



UNIT POPCORN KERNEL GUIDE

Thank you for your commitment as a Unit Kernel for the 2015 Fall Popcorn Sale. As a Unit Kernel, you play an important role in the Greater Los Angeles Area Council's 2015 sale effort. We have added a few additions to this year's program. Read this information carefully! This guidebook will help you learn more about sales techniques, prize programs, the ultimate scouting year, exciting bonus opportunities, and the CampMasters web tool. Please feel free to share your thoughts and questions with your Council Popcorn Kernel or District Executive. Your comments are truly appreciated. Congratulations on joining this sale, and for making a commitment to help your boys, your unit, and the council! We have high expectations for this fall sale. With your help, we can achieve our goals and continue the great work of Scouting in the Greater Los Angeles Area.

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-Greater Los Angeles Area Council



ROLE OF THE UNIT POPCORN KERNEL

- Coordinate the 2015 Popcorn Sale in your unit.
- Attend the unit leader training and encourage other members of your unit to attend.
- Contact all registered youth in your unit to explain the 2015 Popcorn Sale.
- Contact the Council Popcorn Kernel at any time to answer any questions or to provide you with sales material to ensure you are fully supplied.
- Coach participating Scouts on how to approach potential customers and sell, sell, sell!
- Tabulate and submit your unit order online at www.campmasters.org.
- Submit the prize selections online if participating in the prize program.
- Contact the Council Popcorn Kernel to confirm

information about delivery dates times, and locations.

- Pick-up your popcorn order and make sure all cases will fit in your vehicle. Invite volunteers to help you.
- Distribute popcorn in your unit and monitor that it is delivered to customers and money is collected.
- Make sure you turn in all forms **on time** to ensure your unit will receive all prizes, awards, and incentives.



Please visit www.scout-popcorn.com for additional information.

GETTING STARTED

Planning Strategies:

- Start early and plan well. Set individual and unit goals.
- Determine the type of sale your unit will conduct. (Show-N-Sell, Taker Order, or Both)
- Make the sale fun. Reward your Scouts by developing a Top Salesman program. This is in addition to the prize program if you are participating in this option. Scouts who achieve the \$1,500 level and above will also qualify for the CampMasters prize program.
- Promote the Ful-Filled patch program. To get your "Ful-Filled" patch simply make a copy of the completely filled out order forms with the leader's signature and return it to the Council Popcorn Kernel.
- Train your Scouts on how to sell. Involve parents whenever possible.
- Organize a plan to cover every part of your area.

Selling Strategies:

- Have each Scout make a list of potential buyers. Generate re-orders by telephoning last year's customers first.
- Have your Scout sell to friends, neighbors, and relatives first.
- Have parents take order forms to work.
- Consider sales to companies. (Its tax deductible and shows their support of the community)

Product Strategies:

- Sell all products to maximize profits.
- Maximize profits by emphasizing multiple sales, and the sale of tins and 15 packs.
- Sell at community events, stores, etc.
- Let the customers taste the products at Show-N-Sell events.
- Set up a Blitz Day.
- Have extra product on hand for reorders.

PICK THE SALE THAT'S BEST FOR YOUR UNIT OR BOTH!



Show-N-Sell:

Your unit consigns popcorn from the San Gabriel Valley Council and then sells the product directly to the customer. Several units find this type of sale the best as it puts the actual product in front of the customer and the money is collected on the spot. In addition, many units sell popcorn in front of retail stores including grocery, home improvement, and at community events such as a school open house, after Sunday religious services or community festivals. It attracts the impulse buyer.

- Attend the Unit Leader Training August 15th.
- The unit popcorn kernel meets with the committee and determines the amount of popcorn the unit would like to sell prior to the conclusion of the "Show-N-Sell" portion of the sale.
- The unit kernel inputs online by 9:00 PM Thursday, September 2nd.
- The popcorn is then picked up from the Irwindale or Los Angeles locations. on Saturday, September 19th, beginning at (Time TBD).
- **Payment for the sold popcorn along with any unsold popcorn must be turned in by Tuesday, October 27th** beginning at 2:00 PM till 6:00 PM to either the Smizer Scout Service Center or the Cushman Watt Scout Center. Apply unsold popcorn to your take orders.

Take Order Sales:

Scouts take the order form door-to-door to secure the customers orders. Units, which utilize this sale, find that the customer is more likely to order more.

- Attend the Unit Leader Training on August 15th.
- Pick-up "take order" forms at the Unit Leader Training.
- Distribute "take order" forms to all Scouts in your unit.
- Set the date that all "take order" forms are to be returned back to you.
- Check with the Scouts weekly to see how they are progressing. Find out if they need more forms.
- Call the Scouts to remind them that the forms are due to you. Give yourself two days to complete the unit order form.
- Input the order online by 9:00 PM Thursday, October 30th.
- Payment for the popcorn is due when your popcorn is picked up on Saturday November 14th.

UNIT POPCORN KICKOFF

Follow these 5 steps for a successful kickoff!

