

Storefront Help Sheet

Northern Star Council, Popcorn Sale

Revised 8-2-16

Storefronts are a great way for your unit to increase popcorn sales, get in front of the community and teach the Scouts some valuable skills. This sheet is not an all encompassing list, but it will help you plan out your storefronts. If you have suggestions, please email popcorn@nsbsa.org.

What is a Storefront?

A storefront sale is a Scouting unit arranging time in front of a local store to sell popcorn for a certain amount of time. They can make up part of your overall sale, but should not make up a large portion of the sale.

Selecting a Store

Consider stores that have a lot of foot traffic for the time(s) you are interested in. Grocery, Sporting Goods, Hardware stores are great for weekend hours. Gas stations are great for 5-7 weeknight hours. Stores that cater to men are usually better, because chances are they were in Scouting and want to support the program. A partial list of stores that do not allow any groups selling include Target, Home Depot and Menards. Stores are first come, first serve basis in all cases.

Communication with the Store

1. Initially contact the store manager to arrange a time for the Scouts to be there. Explain to them you are with the local Scouting unit and the Boys would like to sell popcorn in front of their store to help them raise dollars to go to camp and other Scouting activities.
2. Have some dates/times in mind to ask if they are available. Most popular times are Saturdays 9-4 and Sundays 11-5. Some weeknights from 5-8 are also popular depending on the store.
3. Make sure you note who you talk with, and who you can talk to the morning of.
4. Contact the store a week out to confirm the date/time. Talk with the store manager during the week, and potentially during the weekend. Most stores have different weekday and weekend managers.
5. Assure the manager that the Scouts will not be a deterrent to customers, that they will be welcoming and helpful (carts, groceries to car, holding doors, etc). And they will leave the area cleaner than they found it.
6. Make sure you know if you will be inside or outside, and if you need to bring your own table.

Staffing your Storefront

1. Utilize the 2-2-2 method. 2 Scouts, 2 Parents for 2 hours. 2 hours is about the time that a youth can handle before they get "squirrelly".
2. Use an online sign up form, like google docs, or signupegenius.com to schedule your storefronts and make it easier for your families to sign up for a slot.
3. Consider dividing up the dollars sold among everyone who sold that day. An "hourly" wage can entice some families because they know even if their Scout's were in the rain for 2 hours, they can encourage the next Scouts to do an awesome job.

Products to bring/order

A few factors go into determining what and how much product to bring to a storefront.

- What type of store? Is it a major grocer, neighborhood hardware, gas station or small business?
- What hours? Is it a Saturday or a weeknight?
- When during the sale? Is it near the beginning or middle of sale?
- If you have questions on what to order/bring to a particular storefront, email popcorn@nsbsa.org

Setting up your booth

- Ensure you have enough time to set up before your scheduled start.
- Go into the store and find your contact for the day. Hand the store manager the Council Contact/Insurance sheet
- Thank the contact and ask them if they have any questions.
- Label your products with prices from lowest to highest. Use Post it notes.
- Keep Chocolate Products out of the SUN! Melted products can NOT be returned.
- See the diagram below for a great way to set up your storefront.



Setting expectations for Scouts and Parents

In order for the most successful storefront, make sure to set expectations for the Scouts and the parents. A good list could include:

- Be on time
- Be in full uniform (for sure Scout shirt)
- Uniform tucked in.
- No non Scouting hats
- No siblings that are not Scouts
- No chairs, have the Scouts stand in front of the table
- No eating during the shift.
- No electronics used, except Credit card readers.

Selling tips

- Bring a lot of \$10, \$15 and \$20 items.
- Have the Scouts ask "Would you like to see what we have for sale to help me go to camp?"
- Have the Scouts open doors, offer to get them a cart or unload their bags in their car. Having them be respectful teaches them that skill, and can lead to sales.
- Have the Scout talk about what product he likes best.

After the storefront

- Clean up your area
- Make sure to tell the store manager thank you. Writing a thank you card goes a LONG way with the stores.
- Make sure to have an inventory check at the end, and it matches the cash/checks/credit cards.

