

# 2018 *POPCORN* *LEADER GUIDE*



**Prepared. For Crunchtime.**

[www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com)

# FALL 2018 POPCORN SALE CALENDAR

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

## **2018 POPCORN CALENDAR**

### **PRE-SALE PREP**

July 28—Aug. 31	Attend Popcorn Training	
Aug. 1-31	Set Unit & Scout Goals and set Popcorn Kickoff Date for Sept.	
Aug. 1-31	Set up Store Front Sale Locations and Blitz Days	
Fri. Aug. 24	Home Delivery Info and Banner Orders due	12:00 p.m.
Thurs. Aug. 30	Show & Deliver Order Due at Trails-End.com	11:59 p.m.
Sept. 11-15	District Show and Deliver Pick Up	Varies by District
Sept. 13-20	Home Deliveries Dropped off	Varies
Sun. Sept. 16	Council Kickoff for <u>ALL</u> Scouts at Base Camp	12 p.m.-4 p.m.

### **DURING THE SALE**

Fri. Sept. 21	SALE STARTS!	5:00pm
Sun. Oct. 7/Mon. Oct. 8	Early Returns	4 p.m.-7 p.m.
Sun. Oct. 28	SALE ENDS!	11:59 p.m.

### **AFTER SALE WRAP UP**

Thurs. Nov. 1	Return up to 15% Excess S&D in ER and TB	5 p.m.-7 p.m.
Sun. Nov. 4/Mon. Nov. 5	Return Excess S&D in Metro	4 p.m.-7 p.m.
Mon. Nov. 5	Take Orders Due at Trails-End.com	MIDNIGHT
Fri. Nov. 16	Prize Order Due for Dec. Delivery	5:00 p.m.
Nov. 14-17	Take Order Distribution	Varies by District
Nov. 15-18	Free Home Deliveries Dropped Off	Varies by District
Dec. 14	Payments Due Fri. Dec. 14	

## **WHY SELL POPCORN?**

- Scouts gain confidence, salesmanship, communication skills, and a sense of accomplishment. The popcorn sale is not about selling popcorn, it's about promoting Scouting and the Scouting ideals!
- Units have the ability to fund their entire year's program through the popcorn sale alone.
- The popcorn sale helps Northern Star Scouting raise money for improving the summer camp facilities/ building new camp locations, offering more extensive training for our volunteer leaders and members, and helping us get to know and serve the needs of our volunteers and units better.

# **YOUR UNIT KICK OFF -DO SOMETHING FUN!**

**Importance of the Kick Off—The Kickoff 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 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. Pack Meetings and Awards

## **Pay for It All with Popcorn**

- a. Importance of a Family/Scout Goal—Scouts with goals sell more!!
- b. Pack 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!
- e. 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 (in the Sales Guides)  
Lessons Scouts Your Scout Will Learn & Advancements  
Pack Calendar and Budget  
Sales Date, Order Forms and Money Collection

### **Scouts**

Tasting Kit  
Sale Forms  
Safety & Selling Tips  
Prize Program  
Role Playing

## **Recombine Group**

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

**IF YOU NEED HELP WITH YOUR KICK OFF THIS YEAR (PACK/TROOP OR CREW) CONTACT YOUR DISTRICT POPCORN CHAIR OR EMAIL POPCORN@NORTHERNSTAR.ORG AND REQUEST SOMEONE FROM THE KICK OFF CREW TO HELP WITH YOUR EVENT! WE WILL DO OUR BEST TO SEND SOMEONE !**

## **IDEAS OTHER NORTHERN STAR SCOUTING UNITS HAVE USED AT THEIR KICK OFFS!**

- Use the Kick Off kit! Taste the popcorn!
- Pie in the Face Party incentive
- Count the # of kernels in a jar, win a prize
- For every 5 containers sold, Scouts get a ticket into drawings for tents, lanterns, legos, etc.
- Ice Cream Social
- Kick Off at Campout
- Lots of funny skits—have a competition among the leaders
- Popcorn Game Stations—ex: pick up popcorn with tweezers and relay race it
- As unit chair explains incentives & Pie in the Face Party, someone sneaks up and puts a pie in their face, act surprised.
- Offer a weekly prize, like the **BIG CHAIR**.
- Do a Kick Off based on the theme.



