister and attend Hyperspace Camp get a Tackle Box with tackle and a chance to win prizes!**

Emails with the sign-up information will be sent out early August to all registered Scouts in the Trails End app, as well as unit chairs. Emails will be sent to popcorn chairs to forward to parents and Scouts.



# PRIZE PROGRAM

The 2021 Prize program is simpler and gives more to the Scouts!

- **Trail's End Rewards** — A new points system that allows Scouts to earn Amazon gift cards and pick what they want. Cards will be electronic and ordered with 1 click by the unit popcorn chair. Cash sales are 1 point per dollar, Credit Card/Online are 1.5 points per dollar. See below for Bonus Point opportunities.

- **Bonus Prizes** — Will be handed out at Take Order pick up.

**Sell 1 Item** — Patch

**\$750 Club** — Lantern/Flashlite or Tackle Box (will be same tacklebox as the Sept 18 event)

**\$1000** — Crayola Experience Ticket or Camp Slushie Cup (Tomahawk, Many Point, Navajo and Phillippo).

- **Adventure Prizes — \$1800+** — Ordered Online by the Parent.

Tickets/Passes include AMC, iFly, Ninja Warrior, Nickelodeon Universe, Vertical Valleyfair, Kerfoot Canopy Zipline and more! Two Dated Events—Star Wars Night at Base Camp, Brickmasters 7.0 and the Mystery event

- **Champions Breakfast — \$2250** — January 8, 2022 at Base Camp.



Endeavors,



## TRAIL'S END BONUS POINTS OPPORTUNITIES

### ***HYPERSPACE WEEK - SEPT. 24-OCT. 3. EARN 150 POINTS***

Here is how any Scout can earn 150 Bonus Points for Amazon Gift Card prizes.

- Create a Scout Trail's End selling account (or log into your existing one).
- Sell \$350 via Credit Card and/or Online sales between Sept. 24 and Oct. 3.
- Trail's End will deposit 150 bonus points by Oct. 10.

### ***TOP SELLER CHALLENGE - BY OCT. 15, 7 P.M. EARN 500 POINTS***

Scouts that sold over \$500 in either 2019 or 2020 are eligible.

-Use the Trail's End selling account you used to sell over \$500 in 2019 or 2020.

-Sell \$500 MORE than you did in the year with the larger sale, via Credit Card and/or Online sales before 7p.m. on Oct. 15 to earn 500 bonus points. Hit the goal early and unlock new challenges and rewards.

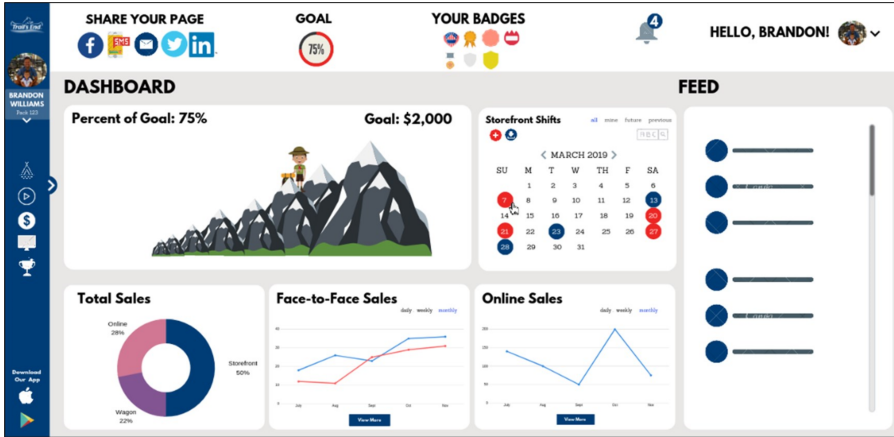
-Trail's End will deposit 500 bonus points by Oct. 20.

## WHEN AND HOW TO ORDER PRIZES

- Log into the Leader Portal when all of your sales are accounted for an correct.
- Click on rewards.
- Follow the prompts to order gift cards. It takes a few days for them to be released.
- Order by December 15.
- Come to the Take Order pick up site for the Patch, Lantern/Flashlite or Tacklebox and Crayola.



