

2017 FALL POPCORN SALE LEADER GUIDE



NORTHERN STAR COUNCIL
BOY SCOUTS OF AMERICA

Prepared. For Crunchtime.

www.buyscoutpopcorn.com

FALL 2017 POPCORN SALE CALENDAR

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

Pre-Sale Prep

July 29—Aug. 31	Attend Popcorn Training	
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	
Fri. Aug 25	Home Delivery Info and Banner Orders due	12:00 p.m.
Fri. Sept 1	Show & Deliver Order Due at Trails-End.com	12:00 p.m.
Sept. 11-16	District Show and Deliver Pick Up	Varies by District
Sept. 13-20	Free Home Deliveries Dropped off	Varies

During the Sale

Fri. Sept 22	“SUNSET MADNESS” SALE STARTS!	Sunset
Sun. Oct 8/Mon. Oct. 9	Early Returns	4:00 p.m.-7:00 p.m.
Sun. Oct 29	SALE ENDS!	11:59 p.m.

After Sale Wrap Up

Mon. Oct 30	S&D Transaction Invoices emailed out	12:00 p.m.
Thurs. Nov 2	Return up to 15% Excess S&D in Eagle River and Trailblazer	5:00 p.m.-7:00 p.m.
Fri. Nov 3	Last Day to Dispute S&D Invoice	
Sun Nov 5/Mon. Nov 6	Return Excess S&D in Metro	4:00 p.m.-7:00 p.m.
Mon. Nov 6	Take Orders Due at Trails-End.com	MIDNIGHT
Fri. Nov 17	Prize Order Due for Dec Delivery	5:00 p.m.
Wk of Nov 13	Online Sale Commissions credited to invoice	by Friday the 17th
Nov. 15-18	Free Home Deliveries Dropped Off	Varies by District

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 the Council 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

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

- Highlight last year’s Activities and what’s planned for the new year.
- Ask SCOUTS what they want to do!
- Pack Meetings and Awards

Pay For It All with Popcorn

- Importance of a Family/Scout Goal—Scouts with goals sell more!!
- Pack Goal What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- 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

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to——Nothing Out of Parent’s Pocket

Divide Group into Parents and Scouts

Parents

Why We Chose the Popcorn Program
Parent Packet or Guide (in the sales guides)
Lessons Your Son 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

- Recognize Last Year’s Top Selling Scouts
- Generate Enthusiasm
- Extra Incentives
- 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@NSBSA.ORG AND REQUEST SOMEONE FROM THE KICK OFF CREW TO HELP WITH YOUR EVENT! WE WILL DO OUR BEST TO SEND SOMEONE OUT!

IDEAS OTHER NORTHERN STAR COUNCIL 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
- Minute to win it type games
- 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 Friday, Sept 1 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 6 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 and register an account to sell popcorn online. Scouts can use Twitter, Facebook and emails to sell popcorn across the country. No product handling for the Scout and the payments come in automatically. This sale technique is great to use with relatives and friends who cannot easily have product delivered to them during the fall sale. A great way for older Scouts to earn money using social media and technology.

- 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@nsbsa.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 & two parents for two hours. It keeps the chaos factor very low.
- Confirm with the parent(s) of the youth that are scheduled 3 days out.

DURING AND AFTER THE SALE DATE

- Have Scouts in uniform and stand in FRONT of the table.
- Never have the Scouts ask them 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



PRODUCT UPDATE

New for 2017

Sea Salt Caramel

- 18oz Bags of Sea Salt Caramel available for the sale. In 2016 they were online only.

Cheese Lovers—new Mix

- Three bags will be —White Cheddar, Jalapeno and *NEW* Orange Cheddar.

Discontinued for 2017

Jalapeno Cheddar

Butter Light Microwave

For a complete list of the products available, please refer to the sales guide.



PLACING AN ORDER—FOR A DETAILED PDF HELP SHEET -VISIT THE WEBSITE

Sign in to your [Popcorn System](#) account (login information provided by your council)

Click on the **Unit Orders** menu

Click **New Unit Order**, and select the Campaign (e.g., Fall 2017) 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 1 case.