# **THREE TYPES OF SALES** *USE ALL THREE FOR MAXIMUM SUCCESS!*

## **Show and Deliver Sale, orders due Thursday Aug. 30 at Midnight**

The “Show and Deliver” sale provides 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 (see below). No upfront payment is required. See the **Return Requirements** on Page 6 for information on returning product during and after the sale.

## **Take Order Sale, orders due Monday, Nov. 5 at Midnight**

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 most likely continue to represent at least part of your unit’s total sale.

## **Online Sale**

Scouts can go to [www.Trails-End.com](http://www.Trails-End.com) and register an account to sell popcorn online.

- Exclusive Online only products. None of the products in the sales guide will be available online.
- Commission earned will be credited to your final unit invoice the week of Nov 13.
- **Commission will be 40% for all products sold online.**

# **STOREFRONT SALES**

## **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, any restrictions, etc.
- Double check with the business the day before. Conflicts have been known to happen.
- Schedule two youth and two parents for two hours. It keeps the chaos factor very low.
- Confirm with the parent(s) of the youth that are scheduled three days out.

## **DURING AND AFTER THE SALE DATE**

- Have Scouts in uniform and stand in FRONT 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 on. 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 out by an hourly rate. See how to do that on [buyscoutpopcorn.com](http://buyscoutpopcorn.com)



# ***PRODUCT UPDATE***

**No Changes for 2018!**

## ***PLACING AN ORDER-DETAILED PDF HELP SHEET-ON THE WEBSITE***

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

Click on the **Unit Orders** menu.

Click **New Unit Order**, and select the Campaign (e.g., Fall 2018) and the Order from the dropdown menus.

Enter the quantity of cases or containers needed next to each product. You can only order cases for Show and Deliver

Click on **Save Changes**—When your order is complete, click on **Submit to Council**.

### **Ordering Denominations**

Depending on the order, you may have the option to order in just cases, or possibly even cases and containers:

**CS = Case** A case contains multiple selling units of any given Trail's End product (ex. There are six-18pk containers of Kettle in one case).

**CT = Container** An individual selling unit of any given Trail's End Product (ex. One-18pk container of Kettle corn)

**Containers : Case** Each product line displays a case per container ratio (e.g., 6:1). In this instance, there are six-18pk cartons of Kettle Corn in each case.

## ***REORDERING PRODUCT DURING THE SALE***

- Reordering product during the sale this year will be done via an online order system at [buyscoutpopcorn.com](http://buyscoutpopcorn.com).
- Do NOT order additional product during the sale through the Trails End site.
- All product availability questions will be handled through the Popcorn warehouse staff.
- Each warehouse (at press time, locations are TBA) will be staffed 16-20 hours per week, and open a schedule of days/evenings/weekend hours for maximum availability to volunteers. Warehouse schedule will be handed out at Distribution Sites/Home Deliveries, emailed to chairs and on [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com).
- Some product limits will be enforced if the warehouse team deems it necessary.
- Reminder—Reordering of product will not be available for the first six days of the sale.

## ***ONLINE TRANSFERS***

- Transfers will all be done online through Google Docs. Units that are **GIVING** the product to the other unit are the ones responsible for filling out the document. They will need the following information for their unit, AND the unit they are GIVING the product to:
- -Unit Number -Unit Type -Unit's District -Unit's Popcorn Chair Name, Email and Phone number
- Product will be transferred over in CONTAINER count only. So a case of microwave is six containers per case.
- Once submitted, a PDF of the transfer form will be sent to both unit contacts and the Northern Star office. Each transaction will be given a individual transaction number. Northern Star will then enter in the transfers weekly via that information.