1. Preview this year's Scouting Program and explain to the families how the entire program can be funded with one fundraiser: **The Fall Popcorn Sale!**
2. Communicate the Per Scout Popcorn Sale Goals, have the boys write their goals on the Take Order Forms.
3. Have actual unit prizes on display to show the Scouts what they can earn for selling popcorn. Or have them mark the prizes they want on the prize form.
4. Monitor your sale to insure no one is waiting till the end to sell. Some methods to discourage this problem are by having weekly or by-weekly incentives.
5. Do a skit or fun activity to get the boys trained and excited about the purpose and goals of the sale. Make sure you cover safety as a priority in the sale.



IMPORTANT DATES

- **August 15th** - Unit Leader Training, 10:00 AM - Noon, LA Live Regal Theaters, 1000 w. Olympic Blvd. LA, CA.90015
- **September 2nd** - Show and Sell order due.
- **September 19th** - Show and Sell pick up
- **October 28th** - Show and Sell returns to either of 2 Council Locations 2:00 - 6:00 PM
- **October 30th** - Take Orders due.
- **November 6th** - Online prize orders due.
- **November 14th** - Take orders pick up.
- **December 5th** - "GLAAC \$1,000 Club" Celebration



COMMISSION AND PAYMENT DETAILS

Commissions are as follows:

35% with prizes
40% with no prizes

Payment for Show-N-Sell:

Units participating with Show and Sell must pay for their sold popcorn with one check. Please make the check payable to the Greater Los Angeles Area Council in the amount of the popcorn less your commission.

This check must be submitted to the Council by **October 28th**.

Show-N-Sell returns will be accepted on **October 28th**. We will accept any unsold products if they are:

- Undamaged and can be redistributed.
- ****If you order too much Show-N-Sell products, early returns are acceptable and encouraged.**
- ****Returned on or before October 28th.**
- ****Product M is non-returnable**

Show-N-Sell participants are reminded to store the popcorn in a dry, cool area to help assure a high-quality, tasty and attractive product.

Payments for Take Order Sales:

Units participating with the Take Order sales must pay for their sold popcorn with one check. Please make the check payable to the Greater Los Angeles Area Council in the amount of the popcorn less your commission. This check must be submitted on **November 14th** when your unit is picking up their popcorn order.

Prize Orders:

Please submit your prize orders online by 9:00 PM **November 6th**. Prizes will be mailed to the unit Popcorn Chair placing the order at www.boyscouts-gcc.com.

Patch Orders:

All participating units are responsible for ordering their own patches. Orders must be placed by 9:00 PM **November 6th**. Patches will be mailed to the unit Popcorn Chair placing the order at www.boyscouts-gcc.com.

Council ID for prize
& Patch ordering: **33GLAA**

Please visit www.scout-popcorn.com for additional information.

DISTRIBUTION

Show-N-Sell:

Saturday, September 19
2392 Bateman Avenue
Irwindale, CA 91010

Saturday, September 19
Daylight Transport
3200 Hooper Avenue
Los Angeles, CA 90011

Take Order:

Saturday, November 14
2392 Bateman Avenue
Irwindale, CA 91010

Saturday, November 14
Daylight Transport
3200 Hooper Avenue
Los Angeles, CA 90011

Tips to make your pick-up smooth:

- Do not attempt to pick-up product after or before the scheduled distribution day without making arrangements with the Council Popcorn Kernel.
- Secure enough vehicles to carry your entire product.
- Wait until all of your drivers are at the distribution site to begin loading.

- Have a copy of your order with you.
- Allow the distribution staff to bring your product to you. This avoids confusion on counts.
- Recount your entire product before it is loaded into your vehicle.

What size car do I need to pick up the popcorn?

- Midsize car - 20 cases
- Luxury size car - 40 cases
- Mini Van - 60 cases
- Large SUV - 70 cases
- U-Hal - over 70 cases
- Popcorn Case Sizes

Remember the 5-way, 3-way, and 24-pack microwave popcorn are much smaller than the other shipping cases. If you are ordering other products there can be 8 per shipping case or 12 per shipping case - these cases are substantially larger and this should be taken into consideration when planning the amount of space required to pick up and deliver your popcorn.



2015 PRODUCT PRICING AND AVAILABILITY

Symbol	Product Description	Price	Show-N-Sell	Take Order
B	3 - Way Premium Tin	\$40.00	Not Available	Available
P	3 - Way Cheesy Cheese Tin	\$30.00	Available	Available
D	24pk Variety Microwave Popcorn	\$25.00	Available	Available
X	16 oz Trail Mix	\$20.00	Not Available	Available
C	24pk Movie Theater Extra Butter Microwave Popcorn	\$25.00	Available	Available
Z	\$25 Military Donation	\$25.00	Not Available	Available
E	24 oz Supreme Caramel w/Almonds & Pecans	\$20.00	Not Available	Available
F	20 oz Chocolatey Carmel	\$20.00	Not Available	Available
S	20pk Snack Size 94% Fat Free Butter Microwave Popcorn	\$20.00	Available	Available
JJ	**NEW \$30 Magazine Voucher	\$30.00	Not Available	Available
G	15pk Extra Buttery Roasted Summer Corn Microwave Popcorn	\$15.00	Available	Available
J	14pk Kettle Corn Microwave Popcorn	\$15.00	Available	Available
L	10 oz Caramel Popcorn	\$10.00	Available	Available
LL	**NEW \$15 Magazine Voucher	\$15.00	Not Available	Available
M	**NEW 7pk Butter Microwave Popcorn	\$10.00	Available	Not Available
O	Gourmet Popping Tin	\$10.00	Not Available	Available

PRIZES: All Scouts who sell at least one unit of popcorn will receive a patch and the unit earns a 35% commission.