COUNCIL CONTACT SHEET

Updated 8-18-16

Dear Store Manager,

Thank you for helping Scouts go on Adventures. Your organization is helping some of the thousands of Scouts “earning their way” to shooting their first bow and arrow, catching their first fish, spend an overnight in a tent, learning the value of community service and much much more. You are part of something that will improve our communities for years to come, and we thank you.

While we do not expect anything out of the ordinary to occur, if you should have any questions or concerns about anything that happens during the time the Scouts are selling popcorn in front of your business, please do not hesitate to contact my office.

Thank you again all you have done for Scouting and the youth of tomorrow.

Bill Anderson-Horecka

Northern Star Council

651-254-9146

Billa-h@nsbsa.org

www.northernstarbsa.org



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER MHBT Inc. 8144 Walnut Hill Lane, 16th Fl Dallas TX 75231	CONTACT NAME: PHONE (A/C. No. Ext): 972-770-1600		FAX (A/C. No.): 972-770-1699
	E-MAIL ADDRESS:		
		INSURER(S) AFFORDING COVERAGE	NAIC #
		INSURER A : Old Republic Insurance Co.	24147
INSURED Boy Scouts of America, National Council and All of its affiliates and subsidiaries including: Northern Star Council, BSA 393 Marshall Avenue St Paul MN 55102		INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :	

COVERAGES

CERTIFICATE NUMBER: 93157827

REVISION NUMBER:

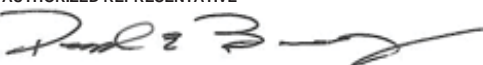
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			MWZY306938	3/1/2016	3/1/2017	EACH OCCURRENCE	\$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$
							MED EXP (Any one person)	\$
							PERSONAL & ADV INJURY	\$
							GENERAL AGGREGATE	\$
							PRODUCTS - COMP/OP AGG	\$
								\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						WC STATU-TORY LIMITS	OTH-ER
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

THIS CERTIFICATE IS INTENDED TO BE USED AS PROOF OF INSURANCE ONLY

CERTIFICATE HOLDER**CANCELLATION**

PROOF ONLY	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 

© 1988-2010 ACORD CORPORATION. All rights reserved.

Storefront Help Sheet

Northern Star Council, Popcorn Sale

Revised 8-2-16

Storefronts are a great way for your unit to increase popcorn sales, get in front of the community and teach the Scouts some valuable skills. This sheet is not an all encompassing list, but it will help you plan out your storefronts. If you have suggestions, please email popcorn@nsbsa.org.

What is a Storefront?

A storefront sale is a Scouting unit arranging time in front of a local store to sell popcorn for a certain amount of time. They can make up part of your overall sale, but should not make up a large portion of the sale.

Selecting a Store

Consider stores that have a lot of foot traffic for the time(s) you are interested in. Grocery, Sporting Goods, Hardware stores are great for weekend hours. Gas stations are great for 5-7 weeknight hours. Stores that cater to men are usually better, because chances are they were in Scouting and want to support the program. A partial list of stores that do not allow any groups selling include Target, Home Depot and Menards. Stores are first come, first serve basis in all cases.

Communication with the Store

1. Initially contact the store manager to arrange a time for the Scouts to be there. Explain to them you are with the local Scouting unit and the Boys would like to sell popcorn in front of their store to help them raise dollars to go to camp and other Scouting activities.
2. Have some dates/times in mind to ask if they are available. Most popular times are Saturdays 9-4 and Sundays 11-5. Some weeknights from 5-8 are also popular depending on the store.
3. Make sure you note who you talk with, and who you can talk to the morning of.
4. Contact the store a week out to confirm the date/time. Talk with the store manager during the week, and potentially during the weekend. Most stores have different weekday and weekend managers.
5. Assure the manager that the Scouts will not be a deterrent to customers, that they will be welcoming and helpful (carts, groceries to car, holding doors, etc). And they will leave the area cleaner than they found it.
6. Make sure you know if you will be inside or outside, and if you need to bring your own table.

Staffing your Storefront

1. Utilize the 2-2-2 method. 2 Scouts, 2 Parents for 2 hours. 2 hours is about the time that a youth can handle before they get "squirrelly".
2. Use an online sign up form, like google docs, or signupgenius.com to schedule your storefronts and make it easier for your families to sign up for a slot.
3. Consider dividing up the dollars sold among everyone who sold that day. An "hourly" wage can entice some families because they know even if their Scout's were in the rain for 2 hours, they can encourage the next Scouts to do an awesome job.

