



Dear Popcorn Selling Unit:

<u>Thanks so much</u> for investing the time and energy into being a leader for your Scouting unit. You are an essential part of why families in your unit are able to enjoy the fun and excitement of Scouting. Many of the awards, ranks, trips, and family memories for your group are made possible by the time you spend in Scouting. As a leader, I personally know the benefits of the program but I also know that each group cannot have these experiences without financial cost.

The 2019 Middle Tennessee Council's popcorn sale will kick off <u>August 19</u> with our NEW vender Trail's End Popcorn! This year's popcorn theme, <u>Triple Play with Popcorn = Fun, Adverture & Rewards!</u>, will center around the Middle Tennessee Council's collaboration with the Nashville Sounds Baseball Club. The 2019 marketing plan has big incentives that include: "Blitz Club" prizes, gift cards and top salesman prizes. The Popcorn sale teaches Scouts life lessons, goal setting, money management, and public speaking. It also helps Scouts have more opportunities in Scouting experiences such as: camping, field trips, overnight events and the Pinewood Derby!

For more information or to sign your Scout unit up to sell popcorn this fall, please go to www.mtcbsa.org under the "Special Events" tab to fill out the 2019 Unit Commitment Form. If you have questions, inquire about "best selling" practices, or need assistance please feel free to contact myself at Andrew.n.effinger@gmail.com or Kevin McMurrian, Director of Finance Services, at kmcmurrian@mtcbsa.org or (615) 383-9724.



### **2019 POPCORN SALE IMPORTANT DATES**

#### July

July 13 – Council Popcorn Kickoff/Orientation 10:00 a.m.

July 20 – Council Popcorn Kickoff/Orientation 10:00 a.m.

#### **August**

August 1 – Popcorn Online Sales Period Starts

August 16 – All Unit Show & Sell Orders Due in Trail's End system

August 19 – Popcorn Sale Starts

#### September

September 7 – Show & Sell Product Distribution

September 13- October 1 – \$450 Popcorn Blitz Sales Period

September 14-15 - Kroger Selling Locations Weekend #1

September 21-22 – Kroger Selling Locations Weekend #2

September 28-29 – Kroger Selling Locations Weekend #3

#### <u>October</u>

October 18 – Popcorn Sale Ends

October 18 - All Show & Sell monies due

October 18 – All Take Orders and Prize Orders Due in Trail's End system

#### **November**

November 1 – Take Order Popcorn Distribution

November 2 – Take Order Popcorn Distribution

November 29 - Popcorn Online Sales Period Ends

#### **December**

December 2 - All Popcorn Take Order monies due

# **TRAIL'S END 2019 Product Mix**

CARAMEL CORN	\$10 Classic Caramel Corn (11oz)  A traditional favorite full of rich caramel corn	SALTED CARAMEL PODCORN	\$25 <u>Salted Caramel Popcorn</u> <u>with Sea Salt (20oz)</u> A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt
POPPING COIN	\$10 Popping Corn (30 oz)  Trail's End plain kernels for those who like to make popcorn from scratch	Se Prepared  Least Asserber	\$25 Premium Caramel Corn with Almonds, Cashews & Pecans (16oz) The ideal pairing of sweet caramel popcorn mixed with almonds, cashews & pecans
USGER PAG WHITE (REDUAR PAGE)	\$20 White Cheddar Cheese Corn  NEW JUMBO BAG (9oz)  The perfect combination of ligh, crispy popcorn and rich white cheddar cheese deliciousness in every bite		\$25 Chocolatey Caramel Crunch (15oz) Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate
UNBELIEVABLE BUTTER	\$20 18 Pack Microwave  Unbelievable Butter  The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies		\$35 Cheese Lover's Collection  White Cheddar Cheese (5oz)  Yellow Cheddar Cheese (5oz)  Jalapeno Cheddar Cheese (5oz)
BIGGER AAG  LALAPHIN  CHEDDAR  POPULAR  POPULAR	\$20 Jalapeno Cheddar Cheese For the cheese lovers who like a little spice to make your taste buds smile  ONLY available during Show & Sell		\$55 Chocolate Lover's Collection Milk Chocolatey Pretzels (17oz) White Chocolatey Pretzels (17oz) Chocolate Caramel Peanut Clusters (7oz) Chocolatey Caramel Crunch (15oz)
THE CORN AS INC.	\$25 18 Pack Microwave  Kettle Corn  Deliciously sweet and salty popcorn that melts in your mouth		\$30 / \$50 Military Donations POPCORN FOR OUR TROOPS Send a gift of popcorn to our military men and women, their families and veteran organizations

