

2016



POPCORN SALES GUIDE





IN 2016,

LET'S SIMPLIFY THE SALE . .

CONGRATULATIONS ON MAKING THE CHOICE TO HAVE YOUR UNIT FUND IT'S SCOUTING PROGRAM THROUGH THE 2016 POPCORN SALE!

THE FUNDS YOU RAISE CAN BE USED TO COVER REGISTRATION FEES, PROVIDE BOYS' LIFE SUBSCRIPTIONS, UNIFORMS, TRIPS, ACTIVITIES, AWARDS, DAY CAMPS, SUMMER CAMPS, AND HIGH ADVENTURE EXPERIENCES FOR THE YOUTH, WITH LITTLE OUT-OF-POCKET EXPENSES FOR YOUR FAMILIES. HELP ALL OF YOUR FAMILIES SAVE THEIR MONEY BY HAVING 100% OF YOUR SCOUTS PARTICIPATE!

WE LISTENED,

THIS YEAR'S POPCORN SALE SHOULD BE THE SIMPLEST EVER!

Sale Toolbox:

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Online Resources:

Visit Us Online at

www.michiganscouting.org/popcorn

for additional Popcorn Resources:

- Ideal Year of Scouting / Program Planning
- How To Guides on:
 - Popcorn Ordering System
 - Prize Ordering System
- Tracking and Inventory Management Tools
- Unit Kick-off Best Practices and Videos
- And much more being added each week!





WHAT'S NEW IN 2016?

NEW THIS YEAR!!

ACH

Save yourself the hassle of bringing checks to the office or warehouse! ACH is a Direct Payment that enables you (the unit) to pay electronically using an ACH debit transaction. The unit authorizes MCC to initiate a Direct Payment transaction that withdraws the funds from the unit checking account to pay their bill.

This will be set up on a preauthorized, recurring basis, as noted in this year's program calendar. The unit enrolls and provides authorization once and a Direct Payment is automatically placed for the amount on the date as specified.

Authorization process may include an online process, or an authorization form that can be downloaded from our website and be returned to MCC. (details will be provided soon) A voided check or a copy of a document from the unit's financial institution may be necessary to ensure accuracy.

SHORTER SALE

The sale will be shorter this year. Final orders will be placed in October, shortening the sale and leaving the Holidays free for family time. Remember, this year we're not selling popcorn, we're **funding adventure!**

NEW PRODUCTS

This year we have individual White Cheddar and Trail Mix in addition to all the favorites of last year; Chocolate Lovers Tin, Sweet and Savory, Cheese Lovers, Chocolate Caramel Crunch tin, Caramel Corn with nuts, Unbelievable Butter microwave, Butter Light microwave, Classic Caramel Corn and Popping Corn.

NEW WEBSITE

The Trails End website is improving! A cleaner website is coming! Easier for you, and easier for your customers to order online.

UNIT COMMISSION

Each unit will receive a 34% commission, and all online sales earn 50% commission. No prize option still available, 3% will be added to your commission. MCC incentives and patches will still be available for all units.

KEYS TO SUCCESS

- Units should plan their Ideal Year of Scouting. Program planning is the first step for