REORDERING PRODUCT DURING THE SALE

- Reordering product during the sale this year will be done via an online order system through [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 website
- 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

TRANSFERS—ALL ONLINE IN 2017

New for 2017. Transfers will all be done online through Google Docs. This should cut down on the invoice errors. 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 Council office. Each transaction will be given a individual transaction number. The Council office will then enter in the transfers weekly via that information.

DISTRIBUTION- SEPT 11-16 FOR SHOW AND DELIVER, NOV 15-19 FOR TAKE ORDER.

New for 2017—Choose your Distribution Location. If there is a location that is more convenient than your normal district location, we can transfer your pick up to that location. See list of locations/dates/times on the website. **Location changes MUST be submitted to Jana Nash at jnash@nsbsa.org no later than September 1 for Show and Deliver, and November 1 for take order.** Each district will have one date/location for the year, please check the website and your email for final specifics.

Step 1: Check with your District to see if they have assigned Pick Up times. Assigned times help each site manage the distribution process more effectively, and it lets them know which unit is coming at which time.

Step 2: Pick up your product at your assigned district 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.

HOME DELIVERY—\$12,000 AND UP

- For Show and Deliver Home Delivery, Units that sold \$12,000+ in 2016 total have earned Home Delivery in 2017.
- At least 50% of their 2016 sales must be ordered. Show and deliver address information is due by Aug 25.
- 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 November

RETURN POLICIES

- Return dates for popcorn are scheduled as follows (subject to change, please check website for final details)

Sunday Oct. 8 and Monday Oct 9	Mid Sale Return	4-7p.m. at 2 locations, TBA
Saturday Oct. 28	University of Scouting	9a.m.-11a.m.
Thursday Nov. 2	Eagle River (New Richmond) & Trailblazer (Willmar) Roundtables	5p.m.-7p.m.
- 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 8 and 9.

- **New in 2017—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.

2017 Returns—Units will only be able to return up to 15% of their TOTAL Show and Deliver order after Oct 9.

- **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 28 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.

INVENTORY CONTROL 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.
- Visit the popcorn trading page via www.buyscoutpopcorn.com. Transfer and Trade with other units in the Council. **Each transfer MUST be recorded to the Council via the Transfer Google document.**
- 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.
- Have over 15% to return? Keep selling! Have an additional storefront. The key is to ask for help. Most of the 16 units that had leftover product were able to get rid of all of it before the end of the year because they let Council know they had it. We get late orders, new units and many other reasons we need that product. The key is to let us know, we can help!

PRIZE PROGRAM

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

- Scouts get to 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 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

- 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) 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
- Verify your address on the Keller site
- Any questions or problems, contact Keller directly at 1-888-351-8000

POPCORN SALE COMMISSION STRUCTURE (BY RETAIL SALE PRICE)

Base Commission	32%	
<u>Attend Popcorn Seminar</u>	<u>3%</u>	
Total	35%	
<u>Cash Option* (no prizes)</u>	<u>4%</u>	(Available for Troops and Crews by request)
Cash Option Total	39%	

***Cash Option Details:** 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 Council office will be sent out in late August requesting your Unit chairs response if your Troop or Crew would like the Prize or Cash Option.

HOMETOWN HEROES

Last year, over \$90,000 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.

DOs and DONTs about Hometown Heroes

DOs

- 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 Council distribute it.
- Put out a bucket/boot/etc at your storefront to collect donations for HH popcorn. Order in \$25 and \$50 amounts.
- Make sure submit your HH order through the Trails End website for the TAKE ORDER order.

DON'TS

- Don't use donations for anything other than Hometown Heroes popcorn. National BSA 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 forget to take pictures of your Scouts interacting with your HH.



PAYMENTS

- Payments are due to the Council Office on or before December 15, 2017.
- Northern Star Council 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 Council 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, 2018.
- If you are having problems collecting funds from someone in your Unit, after a reasonable number of attempts, please contact the Council Office. 651-254-9146.
- Please submit 1 check to the Council Office via mail or drop off. Please include your Unit # in the memo area.
- Checks can be mailed to: Northern Star Council, 393 Marshall Ave, St. Paul, MN 55102
- **New for 2017—Payments not submitted by December 15 may be assessed a 4.25% late fee.**

WIN GIFT CARDS FOR YOURSELF OR YOUR UNIT

Unit Chairs that achieve certain benchmarks will receive Door Prize Tickets for a larger drawing of three \$400 Gift Cards provided by Trails End.