# **DISTRIBUTION** SEPT. 11-15 FOR SHOW AND DELIVER, NOV. 14-17

**Longer hours, fewer distribution locations.** Per the Leader survey, 87% of Units wanted more days and longer pick up windows for their popcorn pick up. This year we will be offering 4-5 locations around the Twin Cities Metro for Show and Deliver pick up. Instead of a 4 hour afternoon block, these 4-5 locations will be open one evening and the following day for 6-8 hours to better accommodate schedules.

**Locations in Willmar, Cokato and New Richmond will be one calendar date pick ups. (Mostly unchanged)**

**We are testing this process for Show and Deliver. If all goes well, we will do the same for Take Order.**

**Step 1:** When prompted via email at the end of August, visit the link provided and choose your distribution location, date and approximate time for pick up. (Time helps us determine a picking order). Chose location by Sept 1.

**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, for units to return full cases of product that they over ordered. No percentage requirements for what you can return. Those days will be Oct. 7 and 8.
- **Units can only return FULL Cases of product at early return days.**
- 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 as follows (subject to change, please check website for final details).

<b>Sunday, Oct. 7 and Monday Oct, 8</b>	<b>Early Return</b>	<b>4-7p.m</b>
Saturday, Oct. 27	University of Scouting	9a.m.-11a.m.
Thursday, Nov. 1 Eagle River (New Richmond) & Trailblazer (Willmar) Roundtables		5p.m.-7p.m.
<b>Sunday, Nov. 4 and Monday Nov. 5</b>	<b>Final Returns</b>	<b>4p.m.-7p.m.</b>

**2018 Returns—Units will only be able to return up to 15% of their TOTAL Show and Deliver order after Oct 8.**

- **Singles in good condition will be accepted at FINAL return sites only.**
- Updated Product Transaction Reports will go out on Monday, Oct. 30. Units will have 5 days to dispute them.
- The Oct. 27 return date will be for units that have less than 15% to return and agree that their transaction report on that date is correct. Product will be charged to units if they end up being over the 15% threshold.
- On Final Return dates, each warehouse will have calculated amount units can return via spreadsheet. Any product leftover the 15% mark, the unit keeps and continues trying to sell. For example, if the unit is \$400 over in product they can return, they can choose whatever \$400 in product they feel they can sell easiest. Staff advice available at the sites.

## ***HOME DELIVERY \$12,000 AND UP***

- For Show and Deliver Home Delivery, units that sold \$12,000+ in 2017 total have earned Home Delivery in 2018.
- At least 50% of their 2017 sales must be ordered. Show and deliver address information is due by Aug. 20.
- 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.

## ***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. **Each transfer MUST be recorded via the Transfer Google document.**
- Have over 15% to return? Keep selling! Have an additional storefront. The key is to ask for help. Most of the 13 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 we need that product. The key is to let us know, we can help!
- Use the business cards that you receive at training. Hand them out to other units in your area that you can trade with.
- 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 most of your product currently is.
- 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.

## ***PRIZE PROGRAM***

Northern Star Scouting is excited to partner with Keller Marketing again this year for the popcorn prize program.

- Scouts choose from physical prizes (every level) or gift cards (certain levels).
- Keller will also be the website where you order the Bonus Prizes and all Patches.
- One order with everything will be shipped directly to the Unit Chair. Simple!
- Adventure prizes will be ordered by the Popcorn chair via website or paper form. \$40 Bonus gift cards for \$3500+ sellers. will be ordered through the Adventure Prize program, and handed out at the Champions Breakfast.
- Keller has a number, 1-888-351-8000, answered by a real person, dedicated to Scout volunteers to handle any problems.
- Keller will stand by its prizes 100%, replacing any defective or broken products.
- The website to order will be directly linked to the Trails End website.
- Check out the sales guide for the prize program.