# SELLING THE SCOUTING PROGRAM

Remember to Sell your Fun & Adventure!

Remember we are selling the Scouting Program, along with the popcorn. Selling popcorn as a fundraiser enables a unit to have the funds to deliver their "program". We are selling Scouting, and people will buy if asked.

82% of the public has never been asked to buy popcorn from Scouts.

#### **SELLING POPCORN ENABLES YOUR SCOUTS:**

- To build communication skills
- To promote leader skills
- To receive credit towards Merit Badges & Den Advancements
- To increase their confidence level
- Opportunity to help each other

# PEOPLE NEED TO KNOW WHY SCOUTS ARE SELLING POPCORN... WHAT IS THE REASON?

Volunteer leaders should inform Scouts, and their parents, how the popcorn sale directly benefits their unit program and directly benefits individual Scouts and their families.

② A printed calendar and unit budget will help educate parents and Scouts on "plans for the upcoming year".

② Surveys show that people will purchase from a Scout, if asked, and if they hear "how it will benefit the Scout" who is selling.

☑ This is aunit fundraiser...not a "bargain sale". Again, it is not about popcorn, it is about the program! You are selling the Scouting program!

Many units find the "Popcorn Sale" and "Camp Card Sale" are adequate for both their unit and individual Scout's annual needs. Parents appreciate not having to come up with funds (dues) every week, month, etc.

#### HOW DO I START MY SALE?

Begin with your immediate family members:

- Mom, Dad, Brothers & Sisters, Cousins, Grandparents, Aunts & Uncles
- Utilize the online selling platform.
- Close Neighbors, etc...
- Who purchased from you last year

You can do this as soon as you receive your "take order forms"... then canvas your neighborhood, friends, etc...those who may support your unit's popcorn sale. And remember, tell everyone about your unit's (pack or troop) program and why you are selling popcorn...82% of the public is never asked to buy, and they will, if they know why you are selling.





## TRAIL'S END SCOUT APP

Sell with the Trail's End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. NO CREDIT CARD FEES!

Unit Leaders log into www.trails-end.com and manage their unit's sale...

#### **KEY FUNCTIONALITY FOR LEADERS:**

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales.
- Built with Square technology
  - Works with existing Square readers
  - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry

\*Only Scouts with a Trail's End account can log into the Trail's End app

# HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in www.trails-end.com.
- If you have a balance due to council on your popcorn invoice statement, app credit card sales and unit commissions from online sales will be credited towards your unpaid balance.
- Once you have a \$0 balance due to council, remaining funds can be requested for payout (bank information required).
- Requested funds will be transferred to your unit's bank account via ACH on the 14th and 28th of each month, or the following business day, depending on the date of your payout request.

# HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION'S BANK ACCOUNT?

- From the unit leader dashboard, click UNIT INFO on the left navigation menu
- 2. Expand the MANAGE UNIT BANK ACCOUNT section
- 3. Fill out the required fields
- 4. Click SAVE



Payment Request Range	Payment Date
July 1 - July 10	July 15
July 11 - July 24	July 29
July 25 - August 9	August 14
August 10 - August 23	August 28
August 24 - September 11	September 16
September 12 - September 25	September 30
September 26 - October 9	October 14
October 10 - October 23	October 28
October 24 - November 9	November 14
November 10 - November 23	November 28
November 24 - December 11	December 16
December 12 - December 25	December 30
December 26 - January 9	January 14
January 10 - January 23	January 28
January 24 - February 9	February 14
February 10 - February 23	February 28
February 24 - March 11	March 16
March 12 - March 25	March 30

\*Payment schedule is year-round

# **2019 POPCORN SALES INCENTIVES**

In addition to the great Keller Marketing Prize Program.