# SCOUT PORTAL MAKE SURE SCOUTS ARE REGISTERED IN THE RIGHT UNIT.

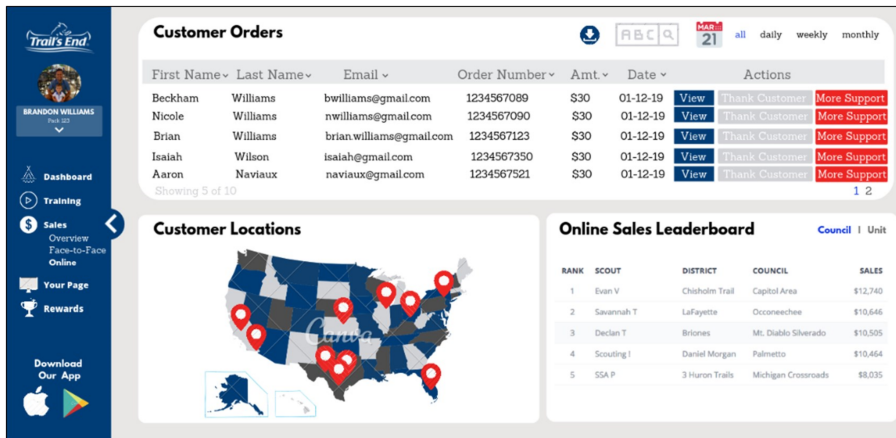
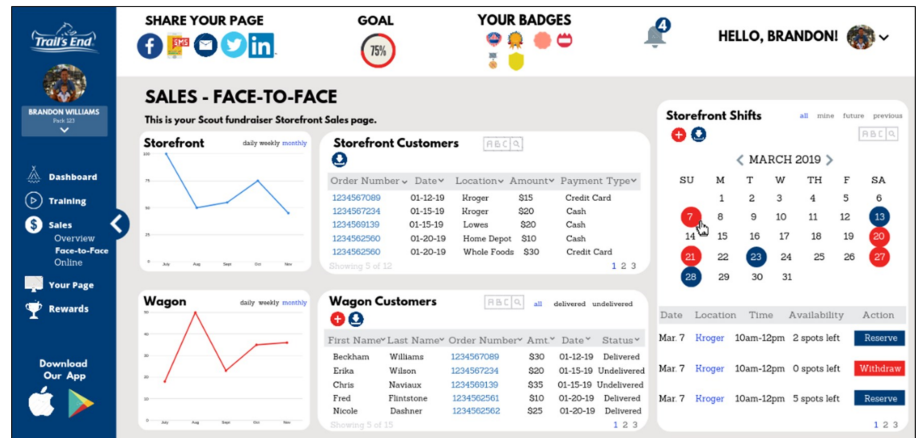


## SCOUT DASHBOARD

Scouts can see their progress at a glance. Everything from online sales, storefront shifts scheduled and available, and progress towards goal.

## SCOUT SALES

Shows Scouts how they are doing per day, and previous customers from the current year.

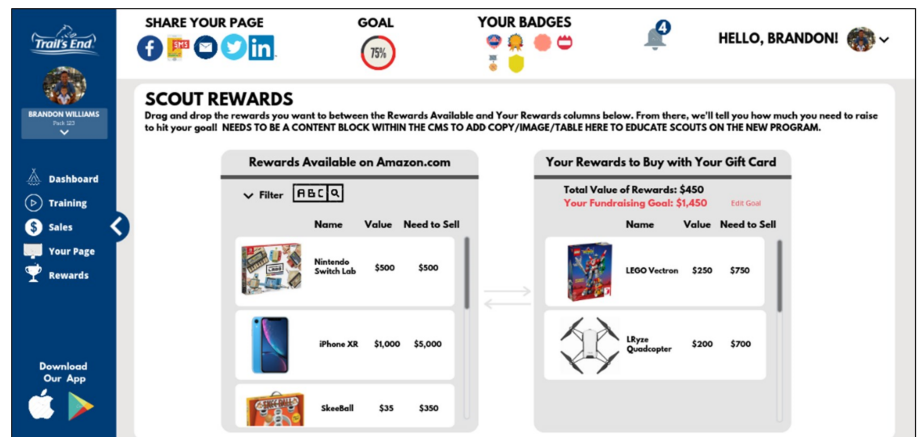


## SCOUT ONLINE SALES

The online screen shows them who has bought online popcorn from them, where on the map they are from and gives them the ability to send a electronic thank you.

## SCOUT REWARDS

Scout rewards page will show Scouts their progress towards the Trail's End Amazon gift cards. It will NOT show them bonus prizes or Adventure prizes from Northern Star Scouting. It only calculates the Points for the Amazon cards.