NO PRIZE OPTION: Your unit can choose not to participate in the prize program and earn 40% commission on product sales.

Please visit www.scout-popcorn.com for additional information.

2015 Popcorn Sale – Key Contacts

Camp Master Popcorn
www.campmasters.org

COUNCIL KERNEL:

Heather Endo
 213-413-4400 ext 344
heather.endo@scouting.org

COUNCIL POPCORN ADVISOR:

Victor Zuniga
 213-413-4400 ext 344
vzuniga@bsamail.org

District Contacts

Evelyn Payan
 Frontier District
 213.413.4400 x333
evelyn.payan@scouting.org

Trinita Peterson
 North Star District
 213.413.4400 x321
trinita.peterson@scouting.org

Marcos Monge
 Pacifica District
 213.413.4400 x330
marcos.monge@scouting.org

Anna Felcyn
 Rio Hondo District
 213.413.4400 x325
anna.felcyn@scouting.org

Hannibol Sullivan
 Thunderbird District
 213.413.4400 x336
deon.bell@scouting.org

Lucia Bernal
 LB, MA, RB Districts
 626.351.8815 x236
Lucia.Bernal@scouting.org

Imelda Duenas
 Valle Del Sol District
 626.351.8815 x224
Imelda.Duenas@scouting.org

Joey Robinson
 GE & VDS Districts
 626.351.8815 x223
Joey.Robinson@scouting.org

Charlie Wilson
 Rose Bowl District
 626.351.8815 x259
charlie.wilson@scouting.org

Start off with a Bang – Hold a “Blitz Day.”

What is a Blitz Day? It's when your Scouts sell in teams and blitz different neighborhoods.

All in one day, and get every Scout off to a good start toward achieving their sales goals.

Tips for your “Blitz Day”

- Begin with a breakfast rally for Scouts and parents.
- Set an overall sales goal for the day.
- Display Prizes they can earn that day.
- Have Leaders and Scouts fan out across town and sell.
- Assign specific neighborhoods.
- Take product along to sell on-the-spot.
- Finish the day with a picnic, awards and prizes.

Log In Info

Units will Log in using:

Example:

Big Foot District Pack 123
 will use – BFP123

Big Foot District Troop 123
 will use – BFT123

Generic Password is: Hello

* You will be prompted to create your own password

10 Steps to a Successful Popcorn Fundraiser

1. **The BIG GOAL** - Set a GOAL for your Pack or Troop - Determine how much MONEY you need to generate and calculate the total sales needed to get you there (example: if your commission is 35% of the total gross sales - and you want to NET \$3,500, you will need to sell \$10,000 in popcorn)
2. **Individual GOALS** - Assign a GOAL for each scout (using the above example - if you have 50 scouts in your unit, each scout will need to sell \$200 in popcorn to reach your total sales goal) - make sure that each scout family is clear on their individual sales goal - and committed to achieving it.
3. **Incentive program** - use the Council provided incentive prizes - the more each scout sells, the bigger prize they earn. Buy some cool prizes and create an incentive raffle (the more a scout sells, the more raffle tickets they earn) - get a big prize - a video game system or iPod Touch or even a week a Camp Cherry Valley. Budget 5-10% of your expected proceeds to fund this program and/or ask parents to donate some prizes.
4. **Inspire Competition** - award a special prize to the Den or Patrol that has the highest average sales per scout, award trophies or ribbons to the Individual Sales leaders in each Den or Patrol
5. **Train The Scouts** - set aside part of a Pack or Troop meeting to train the scouts on their sales pitch, how to deal with all types of potential customers, teach them how to "ask for the order", take some time to "role play" and have the scouts practice in front of the group. Give them the skills that will inspire confidence!
6. **Start Early** - whether you are doing the Show and Sell or Take Order program, get started early...make a big effort to get it done in September while the enthusiasm is high and the training fresh. Take action - don't procrastinate!!
7. **Cheer The Progress** - send weekly email updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly...and praise the scouts that are excelling in their sales efforts
8. **Create a Sense of Urgency** - establish deadlines and hold the Den or Patrol Leaders accountable for staying on track.
9. **Parents Can Help Too** - parents should take the popcorn order form to their work, co-workers love to support Scouting...Parents also need to commit to spending a couple of hours escorting their scout around the neighborhood to sell and assist the scout in contacting family friends and relatives
10. **Make It FUN** - the scouts that have the most success are the ones that view this as FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every scout's efforts regardless of their sales.