## ***WHEN AND HOW TO ORDER PRIZES***

- Verify your address on the Keller site
- Communicate a prize choice **due date** to your Scouts and Parents several times during the sale.
- Set a deadline, and have a "Default Choice" for each prize level if they don't have their choice into you by the due date. (Suggested are gift cards for \$700+, below that would be unit's choice.)
- Use the Prize Tracker sheet (available on [buyscoutpopcorn.com](http://buyscoutpopcorn.com)) to help keep track of what Scouts choose.
- In order to receive prizes by your December Unit meeting, make sure to order at least 14 business days prior .
- Any questions or problems, contact Keller directly at 1-888-351-8000.

# HOMETOWN HEROES VHH

Last year, over \$80,000 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. Order in \$25 and \$50 amounts.
- Do make sure 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 Hometown Heroes.
- 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.



## **POPCORN SALE COMMISSION STRUCTURE** BY RETAIL SALE PRICE

Base Commission	32%	
Attend Popcorn Seminar	3%	
Total	35%	
Cash Option* (no prizes)	4%	(Only available for Troops and Crews by request)
Cash Option Total	39%	

**\*Cash Option Details:** Only Troops and Crews may choose to for go the Keller Prize Program and receive another 4% commission. This option is not available to Packs. An email from the Northern Star Scouting will be sent out in late August requesting your Unit chairs response if your Troop or Crew would like the Prize or Cash Option.

## **PAYMENTS**

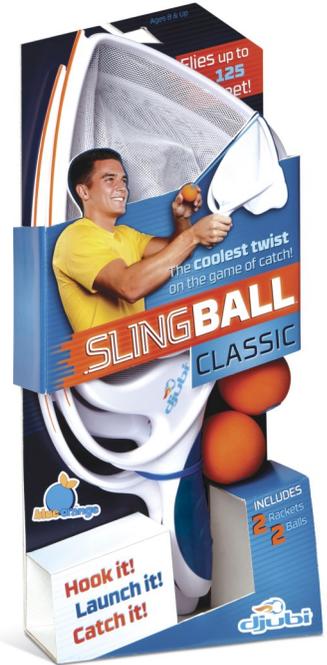
- Payments are due to the Northern Star Office on or before Dec. 14, 2018.
- Northern Star Scouting does front the cost of all product and does not ask its Units to pay their invoice right away. You can pay earlier if you want. Please be prompt with your payment.
- **Bounced checks:** Northern Star Scouting will work with Units if they receive a bounced check from a popcorn buyer. See Bounced Check Policy on the website. Form must be submitted by Jan. 31, 2019.
- If you are having problems collecting funds from someone in your Unit, after a reasonable number of attempts, please contact Northern Star Office. **612-261-2305**.
- Please submit 1 check to the Northern Star via mail or drop off. 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 14 may be assessed a 4.25% late fee.**

# **RESOURCES**

## **Kick Off Kits**

Each Unit that attends training receives a Kick Off Kit that contains:

- Tasting Kit Samples (1 set of the following per 25 Scouts in your unit);
  - \* Sea Salt Caramel
  - \* White Cheddar
  - \* 2 Packs of Microwave Kettle and Unbelievable Butter
- Popcorn Shirt
- Sales Guides
- Online Sales Business Cards
- Banner Order Form
- Carbon Check Out Sheets
- Sellers Academy
- **\$650 Club Prize**



# **CREDIT CARD READERS**

Credit Card Readers can be a great way to increase your sales. Storefronts are a place where they are most handy. Some units have reported increased sales of over \$5,000 during the sale because they were able to take credit cards on site.

Some thoughts about using the Credit Card Readers are:

- Ability to take credit card payments
- Use multiple readers at different locations at the same time.
- Most companies offer a “Salesman” mode, where you can invite others in your unit to the main account and keep track of sales they have via their credit readers. Be careful of fees with some of them. Turn them on or off.
- Fees are responsibility of the Unit.
- Remember, the fees are on sales you would not normally have gotten at a storefront, not on all of your sale.
- You SHOULD attach the deposits to your unit’s bank account, but it is NOT mandatory. Individual parents can have an account to collect dollars, and then they can pay the unit directly. Individuals can NOT sign up for non-profit status accounts, which may have a better transaction % rate.