Products to bring/order

A few factors go into determining what and how much product to bring to a storefront.

- What type of store? Is it a major grocer, neighborhood hardware, gas station or small business?
- What hours? Is it a Saturday or a weeknight?
- When during the sale? Is it near the beginning or middle of sale?
- If you have questions on what to order/bring to a particular storefront, email popcorn@nsbsa.org

Setting up your booth

- Ensure you have enough time to set up before your scheduled start.
- Go into the store and find your contact for the day. Hand the store manager the Council Contact/Insurance sheet
- Thank the contact and ask them if they have any questions.
- Label your products with prices from lowest to highest. Use Post it notes.
- Keep Chocolate Products out of the SUN! Melted products can NOT be returned.
- See the diagram below for a great way to set up your storefront.



Setting expectations for Scouts and Parents

In order for the most successful storefront, make sure to set expectations for the Scouts and the parents. A good list could include:

- Be on time
- Be in full uniform (for sure Scout shirt)
- Uniform tucked in.
- No non Scouting hats
- No siblings that are not Scouts
- No chairs, have the Scouts stand in front of the table
- No eating during the shift.
- No electronics used, except Credit card readers.

Selling tips

- Bring a lot of \$10, \$15 and \$20 items.
- Have the Scouts ask "Would you like to see what we have for sale to help me go to camp?"
- Have the Scouts open doors, offer to get them a cart or unload their bags in their car. Having them be respectful teaches them that skill, and can lead to sales.
- Have the Scout talk about what product he likes best.

After the storefront

- Clean up your area
- Make sure to tell the store manager thank you. Writing a thank you card goes a LONG way with the stores.
- Make sure to have an inventory check at the end, and it matches the cash/checks/credit cards.

COUNCIL CONTACT SHEET

Updated 8-18-16

Dear Store Manager,

Thank you for helping Scouts go on Adventures. Your organization is helping some of the thousands of Scouts “earning their way” to shooting their first bow and arrow, catching their first fish, spend an overnight in a tent, learning the value of community service and much much more. You are part of something that will improve our communities for years to come, and we thank you.

While we do not expect anything out of the ordinary to occur, if you should have any questions or concerns about anything that happens during the time the Scouts are selling popcorn in front of your business, please do not hesitate to contact my office.

Thank you again all you have done for Scouting and the youth of tomorrow.

Bill Anderson-Horecka

Northern Star Council

651-254-9146

Billa-h@nsbsa.org

www.northernstarbsa.org



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER MHBT Inc. 8144 Walnut Hill Lane, 16th Fl Dallas TX 75231	CONTACT NAME: PHONE (A/C. No. Ext): 972-770-1600		FAX (A/C. No.): 972-770-1699
	E-MAIL ADDRESS:		
		INSURER(S) AFFORDING COVERAGE	NAIC #
		INSURER A : Old Republic Insurance Co.	24147
INSURED Boy Scouts of America, National Council and All of its affiliates and subsidiaries including: Northern Star Council, BSA 393 Marshall Avenue St Paul MN 55102		INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :	

COVERAGES

CERTIFICATE NUMBER: 93157827

REVISION NUMBER:

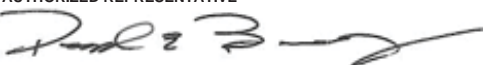
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC			MWZY306938	3/1/2016	3/1/2017	EACH OCCURRENCE	\$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$
							MED EXP (Any one person)	\$
							PERSONAL & ADV INJURY	\$
							GENERAL AGGREGATE	\$
							PRODUCTS - COMP/OP AGG	\$
								\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						WC STATU-TORY LIMITS	OTH-ER
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

THIS CERTIFICATE IS INTENDED TO BE USED AS PROOF OF INSURANCE ONLY

CERTIFICATE HOLDER**CANCELLATION**

PROOF ONLY	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE 

© 1988-2010 ACORD CORPORATION. All rights reserved.