BUILDING A SUCCESSFUL SALE

1. **Discuss why your Scouts Sell Popcorn** - Scouts sell popcorn to fund their adventures in Scouting! Conduct youth/adult program planning and do an Ideal Year of Scouting Planning Exercise with your unit.
2. **Set a Unit and Per Scout Sales Goal** - Utilize the Program Planner in the 'tool kit' on the Trail's End site and set unit and Scout sales goals. Units who set a goal sell almost twice as much.
3. **Sign-up to Sell Popcorn!** - By signing up you'll start receiving popcorn related information and have access to lots of ways to help your unit sell well.
4. **Attend Training** - Attend your local Field Service Council/District popcorn training.
5. **Formulate a Sales Plan** - Talk with your unit leadership and determine how you'd like to sell.
6. **Hold a FUN and EXCITING Unit Kick-off for Your Families** - The meeting should explain the popcorn sale and communicate sales expectations to your parents. Build excitement with the boys through the prize and incentives program,
7. **Order & Pick-Up Popcorn** - Order popcorn as your unit needs it throughout the popcorn sale. There are three product orders available. Order what you need, and you can return 100% of what you don't use up until the return deadline. Your district kernel and unit serving executive can help.
8. **Manage Popcorn Inventory** - Develop a plan to track the inventory your unit has in stock. Keep product in the hands of your Scouts to keep them selling throughout the sale. The goal is not running out of product yet not having product left over to return at the end.
9. **SELL SELL SELL** - Keep Scouts motivated! Do one fundraiser per year and do it well! *Some ideas to keep Scouts motivated:* arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.
10. **Collect Payments from Families** - Develop a plan to collect payments from your Scout families. Utilize Scout collection envelopes and train Scouts to collect fees. Set unit due dates prior to council payment dates so you have time to process before your payment is due.
11. **Order Prizes and Incentives Scouts** - Recognize your Scouts for their hard work with the great prizes and incentives offered through the popcorn sale. Be sure to place your prize order on time, prize availability closes on December 31, 2016.
12. **Pay Your Popcorn Bill** - Make payments on your 2016 popcorn bill on specified dates throughout the sale. Take advantage of the ACH opportunity. Your final popcorn payment must be received in the office by December 2, 2016. If you foresee a problem with the posted payment dates, please call your FSC Staff Advisor in advance of the due date. Check your invoice at any time throughout the sale on your own Trails End site.
13. **Spend Your Earnings!** - Congratulations! You've followed your plan and raised what your unit needed to support their program. Now recognize your Scouts by providing a fantastic Scouting program in 2016 and 2017.

GREAT JOB AND HAPPY SCOUTING!

**VISIT: WWW.MICHIGANSCOUTING.ORG/POPCORN
FOR MORE INFORMATION ON ANY OF THESE STEPS.**





SELLING METHODS

Scouts can participate in the sale using several methods. Face-to-face sales methods such as “Door-to-Door / Neighborhood Blitz”, “Scheduled sales”, and “Order Form / Take Order”, are tried and true methods. Selling online can reach family and friends out of town. Corporate sales are a good way to sell multiple products to one customer. Whatever methods your Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

- **“DOOR-TO-DOOR / NEIGHBORHOOD BLITZ”**– Most effective sales method! Involves the Scout soliciting orders at the customer’s residence. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. If the desired product is not on hand, an order can be taken and product delivered later.
- **“SCHEDULED SALES”** or **“SHOW AND SELL”**– Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (in the summer) to reserve to the best locations.
- **ORDER FORM / TAKE ORDER** – Scouts collecting orders on their order form. The Scout turns in the order form to the unit’s popcorn team (i.e. Unit Popcorn Kernel). The product is then ordered and delivered later. This is great for parent’s co-workers, friends and family. It is at unit’s discretion whether money is collected up front or upon delivery.
- **ONLINE SALES** - Scouts sell to out-of-town friends and family. It also works well for tech-savvy older Scouts who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trails End Website (with parental approval if under the age of 13). The customer pays securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process and receives a commission of 50% from all online sales.

CHECK OUT THE PAGE ON NEW ONLINE PRODUCTS!

- **CORPORATE SALES** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples. If a company is interested and needs assistance with special ordering, please contact your District Kernel, or Professional staff advisor.





2016 POPCORN CALENDAR






(KEY DATES)

