

2011

SAN GABRIEL VALLEY COUNCIL

UNIT POPCORN KERNEL GUIDE



Thank you for your commitment as a Unit Kernel for the 2011 Fall Popcorn Sale. As a Unit Kernel, you play an important role in the San Gabriel Valley Council's 2011 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 District 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 San Gabriel and Pomona Valleys.

-San Gabriel Valley Council

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ROLE OF THE UNIT POPCORN KERNEL

- Coordinate the 2011 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 2011 Popcorn Sale.
- Contact your District 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 your District 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.sgvcbsa.org 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 your District 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.

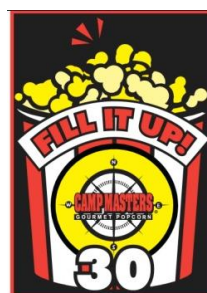
- Attend the Unit Leader Training August 20th.
- The unit popcorn kernel meets with the committee and determines the amount of popcorn the unit would like to sell prior to the conclusion of the “Show-N-Sell” portion of the sale.
- The unit kernel inputs online by 9:00 PM Thursday, September 8th.
- The popcorn is then picked up from the (Location TBD) on Friday September 23rd beginning at (Time TBD).
- Payment for the sold popcorn along with any unsold popcorn must be turned in Thursday, October 19th beginning at 2:00 PM till 6:00 PM at the Smiser Scout Service Center. Unsold popcorn should be applied to your take orders.
- Three packs (item N) are not returnable.

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 20th.
- 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 20th.
- Payment for the popcorn is due when your popcorn is picked up on Saturday November 5th.



**2011
CampMasters
“Fill-It-Up”
prize patch.**

Please visit www.sgvcbsa.org for additional information.

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 20th** - Unit Leader Training, 10:00 AM - Noon, Arcadia Masonic Temple, 50 West Duarte Road, Arcadia.
- **September 8th** - Show and Sell order due.
- **September 23rd** - Show and Sell pick up (Location & Time TBD)
- **October 19th** - Show and Sell returns to Council 2:00 - 6:00 PM.
- **October 20th** - Take Orders due.
- **November 4th** - Online prize orders due.
- **November 5th** - Take orders pick up.
- **December 10th** - "SGVC \$1,000 Club" Celebration at the Council 1:00 - 3:00 PM.



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 San Gabriel Valley Council in the amount of the popcorn less your commission. This check must be submitted to the Council by **October 19th**.

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 19th.

THREE PACKS (ITEM N) ARE NOT 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 San Gabriel Valley Council in the amount of the popcorn less your commission. This check must be submitted to the Council on **November 5th** when your unit is picking up their popcorn order.

Prize Orders:

Please submit your prize orders online by 9:00 PM November 4th. Prizes will be mailed to the unit Popcorn Chair placing the order at www.boyscouts-gcc.com.

Council ID for prize ordering:

40SGVC



Please visit www.sgvcbsa.org for additional information.

DISTRIBUTION

Show-N-Sell:

September 23rd

Location will be posted at a later date.

Take Order:

November 5th

Location will be posted at a later date.

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 your District 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.



2011 PRODUCT PRICING AND AVAILABILITY

ITEM	Symbol	Product Description	Price	Show-N-Sell	Take Order
00818	B	3 - Way Premium Tin	\$40.00	Not Available	Available
00822	P	3 - Way Cheesy Cheese Tin	\$30.00	Available	Available
00810	D	24pk Variety Microwave Popcorn	\$25.00	Not Available	Available
00811	C	24pk Movie Theater Extra Butter Microwave Popcorn	\$25.00	Available	Available
00850	Z	\$25 Military Donation	\$25.00	Not Available	Available
00816	E	24 oz Supreme Caramel w/Almonds & Pecans	\$20.00	Not Available	Available
00817	F	22 oz Chocolatey Carmel	\$20.00	Not Available	Available
00804	S	20pk Snack Size 94% Fat Free Butter Microwave Popcorn	\$20.00	Available	Available
00849	U	\$20 Magazine Voucher	\$20.00	Not Available	Available
00807	G	15pk Extra Buttery Roasted Summer Corn Microwave Popcorn	\$15.00	Available	Available
00809	J	14pk Kettle Corn Microwave Popcorn	\$15.00	Available	Available
00814	L	10 oz Caramel Popcorn	\$10.00	Available	Available
00848	T	\$10 Magazine Voucher	\$10.00	Not Available	Available
00812	N	3pk Variety Pack Microwave Popcorn	\$5.00	Available	Not 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.sgvcbsa.org for additional information.

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.