Sell **\$450** 

Earn logo Baseball (Middle Tennessee Council & Nashville Sounds logos)



Sell **\$750** 

Earn two free tickets to a 2020 Nashville Sounds Baseball Game. Date will be determined by Middle Tennessee Council.





Earn two Premiere Movie Tickets that are valid for any show time, any day of the week (even opening night!), never expires, and can be redeemed at any of our theatres nationwide.

#### TOP DISTRICT REWARD



Wireless Earbuds,Fantime Bluetooth Wireless 5.0 Sports Headphones with Portable Charging Box Noise Cancelling Headset, IPX5 Waterproof, HD Stereo Sound in Ear Earphone, Built-in Anti-Noise Microphone

#### TOP COUNCIL REWARD

SoundWaves Water Experience for family of 4

2 nights stay at Gaylord Opryland Resort

Wristband for daily admission to SoundWaves

# **TRAIL'S END REWARDS**

EARN BIGGER REWARDS THAN EVER BEFORE



\$1,500 Earn a \$75







\$2,500 Earn a \$150 Amazon, com Gift Card







\$3,500 Earn a \$225 Amazon.com Gift Card





★ BONUS LEVEL★

### TRAIL'S END SCHOLARSHIP PROGRAM

Sell \$2,500 of qualifying Trail's End products in any calendar year and have 6% of your total sales count towards your own Trail's End Scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time.

Visit www.trails-end.com/scholarship for full program details.

#### **NO LIMIT**

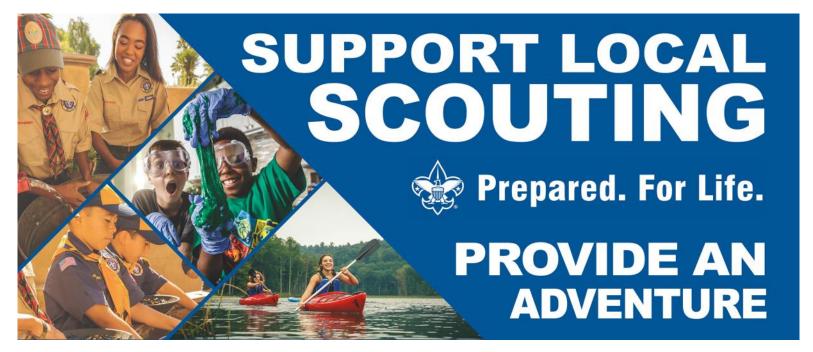
Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card.

\$5,000 Earn a \$350 Amazon.com Gift Card

\$7,500 Earn a \$550 Amazon.com Gift Card \$10,000 Earn an \$800 Amazon.com Gift Card

\$15,000 Earn a \$1,200 Amazon.com Gift Card





## Be Safe!

A Scout is Safe. When conducting your popcorn sale, it is vital to ensure proper safety measures especially when children are involved. Below are some popcorn general safety and sales tips.

- When selling popcorn in your neighborhood always have an adult or buddy with you.
- ► ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- Remember to always have 2 pens with you and make sure you keep your Take-Order Form as neat as possible.
- ► Never enter a stranger's house.
- Keep checks and cash in a separate envelope with your name on it.
- ► ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- Never sell at night.
- Make sure you know the date when you will be delivering the popcorn to your customers.
- Not every house will buy so do not become discouraged.
- ► The more people you ask the more people will buy.
- Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- ► ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- ► Most importantly, when you are selling popcorn tell the people what the money goes for.

# Tips for a Successful Sale

#### Show 'N' Sell

Things to help make your unit's Show 'N' Sell Popcorn sale successful.