While Northern Star Scouting or Trails End does not endorse any specific Credit Card Reader company. Here are the most popular three units have used in the past. Make sure to research and see what matches up with your Unit’s needs.

**Square**-[www.squareup.com/](http://www.squareup.com/)

**Intuit**-<https://payments.intuit.com>

**Paypal**-[www.paypal.com](http://www.paypal.com)

## **ONLINE SALES** *HOW SCOUTS CAN WIN BIG PRIZES*

The online sale is a great way for friends, relatives, business contacts and more to support the Scout's adventures! Use email and/or social media to ask them for support.

- No handling of product—ships direct to customer.
- No handling of money—commission gets credited to the Unit's invoice in November.
- Start selling Aug. 15 and sell through Oct. 31.

**NEW IN 2018**—Your Scouts can win great new prizes 2 WAYS using the online sale!

**ONE**—Sign up for an Trails End Online Selling Account by Sept. 30.

Oct. 1-we draw for 5 Nintendo Switches out of everyone who has an account.

**TWO**—Each sale equals one entry into a drawing for 4 airline tickets to anywhere in the lower 48 states. (Max value \$1,800, subject to state tax.)

## **REMININD** *TEXT REMINDER SERVICE FOR DEADLINES*

“Remind” is a text message service that schools and organizations use to get important information out to its teachers and parents via text message. This fall, the popcorn sale will also utilize this program and we encourage two things:

1. All popcorn chairs sign up to receive text messages from the 2018 Popcorn account. Sign up at <https://www.remind.com/join/2017popc>

To unsubscribe at anytime, type **@leave** and send via text.

Messages that will be sent include: Deadline reminders, Tips of the Week, Last Minute Changes and other important announcements. We will try our best to limit this to one message per week. It will mostly be used for Deadline Reminders. (Msg & data rates will apply.)

2. Popcorn chairs are encouraged to set up an account for their own unit, and email out their link to the parents in their unit to remind them of their deadlines. More information can be found at [www.remind.com](http://www.remind.com). When creating an account, select TEACHER. Follow the prompts and select I DON'T WORK AT A SCHOOL. It's FREE!

## **BLITZ-FILL IT UP PRIZE** FREE BRICKFEST LIVE TICKET

Scouts that fill up a sales sheet by Wed. Oct. 3 earn a free admission ticket to BrickFest Live! at the Saint Paul Rivercenter Nov.10-11 (a \$24 value)



### **How Does a Scout Qualify?**

- Storefront sales do not qualify. This program is designed for door to door and individual sales.
- A Scout must fill all 25 lines of the Northern Star Scouting Sales sheet.
- 25 lines must be different sales. An identifier must be on each sales line (name, phone, etc).
- Sheet must be submitted by Oct. 4 at 12pm. No exceptions.

### **How to Submit a Completed Sheet**

- Take a pdf scan or photo of the completed sheet and upload a copy at [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com).
- Fax to 612-261-2499 including the fax cover sheet found at [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com).
- Max of two tickets per Scout can be earned.

## **SELLERS ACADEMY** FREE SCOUT SALES EVENT SEPT 16

Sellers Academy is for all Scouts selling popcorn. Encourage all of your Scouts to attend!

**Date/Time:** Sunday Sept. 16, from 12:00 p.m. - 4:00p.m..

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

**Stations:** (subject to change)

Popcorn Tasting -What's Your Favorite Flavor?

Prize Extravaganza/Bonus Prizes/Adventures

Patch Collection/Mentor Patch

Setting Your Goal

Online Sales

Practice Your Pitch

Hometown Heroes

Build-A-Booth

Salesmanship Merit Badge will be offered for Boy Scouts!