August								
	1	2	3	4	5	6	1	Online Sales Begin
7	8	9	10	11	12	13	13	August Order Placement Due (order #1)
14	15	16	17	18	19	20		
21	22	23	24	25	26	27	25-27	August Product Pickup (check FSC details for times/places)
28	29	30	31				27	SALE BEGINS
September								
				1	2	3		
4	5	6	7	8	9	10	15-17	August Product RETURNS (check FSC details for times/places)
11	12	13	14	15	16	17	17	PAYMENTS - 50% of NET balance due (please check invoice)
18	19	20	21	22	23	24	17	Sept Order Placement Due (order#2)
25	26	27	28	29	30		29-30	Sept Product Pickup (order #2)(check FSC details for times/places)
October								
						1	1	Sept Product Pickup (order #2)(check FSC details for times/places)
2	3	4	5	6	7	8		
9	10	11	12	13	14	15		
16	17	18	19	20	21	22	27-29	Final Product RETURNS (check FSC details for times/places)
23	24	25	26	27	28	29	27-29	PAYMENTS - 50% of NET balance due(please check invoice)
30	31						29	Oct (Final) Order Placement Due (order #3)
November								
		1	2	3	4	5		
6	7	8	9	10	11	12	10-12	Final Product Pickups (order #3)
13	14	15	16	17	18	19		FINAL PAYMENT CAN BE MADE
20	21	22	23	24	25	26		(check FSC details for times/places)
27	28	29	30					
December								
				1	2	3	2	FINAL PAYMENT DUE!
4	5	6	7	8	9	10	2	Final Fill-a-sheets due for Disney drawing!
11	12	13	14	15	16	17		
18	19	20	21	22	23	24	30	FINAL PRIZE ORDERS DUE!
25	26	27	28	29	30	31	31	Check request issued for any unit with open prize orders.





2016 (ON HAND) PRODUCT LINEUP!

Product:	Retail Cost:	Includes:
 Chocolate Lover's Collection (Tin)	\$60	White Chocolatey Pretzels 17 oz. Milk Chocolatey Pretzels 17 oz. (2) Milk Chocolatey Caramel Crunch 15 oz.
Gold Military Donation (Magnet)	\$50	Popcorn will be given to Michigan Soldiers and customer will receive a gold military magnet.
 Sweet & Savory Collection (Box)	\$40	1—5 oz. White Cheddar Cheese, 1—20 oz. Butter Toffee (Caramel), 1—15 oz. Chocolatey Caramel Crunch
 Cheese Lover's Collection (Box)	\$30	2—5 oz. White Cheddar Cheese, 1—5 oz. Jalapeno Cheddar
Silver Military Donation (Magnet)	\$30	Popcorn will be given to Michigan Soldiers and customer will receive a silver military magnet.
 Chocolatey Caramel Crunch (Tin)	\$25	1 - 15 oz. Chocolatey Caramel Crunch
 Premium Caramel Corn (Bag)	\$20	1—18 oz. Premium Caramel Corn with almonds, cashews, pecans
Classic Trail Mix (Bag)	\$20	1-16 oz. Trail Mix including M&M's
 Unbelievable Butter (Box)	\$20	1—18 pack of Unbelievable Butter Microwave
 Butter Light (Box)	\$20	1—18 pack of Butter Light Microwave
 White Cheddar (Bag)	\$15	1—5.25 oz. White Cheddar Cheese
 Classic Carmel Corn (Bag)	\$10	1— 11 oz. Classic Carmel Corn
 Popping Corn (Bag)	\$10	1-30 oz. Popping Corn

AVAILABLE FOR AUGUST SALE (ORDER 1)





2016 (ON HAND)

PRODUCT

AUGUST (ORDER 1)

\$50 Military Donation (magnets)	\$50
\$30 Military Donation (magnets)	\$30
Premium Caramel Corn	\$20
w/almonds cashews pecans 18 oz	
Unbelievable Butter Microwave 18 pk	\$20
Butter Light Microwave 18 pk	\$20
White Cheddar Cheese 5.25 oz	\$15
Classic Caramel Corn 11 oz	\$10
Popping Corn 30 oz	\$10

NOTE:
 BECAUSE OF LIKELY WARM WEATHER CONDITIONS, NO CHOCOLATE PRODUCTS WILL BE SOLD DURING THE EARLY PORTION OF THE SALE.

SEPTEMBER (ORDER 2)

ATTENTION:
 ALL COLLECTIONS ARE PACKAGED IN SILVER FOIL PACKS WITHIN THE BOX OR TIN.
 This includes
 Chocolate Lover's,
 Sweet 'n' Savory and
 Cheese Lover's