# August/September 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
22 <u>Home Delivery Information Due to Northern Star</u>	23	24	25	26 <b>Show &amp; Deliver Orders Due</b>	27	28
29	30	31	1	2	3	4
5	6 <u>Labor Day</u>	7	8	9	10	11
12	13	14	15	16	17	18
		<div>Show &amp; Deliver Distribution-See Website for specific date/time for your unit</div>				Council Kick off <b>HYPERSPACE CAMP</b> @ Base Camp
				<div>Show and Deliver Home Deliveries</div>		
19	20	21	22	23	24	25
<div>Home Deliveries</div>					<b>Sale Starts @ 5 p.m.</b>	
26	27	28	29	30		
<div>Have Scouts sell door to door in their neighborhoods</div>						

## Popcorn Success List

- \_\_\_\_\_ Create your own incentives for your Scouts to motivate them to sell.
- \_\_\_\_\_ Hold your Unit Kick-off in person or virtually.
- \_\_\_\_\_ Sign up for a Time and Location for pick up of product.
- \_\_\_\_\_ Have a plan to hand out the popcorn to Scouts before the sale starts.
- \_\_\_\_\_ Start weekly communications with parents about upcoming deadlines and prizes.
- \_\_\_\_\_ Hold a Neighborhood Blitz on a Saturday morning. Meet at a park at 9 a.m. Send the Scouts out selling door to door. Meet back up and celebrate the success with prizes and food.
- \_\_\_\_\_ Follow up with Scouts to ensure they are out selling, check if more inventory is needed.



# October 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
		<u>Assess your inventory</u>				
10 <b>Early Returns</b> <b>4-7p.m.</b>	11 <b>Early Returns</b> <b>4-7p.m.</b>	12	13	14	15	16
		<u>Hold a Mid Sale Rally</u>				
17	18	19	20	21 <b>MEA</b>	22 <b>MEA</b>	23
24	25	26	27	28	29	30
<b>Last week of the sale-finish strong</b> -Assess your inventory, fill Take Orders with S&D product. Collect Prize choices						
31 <b>Halloween</b>						

## Popcorn Success List

- \_\_\_\_\_ Hold a Den Challenge. Who can sell the most going door to door in your town/neighborhoods?
- \_\_\_\_\_ Hold a Mid-Sale Rally. Celebrate successes and motivate Scouts to finish strong.
- \_\_\_\_\_ Give Scouts encouragement and tips if they are having slow sales.
- \_\_\_\_\_ Assess your Show and Deliver Inventory. Call your Scouts. Have they sold their inventory?
- \_\_\_\_\_ Reorder inventory. Be mindful of your return percentage.
- \_\_\_\_\_ Weekly communications with Parents and Scouts.
- \_\_\_\_\_ Have all of your Scouts' order forms turned in by the end of the sale, or a day before that of your choosing.
- \_\_\_\_\_ Promote Online Direct Sales!



# November/December 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <b>Sale Ends @ 11:59p.m.</b>	2	3	4	5	6
7  <b>Final Returns 4-7p.m.</b>	8  <u>Take Orders Due 11:59 p.m.</u>  <b>Final Returns 4-7p.m.</b>	9	10	11	12	13
14	15	16	17 <div>Take Order Home Deliveries</div>	18	19	20
			Take Order Distribution See Website for specific date/time for your unit			
21	22	23	24	25 <div>Thanksgiving</div>	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10 <b>PAYMENTS DUE Dec. 15</b>	11

## Popcorn Success List

- \_\_\_\_\_ Organize all of your orders. Fill remaining orders with leftover Show and Deliver product.
- \_\_\_\_\_ If needed, return product to one of return sites. Only 15% or less of your overall Wagon Sales order can be returned.
- \_\_\_\_\_ Order Take Order Product via the website before or on Monday, Nov. 8.
- \_\_\_\_\_ Secure someone to pick up any needed popcorn at the Take Order site.
- \_\_\_\_\_ Gather all funds from Scouts and submit one check to Northern Star Scouting before Dec. 15.
- \_\_\_\_\_ Recognize Scouts for a job well done.



## **Contact Information** [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com)

***Need help? Have questions? Contact your District Popcorn Chair for answers for your area:***

<b><u>Area</u></b>	<b><u>Volunteer</u></b>	<b><u>PHONE</u></b>	<b><u>EMAIL</u></b>
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South	Steve Short	952-846-8216	soshortmn@charter.net
East	Lee Anne Graetz	651 706 9949	blizz5454@gmail.com
East	Jason Tillman	651-983-1687	jason.tillman@pack9060.org
Central	Cynthia Zien		zienfamily@q.com
West	Dana Geller	612-810-1945	dana.m.geller@gmail.com
Central	Lesley Farnham	612-205-9471	lesleyfarnham@gmail.com
Northwest	Zia McNeal	763-553-2763	ziamcneal@gmail.com
North	Krystal White	651-206-3859	krys916r@yahoo.com
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Far West	Michael Gratz	320-214-8316	michael_gratz@charter.net
Council Chair	Nikki Johnson	651-485-9719	nicmark100@yahoo.com
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