All Scouts that complete the stations will leave with a special prize!

Postcards with the sign up information will be mailed out early August to all registered Scouts in Units that have signed up to sell popcorn by Aug. 1. Emails will be sent to popcorn chairs to forward to parents.

# POPPIN THRU TIME PATCH SET

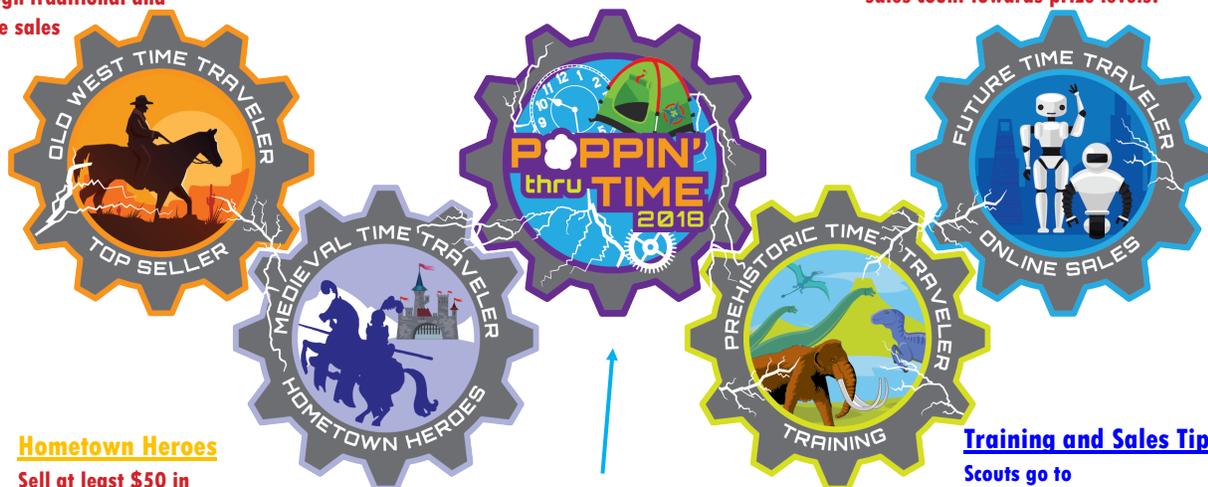
This year's patch set is meant to motivate and reward Scouts to accomplish certain things during the fall sale. Scouts can collect all 5 parts to the patch and earn a version that they can hang on their uniform for being a top seller.

## \$1000 Club

Sell at least \$1000 through traditional and online sales

## Online Sales

Sell at least 1 item online. Register at [www.Trails-End.com](http://www.Trails-End.com) and create your own account. Online sales count towards prize levels!



## Hometown Heroes

Sell at least \$50 in Hometown Heroes (HH) popcorn donations.

## Sell 1 Item

Sell 1 popcorn bag, box or HH using any method, except online.

## Training and Sales Tips

Scouts go to [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com) starting Sept. 1. Watch 3 videos and sign up for weekly sales tips via email.

## RECAP OF WHAT IS NEW

Here is a quick recap of some of what is new, as a handy reference.	Page #
Distribution in the TC Metro goes to longer hours, fewer pick up sites. Units need to pick a distribution site by Sept 1.	6
Do not use excess inventory to fill your Hometown Heroes.	8
Check out the new \$650 Club prize. The Djubi Classic Set.	9
Online sale adds prize drawing for creating or updating an account and sales.	10
“FILL IT UP” prize. Scouts that fill up a sales sheet earn a ticket to Brickfest Live!	11
Online training videos allow Scouts to earn a exclusive Training patch	12