\$50 Military Donation (magnets)	\$50
\$30 Military Donation (magnets)	\$30
Chocolate Lover's Tin	\$60
White Chocolatey Pretzels 17 oz	
Milk Chocolatey Pretzels 17 oz	
Chocolatey Caramel Crunch (2) 15 oz	
Sweet n Savory Box	\$40
White Cheddar Cheese 5 oz	
Butter Toffee Caramel Corn 20 oz	
Chocolatey Caramel Crunch 15 oz	
Cheese Lover's Box	\$30
White Cheddar (2) 5 oz	
Jalapeno Cheddar (1) 5 oz	
Chocolatey Caramel Crunch (tin) 15 oz	\$25
Premium Caramel Corn	\$20
w/almonds cashews pecans 18 oz	
Classic Trail Mix 16 oz	\$20
Unbelievable Butter Microwave 18 pk	\$20
Butter Light Microwave 18 pk	\$20
White Cheddar Cheese 5.25 oz	\$15
Classic Caramel Corn 11 oz	\$10
Popping Corn 30 oz	\$10





2016 ONLINE SALES ONLY PRODUCT LINE UP

The products available online this year will;

- ◆ Expand your product mix!
- ◆ Will be available ONLY online!
- ◆ Will have packaging that sets it apart from the products available in the 'hands on' program.



Exciting new product offering exclusive for online!

- * **Sweet Caramel with Sea Salt Popcorn**
- * **Milk Chocolate Pecan Clusters**
- * **24 pk Movie Theater Butter Microwave Popcorn**
- * **Aged White Cheddar**
- * **Simply Salted Popcorn**
- * **Medium Roast Coffee (ground or single cup)**
- * **Dark Roast Coffee (ground)**

**EACH ITEM IS \$30
\$7.50 FLAT RATE SHIPPING
BUY 3, GET FREE SHIPPING!**





COMMISSION, PRIZES AND INCENTIVES

COMMISSION

BASE COMMISSION – ALL units that sell popcorn this year earn 34%

CASH OPTION – Units electing cash instead of prizes get an extra 3% and are still eligible for all council sponsored incentives. Please set your Trails-End account under ‘orders’ and then ‘unit commission’ or email mccpopcorn@scouting.org by October 1 to get your account adjusted.

ONLINE COMMISSION - 50% MAN! How can you beat that! Online sales can be viewed on your Trails End site and will be automatically deducted from your invoice.

PRIZES – All prize/incentive orders need to be RELEASED by December 31, 2016. This means the order must be placed through the Trails End system and payment must be made in full. Any orders not released at this time will be removed from the system. Any unit that has their prize order removed will get a 3% credit applied to their invoice and be contacted for non-payment.

PRIZES INCLUDE THIS GREAT PIECE PATCH EARN ALL SIX PIECES!

(Also available to units choosing the ‘cash option’.)

INCENTIVES - Each filled order sheet will be used as a ticket into a drawing for a *Disney World package*. Order forms must be scanned and sent to; mccpopcorn@scouting.org by December 2, 2016 to be entered into the drawing.

Donations to the unit, partial military donations and online sales do not count.

\$750 prize – one rocker from the patch and a light saber! (be sure you enter these on your prize order form!)

\$1K prize – The first \$1k each scout sells earns two tickets to the new **“STAR WARS™”** movie. Each additional \$1K earns an additional ticket. Look for details on these events being presented by your Field Service Council.

Top Seller – Radio Controlled **BB-8™** Prize for the 10 TOP SELLERS in each Field Service Council.

\$2,500 Scholarship— Scouts who sell \$2,500 or more in a calendar year must email a completed scholarship enrollment form and proof of sales to scholarship@trails-end.com Scouts have to reach \$2,500 only one time. Once enrolled, they must report their total sales each year.

Trail's End does not accept faxes, zipped files, or files over 10MB.

TAKE YOUR SELLING TO NEW HEIGHTS WITH THE TRAIL'S END GALACTIC COLLECTION PATCH!
Make sales to earn each piece of the collection patch and earn the Top Seller Pin.

- MILITARY PATCH**
Make One Military Sale
- ONLINE SALE PATCH**
Sell One or More Product Online
- TOP SELLER PIN**
Sell \$1,000 or More
- PARTICIPATION PATCH**
Sell One or More Product
- ONE OF EACH PATCH**
Sell one of each product offered by your Council
- SELLER CLUB PATCH**
Sell \$750 or more





2016 POPCORN ORDERING, DISTRIBUTION AND RETURNS

ORDERING

Orders will be placed by the Unit Kernel into the IMPROVED Trails-End website by the specified due dates.