There are three ways to earn entry into the large door prize drawing :

1. Payment on or before Dec. 15: earns 1 entry.
2. Returns are 10% or less of your entire S&D Order earns 1 entry.
3. Increase your units popcorn sale: Earns 1 entry using the chart below:

<u>Fall 2016 Sale Total</u>	<u>2017 Goal</u>
\$0-999	\$1000 or 10% increase, whichever is greater
\$1,000-\$5,000	Increase by 10%
\$5,001-9,999	Increase by 5%
\$10,000-\$19,999	Increase by 3%
\$20,000-\$29,999	Increase by 1%
\$30,000+	Increase by \$1

RESOURCES

Kick Off Kits

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

- Tasting Kit Samples (1 set of the following per 25 Scouts in your unit)
 - * Sea Salt Caramel
 - * White Cheddar
 - * 2 Small Caramel Corn
 - * 3 Packs of Microwave Kettle
- Popcorn Shirt
- Collection Envelopes
- Sales Guides
- Online Sales Business cards
- Banner Order form
- Carbon Check Out sheets
- Mentor Patches
- Sellers Academy
- \$650 Club Prize
- Popcorn Challenge with Envelope



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 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 Council 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/

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

Paypal-www.paypal.com

THE MAD SCIENTIST MONSTER 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 6 parts to the patch and earn a version that they can hang on their uniform for being a top seller.

Online Sales-Crunchula

Sell at least 1 item online. Register at www.Trails-End.com and create your own account. Online sales count towards your price levels!

\$650 Club-CARRL

Creature Around Rum
River Lagoon

Sell at least \$650 in any combination of products and HH.

Sell 1 Item-Dr. Xavier Plosion

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



Build your Sale-Frankenpop

Sell one of each non-hometown heroes items. There are 12 items.

New for 2017-Mentor Patch

Finish 5 requirements to earn the new Mentor Mummy patch

Hometown Heroes-Wolfgang

Sell at least \$25 in Hometown Heroes (HH) popcorn donations.

MENTOR PATCH—NEW AWARD FOR SCOUTS

New in 2017, a Mentor Patch that awards Scouts for their good turn to help a fellow Scout be successful with the popcorn sale. Units will be given 5-10 patches to start the sale so instant recognition can be utilized for Scouts that help out. More will be available via Scout Offices, Roundtables and other venues.

Complete all 5 requirements to earn the Popcorn Mentor patch are:

1. Identify a Scout who is new to Scouting, new to the popcorn sale or a Scout that would like some help reaching their sales goal.
2. Work with that Scout to plan out a sales event (door to door, storefront or another event approved by your Scout leader). Talk about what materials are needed and ask the Scout what their goal is for the sales event. Goal can be dollar amount or another goal (example: number of houses visited) approved by your Scout leader.
3. Participate as a two person team for at least 60 minutes of a sales event. As the Mentor, use the three part teaching process for the event.
 1. Show the Scout
 2. Work as a team with the Scout
 3. Let the Scout do it by themselves
4. After completion, talk about what each other did well and/or what could have been improved upon.
5. Report back to your unit popcorn chair that steps 1-4 are complete, along with the name of the Scout.



REMIND—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 2017 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 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 your deadlines. More information can be found at www.remind.com. When creating an account, select TEACHER. Follow the prompts and select I DON'T WORK AT A SCHOOL. It's FREE!

SELLERS ACADEMY—FREE SCOUT SALES EVENT SEPT 16

New in 2017—Sellers Academy for all Scouts selling popcorn. Encourage all of your Scouts to attend!

Date/Time: Saturday September 16. 9:00a.m.-1:00p.m..