2011 POPCORN SALE – KEY CONTACTS

Camp Masters Popcorn
www.campmasters.org

DISTRICT KERNELS:

Golden Eagle District
 Janet Anderson
wamocampta@aol.com

Lucky Baldwin District
 Eric Abe
epabe1@verizon.net

Mission Amigos
 Richard Chung
rtcdds@yahoo.com

Rose Bowl District
 Pat Amsbry
pamsbry@gmail.com

Valle del Sol District
 Marci Huerta
mamacitax4@gmail.com

COUNCIL KERNEL:

Heather Endo
sgvcpopcorn@yahoo.com

COUNCIL CONTACTS:

Golden Eagle District
 Matt Bear
matt.bear@scouting.org

Lucky Baldwin District
 Lucia Bernal
lucia.bernal@scouting.org

Mission Amigos District
 April Zall
april.zall@scouting.org

Rose Bowl District
 Melissa Bueno
melissa.bueno@scouting.org

Valle del Sol District
 Lorena Bernal
lorena.bernal@scouting.org

San Gabriel Valley Council
 Matt Bear
matt.bear@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 to sell.
- Assign specific neighborhoods.
- Take product along to sell on-the-spot.
- Finish the day with a picnic, awards and prizes.



COUNCIL PRIZE PROGRAM

Individual Seller Drawing - Prizes will include but are not limited to:

- iPod Touch
- 1 week of "2012" Cub Day Camp or Trail to Eagle at Camp Trask.

Each Scout will receive one ticket for every \$250 of popcorn sold.

NOTE: To qualify Unit Kernels must submit an individual seller prize drawing form to matt.bear@scouting.org by November 5th.

SGVC \$1,000 Club:

- Scouts achieving the \$1,000 or higher level of sales will be invited a party at the Council Office on Saturday December 10th at 1:00 PM with food and refreshments and a video game bus!
- \$1,000 club recipients will be recognized in the Council Newspaper.

NOTE: To qualify Unit Kernels must submit the SGVC \$1,000 Club registration form to matt.bear@scouting.org by November 5th.

All prize drawings will be held at the "SGVC \$1,000 Club" celebration on December 10th.

Camp Trask
 Certificate!



iPad

Win an iPad!

Receive one ticket for every \$1,000 of popcorn sold under the SGVC \$1,000 Club promotion. Winner will be drawn at the December 10th Celebration.

Please visit www.sgvcbsa.org for additional information.

CAMP MASTERS HIGH ACHIEVER PRIZE FORM
PRIZE FORM DUE TO COUNCIL AT END OF SALE - BY ORDER SETTLEMENT DATE



To order, the following information **MUST** be printed or typed clearly.
Parents & Scouts Please fill out this Section for 2011 SALES



Scout's Name _____ DATE _____

Street Address _____
(No P.O. Boxes)

City / State / Zip _____

Social Security Number *(required for Savings Bond only)* _____

TOTAL SALES \$ _____ Age _____

Please submit Order Form to Council to verify sales.

NEW "Ful-Filled" Patch – To get your "ful-filled" patch simply make a copy of your completely filled order form, give it to your Unit Leader. . **UNIT LEADER WILL ORDER PATCH WITH OTHER PRIZES**

SALES ACHIEVEMENT AWARDS - SELECT ONLY ONE BOX BELOW!

(PRIZES ARE NOT CUMULATIVE)

\$1500 SALES ACHIEVEMENT (check 1 box only)	
<input type="checkbox"/> \$50 TARGET CARD	OR
<input type="checkbox"/> \$50 WALMART CARD	

\$2000 SALES ACHIEVEMENT – (check 1 box only)	
<input type="checkbox"/> 8G iPod Nano*	OR
<input type="checkbox"/> AWESOME CAMPING PACKAGE	
<i>*Prize may be substituted by CAMP MASTERS with comparable prize of equal value</i>	

<input type="checkbox"/>	I SOLD \$3000 or more of Popcorn this Year! – (check 1 box only)
	Savings Bond - 5% of total sales in increments of \$1000
	\$3000 = \$150 Savings Bond + \$50 Walmart Gift Card
OR	\$4000 = \$200 Savings Bond + \$50 Walmart Gift Card
	\$5000 = \$250 Savings Bond + \$50 Walmart Gift Card
<input type="checkbox"/>	Nintendo 3DS System (all new "3-D" graphics!)*

Unit Leader or Kernel please fill out this section

District _____ Unit type and Number _____

Unit Leader or Kernel signature _____

Council Office please fill out this section

Council Name _____ City / State _____

Council Office Authorization Signature _____

Program Rules & Regulations

- Scouts who sell min. \$1500 of popcorn during the traditional Fall 2011 Sale will receive ONE -\$50.00 Gift Card from list above. Scouts who sell \$2000 will receive their choice of 8G iPod Nano or Camping Package Scouts who sell \$3000 and up receive a U.S. Savings Bond plus a \$50 Gift Card or a Nintendo 3DS system – must select 1 from list above.
- Select ONE Prize Level only; Prizes are not cumulative.
- ABSOLUTELY NO COMBINING OF MULTIPLE SCOUTS ORDERS WILL BE ALLOWED.** Verification of Sales through individual Take Order Forms is required.
- Scout must attach Order Form when submitting this form to the Council.
- Upon receipt of the signed form from the Council, the prize will be ordered and shipped to the Scout.
- Questions? Please contact your Council office or Ramsey Popcorn Co. (812) 347-2441, ext. 128.
- CAMP MASTERS WILL NOT ACCEPT FORMS AFTER 12/31/11.**