Go to; <http://sell.trails-end.com/> to place your order. (Be sure you have already confirmed your username and password.) You can contact your district kernel, Unit Serving Executive, or email; mccpopcorn@scouting.org to do so. Please see calendar for order due dates

DISTRIBUTION

There are three distribution dates; late August, late September through October 1, and early November. (See the website for FSC details; warehouses/times/locations). **SEE WEBSITE FOR FSC DETAILS.** Times/locations listed will be the only opportunities to pick up product. Your unit can choose to use all or some of these dates to fit their sale the best. If your unit does not meet until after school starts, the September pickup is probably the earliest you want to get product! Also remember that only eight products will be available for August. If you have additional questions on pickups, please contact your District Kernel or FSC Staff Advisor. Note: PLEASE double check your packing slip BEFORE signing! Once signed, you are responsible for the debt incurred.

RETURNS AND PAYMENTS

100% of your product can be returned! **SEE WEBSITE FOR FSC DETAILS.** In September and October whenever the warehouse is open for pickups, it will also be open for returns. **Final returns are due by October 28, 2016.** Help us help you, if you see you have excess product PLEASE let us know as soon as possible. If you let your district kernel, unit serving executive or FSC staff advisor know—they can help you get that product into someone else's hands and OFF YOUR INVOICE! See dates and times in your area; www.michiganscouting.org/popcorn

Council Policy on Product Returns: 100% of the product a unit orders can be returned to the council (in full cases) until the final return date of Saturday, **October 29, 2016.** **Returned product must be in full cases and cannot be defaced in any way (e.g. written on, labeled, stickers, etc.)** **NOTE:** Product returned in full cases will be opened and examined by warehouse staff to verify contents are identical, undamaged, and re-sellable. The council reserves the right to not accept damaged, melted, or defaced product or cases. All returned cases must be in a fully re-sellable condition. Warehouse staff will write up a return form and sign, giving a copy to the unit. Please double check BEFORE SIGNING.

**NO PRODUCT WILL BE ACCEPTED FOR RETURNS AFTER
OCTOBER 29, 2016— NO EXCEPTIONS.**





2016 POPCORN SETTLEMENT AND PAYMENTS

Product Settlement

To review your invoice for accuracy go to; <http://sell.trails-end.com/>

If you see any discrepancies please contact your District Kernel, Unit Serving Executive or FSC Staff Advisor immediately to rectify. Please do so before your payment is due. If there is a discrepancy please notify any of the above parties ASAP. If you are paying at the warehouse, you can note it on a copy of the invoice when you make payment. Leaving the copy will ensure there is a paper trail for your professionals to use when following up.

Payment Procedures

Credit card payments, multiple checks from your customers, or checks made payable to units cannot be accepted as payment for a unit's popcorn bill. Prize and incentive orders will not be released for shipping until the unit's invoice is paid in full *and processed by the council*.

- ◆ Michigan Crossroads Council takes misuse of unit funds very seriously. If payments are not made as noted below, and no arrangements are made between the staff advisor and the unit, MCC will begin collection procedures, taking legal action if necessary.
- ◆ Volunteers who misuse funds may be released from all positions within the Michigan Crossroads Council and Boy Scouts of America.
- ◆ MCC will pursue all available criminal and / or civil charges involving misuse of funds.

Unit Payment Due Dates: This year we have changed the payment policy to better protect our units and ourselves. It is the unit's responsibility to access their unit invoice through; <http://sell.trails-end.com> and pay at intervals as specified in the program calendar.

- ◆ Those units that take product in August (order #1) will need to make a 50% payment of the 'due council' August dollars owed on or before September 17th.
- ◆ Those units that take product in September (order #2) or return to the warehouse on or before October 29th will need to make a 50% payment of the 'due council' September dollars. This will include any interim pickups through October.
- ◆ Those units that take product in November (final order), will be able to pay their invoice in full at that time. After processing, units that pay in full will get their prize orders released.
- ◆ If they do not return to the warehouse for any reason, including returns they can simply make final payment by the due date of December 2, 2016.