AUG 20  
 Home Delivery  
 Information Due to  
 Northern Star

# September 2018

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

**Popcorn Success List**

- \_\_\_\_\_ Create your own incentives for your Scouts to motivate them to sell.
- \_\_\_\_\_ Hold your Unit Kickoff.
- \_\_\_\_\_ Recruit someone to pick up the popcorn at distribution site.
- \_\_\_\_\_ 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 9a.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 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
			Assess your inventory			
7	8	9	10	11	12	13
<b>Early Return Day</b> 4-7p.m.	<b>Early Return Day</b> 4-7p.m.		Hold a Mid Sale Rally			
14	15	16	17	18	19	20
21	22	23	24	25	26	27
<b>Last week of the sale-finish strong</b> -Assess your inventory, fill Take orders with S&D product. Collect Prize choices						
28	29	30	31			
<b>Sale Ends @</b> 11:59p.m.			<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.
- \_\_\_\_\_ Remind your Scouts when prize orders are due to you.

# November/December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Return Sites in Willmar and New Richmond 5-7p.m.	2	3
4 Final Return in Metro 4-7p.m.	5 <u>Take Orders Due</u> Final Return in Metro 4-7p.m.	6	7	8	9	10
11	12	13	14	15	16 Prize Orders Due	17
		<u>Take Order Home Deliveries</u>		<u>Take Order Distribution See Website for specific date/time for your unit</u>		
18	19	20	21	22	23	24
				<u>Thanksgiving</u>		
25	26	27	28	29	30	1
2	3	4	5	6	7 PAYMENTS DUE in 1 week Dec. 14	8

## 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 S&D order can be returned.
- \_\_\_\_\_ Order Take Order Product via the website before or on Monday, Nov. 5.
- \_\_\_\_\_ Secure Prize choices from all Scouts. Submit prize order prior to Nov. 18 for December delivery.
- \_\_\_\_\_ 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. 14.
- \_\_\_\_\_ 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 District area:***

<u>DISTRICT</u>	<u>POPCORN CHAIR</u>	<u>PHONE</u>	<u>EMAIL</u>
Chief Black Dog	Steve Short	952-846-8216	soshortmn@charter.net
Crow River	VACANT	612-261-2300	popcorn@northernstar.org
Dan Patch	Angel Braaten	952-923-3021	angel.braaten@gmail.com
Eagle River	Kari Seaman	651-236-7434	kari_seaman@yahoo.com
El Sol	VACANT	612-261-2300	popcorn@northernstar.org
Great Rivers	Tara Ungar	651-329-4091	tungarspadiva@yahoo.com
Kaposia	Cynthia Zien		zienfamily@q.com
Lake Minnetonka	Dana Geller	612-810-1945	dgeller@mchsi.com
Many Waters	Nate & Dana Peterson	651-216-0251	PETERSON6277@GMAIL.COM
Metro Lakes	Lesley Farnham	612-866-7948	lesleyfarnham@gmail.com
Mustang	Jerry Bru	612-418-9887	jerrybru@gmail.com
North Star	VACANT	612-261-2300	popcorn@northernstar.org
Northern Lights	Marty Paulat	612-237-6145	martyp01@hotmail.com
Northern Lights	Zia McNeal-Unit Mentor	763-553-2763	ziamcneal@gmail.com
Northwest	VACANT	612-261-2300	popcorn@northernstar.org
Southern Skies-South	Carla Wolfe-Bartusek	507-649-0338	bbeyes70@hotmail.com
Silver Maple	VACANT	612-261-2300	popcorn@northernstar.org
Three Rivers	Krystal White	651-206-3859	krys916r@yahoo.com
Trailblazer	Wendy Jurgensen	320-905-0625	bsatrailblazerpopcorn@gmail.com
Zulu	VACANT	612-261-2300	popcorn@northernstar.org

### NORTHERN STAR TEAM

Council Chair	Nikki Johnson	651-485-9719	nicmark100@yahoo.com
Distribution Chair	Mike Glass	763-232-5020	gmichaelglass@gmail.com
Office Support	Jana Nash	612-261-2403	jnash@northernstar.org
Staff Advisor	Bill Anderson-Horecka	612-261-2405	billa-h@northernstar.org