- ► Boys need to clean area before and after sale.
- Boys need to work the Show 'N' Sell location, and stay outside of the store during their shifts.
- Remember to have something on hand to drink during the shifts.
- ► THERE ARE NO TIPS, "Keep the change" or "You keep the popcorn" are considered donations.
- ► Allow the Scouts to sell the Popcorn, give the boys room to grow.
- ➤ Do not use chairs or tables at the location as they take up a lot of room and work against the sale.
- Do not allow horse play.
- ► ALWAYS WEAR YOUR UNIFORM!
- ► Attend one of the Unit Popcorn Trainings!
- Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to - door as a group to ask people to buy popcorn.

#### Take Order Sale

- Ask your parent to be the first to buy popcorn.
- Ask your relatives to buy popcorn. (Brothers and sisters)
- Ask your neighbors to buy popcorn.
- ► Ask the parents of your friends (not in Scouts) to buy popcorn.
- ► Take a popcorn order form to your place of worship and ask people during coffee/ fellowship hour to buy popcorn (get permission first).
- Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
- Ask a parent or fellow Scout to go door-todoor with you in your neighborhood to ask people to buy popcorn.
- Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
- ► ALWAYS WEAR YOUR UNIFORM!



### POPCORN KERNEL STEPS FOR SUCCESS

#### **Attend the Unit Popcorn Training**

- Attend one of the Council Trainings where all forms and materials will be distributed.
- This training covers a multitude of new information for 2019.

#### Explain popcorn program to your adult leaders:

- Develop Unit Sales Goal.
- Divide Unit Goal into "Per Boy" goal.

## Prepare handouts for Unit Kick-Off meeting for Leaders, Parents & Scouts:

- Timeline showing sale dates, date orders due, time & place for pickup, and distribution.
- Unit goal and per boy sales goal.
- One order form/prize flyer per boy (money envelope given with popcorn).
- Show 'N' Sell sign-up sheets with date, time and locations.
- If available distribute last year's sales records/take order forms.

Conduct a Unit Popcorn Sale Kick-off Meeting, for your unit. Review sales goals, explain Prize & Incentive Program, discuss sales techniques, money collection and safety suggestions.

## Working with District Popcorn Kernel coordinate Show 'N' Sell Sales

- Schedule Show 'N' Sell dates with families.
- Place Show 'N' Sell order for your unit
- (NO chocolate products can be ordered).

#### Arrange to pick-up popcorn at Averitt Express on September 7

 On the same day, conduct a special meeting of all Scouts and their parents at your unit's meeting site to distribute popcorn, the Scout's Take Order Forms and Money Envelopes.

## Remind your Scouts of unit's money due dates. Make sure checks are made payable to the unit itself.

You will receive an invoice by mail about 3 weeks before the money due deadline. Check your invoice over to make sure the commission percentage is correct based on if your unit is getting prizes or not. Collect and tally money from Scouts and submit one check payable to the council for "Total Amount Due" by Monday, December 2, 2019 at the Council Service Center. Don't forget to take out the unit's commission before you write the "TOTAL AMOUNT DUE" check to council.

#### Organize and Distribute Prizes at an Important Unit Meeting.

Ensure that Scouts receive all prizes earned.

# LEADING YOUR UNIT TO THE BEST YEAR OF SCOUTING

# IMPORTANT INSTRUCTIONS FOR SELLING POPCORN AT KROGER

#### DO NOT contact Kroger to set up a date / time to sell.

Please use the Kroger registration link the Council provides starting on Monday July 22nd.

- Ask for a member of management when arriving
- Store management will direct you to a set up location
- Sales times are Saturdays 9am to 2pm and 2pm to 7pm and Sundays 12pm to 3pm and 3pm to 6pm
- Please be respectful of other units selling either before or after you
- Make sure all Scouts are in full Field Uniform
- DO NOT BLOCK DOORS
- Please clean up your area of all trash before you leave the store
- If you have any questions contact Kevin McMurrian at 615-516-9065

"Being a good popcorn kernel means being with lots of energy. It also means being creative and helping when needed."