Unit Invoice Michigan Crossroads

Item No.	Description	Cases	Cont.	Retail	Commission	Due Council
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QUESTIONS?

General popcorn question...

Topics Like: Placing an Order Online, Product Line-up, Payment Procedures, etc.

- Visit our website at: www.michiganscouting.org/popcorn
- If there is not an answer on the website, email us at: mccpopcorn@scouting.org so we can answer your question.

Specific...

Topics Like: Local Warehousing, Local Popcorn Kernel Contact Information, District Training Information, etc.

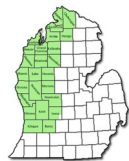
- Visit our website at: www.michiganscouting.org/popcorn
- If there is not an answer readily available—call your district popcorn kernel, or the professional staff advisor listed on the website or - call the field service council office nearest you as listed below:



**Great Lakes
Field Service Council**

Dauch Scout Center
1776 West Warren Ave. Detroit, MI 48208
Troy Scout Center
1155 East Long Lake Rd. Troy, MI 48085

Phone: 313-897-1965
FAX: 313-897-1970
Phone: 248-526-0169



**President Ford
Field Service Council**

DeVos Family Center for Scouting
3213 Walker Avenue NW Grand Rapids, MI 49544
Traverse City Service Center
1499 Business Park Dr. Traverse City, MI 49686

Phone: 616-785-2662
FAX: 616-785-0835
Phone: 231-947-7071
FAX: 231-947-7072



**Southern Shores Field
Service Council**

Ann Arbor Service Center
3914 Bestech Dr. Ypsilanti, MI 48197
Calhoun County Service Center
1791 W. Columbia, Suite G Battle Creek, MI 49015

Phone: 734-971-7100
Phone: 269-962-8513
FAX: 269-963-3398



**Water and Woods
Field Service Council**

Port Huron Service Center
924 7th St. Port Huron, MI 48060
Lansing Service Center
4000 W. Michigan Ave. Lansing, MI 48917
Auburn Service Center
5001 Eleven Mile Rd. Auburn, MI 48611
Flint Service Center
507 W. Atherton Rd. Flint, MI 48507

Phone: 810-982-9529
Phone: 517-321-7278
FAX: 517-321-7298
Phone: 989-662-4464
FAX: 989-662-4465
Phone: 810-235-2531
FAX: 810-235-5052

FURTHER QUESTIONS ~

Contact: mccpopcorn@scouting.org for assistance!





TRAINING

We encourage every unit to GET TRAINED!

There are training opportunities offered in the Spring, Summer, and Fall for units to get the information they need to have a fantastic 2016 popcorn sale, helping them raise the necessary funds to support their unit program.

Every unit should be represented at the **regional and district** popcorn trainings offered in their Field Service Council.

Training Opportunity:	When?	What will be covered?
Regional Popcorn Trainings (by FSC)	Spring & Summer 2016 (by FSC)	Each field service council will offer trainings to introduce the 2016 Popcorn Sale to units. The training will focus on an overview of the sales guide, incentive and prize program, recruiting of unit level popcorn volunteers, and getting your unit signed-up to sell popcorn.
Popcorn Kickoffs (by District & FSC)	Fall 2016 (by District & FSC)	Each FSC/district will offer district popcorn kick-offs in the late Summer to go over the sales guide, provide and hand out all sale materials, and coordinate local popcorn sale initiatives. All units SHOULD ATTEND!
Supplementary Training Webinars For a complete listing of webinar trainings or to register—visit: https://scoutingevent.com/?mccpopcorntrainings	Summer and Fall 2016. All Supplementary Training Webinars will be conducted via GoToMeetings. All webinars will begin at 7:00 p.m.	Training Topics: <ul style="list-style-type: none"> • Prospecting for Unit Kernels • Ordering Sale Materials • What Every Kernel Should Know • Ideal Year of Scouting / Program Planning • Planning YOUR Sale • Unit Kickoffs • Trails End Support • Final Preparations • How to Run an Effective Storefront Sale • How To Order Popcorn in the Popcorn System • Ordering Popcorn—How Much Should I Order? • How to Manage Your Unit’s Popcorn Inventory • How Do I Order My Unit’s Prizes?