Locations: **Base Camp**—201 Bloomington Road, Fort Snelling, MN 55111

Crystal Community Center—4800 Douglas Dr. N, Crystal, MN 55429

Litchfield—TBA

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.

POPCORN CHALLENGE—WHAT CAN YOU DO WITH ONE BAG OF MICROWAVE POPCORN?

Channel your inner Mad Scientist to show off your Scout Unit's creativity.

Prizes awarded for 1st, 2nd and 3rd place.

Troops/Crews

Packs

1st Place— Ninja Warrior Party

Mad Science Performance at your pack meeting

2nd Place— I2 Foot Party Sub

Pizza Party

3rd Place— Pizza Party

Ice Cream Party

2017 Popcorn Challenge Rules

- Videos must feature something that involves one bag of microwave popcorn
- You can use the bag of popcorn popped or unpopped
- Videos can be no more than two minutes long
- When finished, follow the instructions to upload your Unit's video at www.buyscoutpopcorn.com
- Limit two video submissions per unit
- If you mess up using your bag of popcorn, you can always get another bag of similar size, it does not have to be Trail's End popcorn to qualify
- Units must be a currently registered Unit in Northern Star Council
- Units must sell at least \$500 in popcorn during the fall 2017 sale
- Deadline to post a Video is October 13, 2017



Videos will be judged on: 1. Overall Creativity 2. Use of Popcorn 3. Using Scouts in the video

RECAP OF WHAT'S NEW

Here is a quick recap of some of what is new, as a handy reference.

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AUG 25
 Home Delivery
 Information Due to
 Council

September 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Show & Deliver Orders Due	2
3	4 <u>Labor Day</u>	5	6	7	8	9
10	11	12	13	14	15	16
			<u>Home Deliveries</u>			
<u>Show & Deliver Distribution-See Website for specific date/time for your unit</u>						
17	18	19	20	21	22 Sale Starts @ Sunset	23
<u>Home Deliveries</u>						
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 2017

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

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 2017

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

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 6
- _____ 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 Council before Dec 15
- _____ Recognize Scouts for a job well done

Contact Information 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	763-231-7201	popcorn@nsbsa.org
Dan Patch	Ann Schnorr	N/A	aschnorr@gmail.com
Eagle River	Kari Seaman	651-236-7434	kari_seaman@yahoo.com
El Sol	VACANT	763-231-7201	popcorn@nsbsa.org
Great Rivers	Tara Ungar	651-329-4091	tungarspdiva@yahoo.com
Kaposia	Karla Gotham	661-230-7446	karla18@gmail.com
Lake Minnetonka	Dana Geller	612-810-1945	dgeller@mchsi.com
Many Waters	VACANT	763-231-7201	popcorn@nsbsa.org
Metro Lakes	Lesley Farnham	612-866-7948	lesleyfarnham@gmail.com
Mustang	VACANT	763-231-7201	popcorn@nsbsa.org
North Star	VACANT	763-231-7201	popcorn@nsbsa.org
Northern Lights	Marty Paulat	612-237-6145	marty01@hotmail.com
Northern Lights	Zia McNeal-Unit Mentor	763-553-2763	ziamcneal@gmail.com
Northwest	VACANT	763-231-7201	popcorn@nsbsa.org
Southern Skies-North	Wayne Johnson	612-600-3417	waynej3@hotmail.com
Southern Skies-South	Carla Wolfe-Bartusek	507-649-0338	bbeyes70@hotmail.com
Silver Maple	VACANT	763-231-7201	popcorn@nsbsa.org
Three Rivers	Krystal White	651-206-3859	krys916r@yahoo.com
Trailblazer	Michael Gratz	320-214-8316	mgratz@cmf-inc.com
Zulu	VACANT	763-231-7201	popcorn@nsbsa.org
<u>COUNCIL TEAM</u>			
Council Chair	Nikki Johnson	651-485-9719	nicmark100@yahoo.com
Distribution Chair	Mike Glass	763-232-5020	gmichaelglass@gmail.com
Office Support	Jana Nash	651-254-9147	jnash@nsbsa.org
Staff Advisor	Bill Anderson-Horecka	651-254-9146	billa-h@nsbsa.org