Thank you in advance for following these important instructions and have fun selling. Visit council website at www.mtcbsa.org to sign up for 2019 Kroger Selling Dates & Times.



# 2019 Middle Tennessee Council POPCORN COMMISSION STRUCTURE

## **Unit Prize Program (units select their own prizes)**

- Base Commission Starts At: 33%
- Attend 1 popcorn orientation/kickoff on July 13 or July 20 and submit your units completed "Fund Your Adventure" budget—(your unit budget) earn additional 2%. Don't forget to sign in to show your attendance!
- Attain a 2% increase in the unit's total sales over the unit's total sales in 2018—earn additional 2%

2019 total possible unit commission—37%

### **Trail's End Prize Program (prizes done thru Keller Marketing)**

- Base Commission Starts At: 28%
- Attend 1 popcorn orientation/kickoff on July 13 or 20 and submit your units completed "Fund Your Adventure" budget— (your unit's budget) earn additional 2%. Don't forget to sign in to show your attendance!
- Attain a 2% increase in your unit's total sales over your unit's total sales in 2018—earn additional 2%

2019 total possible unit commission—32%

NOTE: All commission plans require on-time payment



# UNIT POPCORN KICK-OFF AGENDA: 50 MINUTES Conduted by Unit Kernel

I. Gathering:

(Have popcorn for everyone to eat, display popcorn samples, and Scout items for people to look at)

- II. Opening (5 minutes)
  - A. Pledge of Allegiance
  - **B.** Welcome Parents
- III. Why Popcorn? (5 minutes)
  - A. Make the case for popcorn, why is our unit selling popcorn this year.
    - 1. To reduce the number of fundraisers we do each year.
    - 2. Money for new equipment.
    - 3. So parents don't have to write a check for everything their son does.
    - 4. So your son can learn to earn his way.
    - 5. To go to camp, field trips, and other activities.
  - B. Make sure every family has a copy of the Unit Calendar & Unit Budget
- IV. So What's the Plan (5 minutes)
  - A. Review popcorn timeline
    - 1. Use Popcorn Timeline for dates to communicate
    - 2. Popcorn Orders & Prize Requests back to Unit Kernel
    - 3. Unit Popcorn Distributions (set after Popcorn is picked up from Warehouse)
    - 4. Money due to Unit Kernel (set enough time to make payment to Council on time)
- V. So What's our Goal? (5 minutes)
  - A. Our unit goal is \$\_\_\_\_\_ in total sales
  - B. Our per Scout goal \$ \_\_\_\_\_
- VI. Prizes (review prize brochure) (10 minutes)
  - A. Review prize plan
  - B. Ask each Scout to pick what prize they want to earn
  - C. Review Top District/Council Sales Prizes
  - D. Review Keller Marketing Prize Plan





# PICK UP LOCATIONS

#### **MURFREESBORO**

Old Samsonite Building

1800 Middle Tennessee Blvd

Murfreesboro, TN 37130

Friday, November 1 from 3-8 PM

#### **HENDERSONVILLE**

MGM Industries—Bldg C

387 Free Hill Road

Hendersonville, TN 37075

Friday, November 1 from 12–6 PM

#### **DICKSON**

Tennsco-Plant 6

124 Jackson Brothers Blvd

Dickson, TN 37055

Friday, November 1 from 1-8 PM

#### **FRANKLIN**

#### **NASHVILLE – SOUTH**

**Averitt Express** 

1 Averitt Express Drive

Nashville, TN 37211

Saturday, November 2 from 8-11 AM

#### **LEBANON**

**PFG Lester Company** 

825 Maddox Simpson Pkwy

Lebanon, TN 37090

Friday, November 1 from 3-8:30 PM

#### **COLUMBIA**

Pepsi Bottling Group

2204 Oakland Pkwy

Columbia, TN 38401

Friday, November 1 from 5-9 PM

#### <u>PULASKI</u>

**Cardin Distributing** 

1219 West College

Pulaski, TN 38478

Friday, November 1 from 4-6 PM

#### **TULLAHOMA**

**Business Incubator** 

400 Wilson Avenue

Tullahoma, TN 37388

Friday, November 1 from 3-8 PM

#### **CLARKSVILLE**

Budweiser of Clarksville

2059 Wilma Rudolph Blvd

Clarksville, TN 37040

Friday, November 1 from 3-6 PM

Saturday, November 2 from 8-10 AM

#### COOKEVILLE

**Averitt Express** 

1199 Salem Road

Cookeville, TN 38501

Friday, November 1 from 5-7 PM

#### **GALLATIN**

Red River Valley Whse



# POPCORN SALE KEY CONTACT LIST

**Council Staff Director** 

Popcorn Administrator

**Council Popcorn Kernel** 

Kevin McMurrian

**Sherry Rakes** 

**Andrew Effinger** 

(615) 383-9724

(615) 463-6312

(615) 478-1457

kmcmurrian@mtcbsa.org

srakes@mtcbsa.org

andrew.n.effinger@gmail.com

## **DISTRICT POPCORN CHAIRS**

<u>District</u>	<u>Name</u>	Phone	<u>E-mail</u>
Black Fox	Julie Hillis	931-212-4828	jcboles70@yahoo.com
Cherokee	Casey Higgins	620-755-4157	cmlb84@yahoo.com
Cogioba	Crissy Myers	931-220-0070	scmyers13@msn.com
Dan Beard	Amanda Mgbodille	606-669-4929	amandajane14@yahoo.com
David Crockett	Terry Earl	931-629-7915	terryearl@hotmail.com
Duck River	Callie Rae Smith	731-446-5267	callierae5267@gmail.com
Elk River	Greg Gressel	615-969-8005	gressel@aol.com
Hermitage			
Highland Rim	Mary Pentecost	615-892-0633	mary.pentecost@yahoo.com
James E. West	Ginger Nalley	615-781-3757	ginger.nalley@att.net
Nashboro	Peg Hite	615-337-7139	peghite@yahoo.com
Natchez Trace	Kimberly Elder	615-651-2150	kgawthor@hotmail.com
Trail of Tears	Rachel Litz	719-930-6382	committeechair1416@gmail.com
Upper Cumberland	Keri Burnette	270-407-9040	scimpactphoto@gmail.com
Walton Trail	Dawn Floyd	615-513-9887	dawnfloyd@stardustdrivein.com
Warioto	Angie Shumate	615-587-8323	aws3008@gmail.com

# POPCORN SALE KEY CONTACT LIST

# **District Executives**

<u>District</u>	<u>Name</u>	<u>Phone</u>	E-mail
Black Fox	Mark Lytle	931-259-0166	mlytle@mtcbsa.org
Cherokee	Mark Michel	615-772-6621	mark.michel@scouting.org
Cogioba	Max Briscoe	615-870-4525	max.briscoe@scouting.org
Dan Beard	Candy Ruiz	615-598-0207	cruiz@mtcbsa.org
David Crockett	Eben Sanders	205-446-9590	esanders@mtcbsa.org
Duck River	George Reynolds	615-326-4515	greynolds@mtcbsa.org
Elk River	Derek Maness	256-601-2078	dmaness@mtcbsa.org
Hermitage	Kenneth Ray	615-812-3212	kray@mtcbsa.org
Highland Rim	Clint Tucker	662-416-5253	ctucker@mtcbsa.org
James E. West	Danny Sutherland	615-512-4938	dsutherland@mtcbsa.org
Nashboro	Warren Sawyers	615-482-8992	warren.sawyers@scouting.org
Natchez Trace	Daniel Holden	706-338-7980	daniel.holden@scouting.org
Trail of Tears	Phillip Heikkinen	931-581-3894	pheikkinen@mtcbsa.org
Upper Cumberland	Brandon Neal	931-337-8316	bneal@mtcbsa.org
Walton Trail	T. J Preston	901-569-2082	tpreston@mtcbsa.org
Warioto	Kaitlyn Good	615-294-0703	kgood@mtcbsa.org