



Text mccpop to 555888 for sale updates and reminders.

★ **2018** ★

POPCORN SALES GUIDE



For more information visit <http://www.michiganscouting.org/popcorn2018/>
If you have popcorn specific questions email mccpopcorn@scouting.org



BOY SCOUTS OF AMERICA®
MICHIGAN CROSSROADS COUNCIL

IN 2018, LET'S REALLY SIMPLIFY THE SALE...

Congratulations on making the choice to have your unit fund it's Scouting program through the 2018 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 less out-of-pocket expense for your families.

Help all of your families save their money by having **100%** of your Scouts participate! This year's popcorn sale can be the shortest, best sale EVER! It's up to you!

For more information visit <http://www.michiganscouting.org/popcorn2018/>

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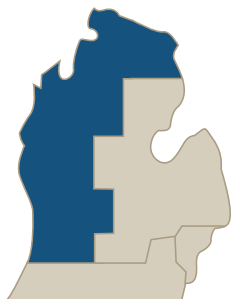
★ ONLINE RESOURCES ★

Visit Us Online at:

www.michiganscouting.org/popcorn2018
for additional Popcorn Resources:

- Ideal Year of Scouting / Program Planning
- How To Guides on:
 - Look for your unit kernel
 - Planning your Sale
 - Conducting Online Sales
 - Using Popcorn Ordering System
 - Ordering Prizes
- Tracking and Inventory Management Tools
- Unit Kick-off Best Practices and Videos
- And much more!

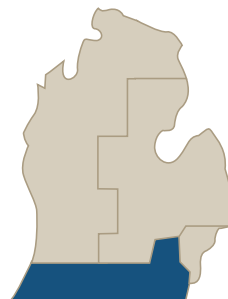
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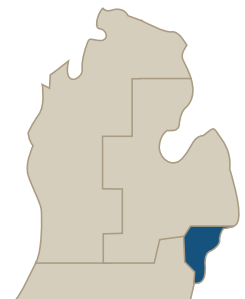
PRESIDENT FORD FSC



WATER AND WOODS FSC



SOUTHERN SHORES FSC



GREAT LAKES FSC

Need help? Email mccpopcorn@scouting.org



★ WHY SELL POPCORN ★

- **Turn-key** unit fundraiser
- No upfront money - **No Risk** to Unit
- Council supported **prize program**
- Scouts can earn their own way in Scouting with just **one fundraiser** a year
- Over 73% supports **local** Scouting program
- **High quality** and **best tasting** products
- **Multiple ways to Sell** - Show and Sell, Take Order, Show and Deliver and Online Sales



SHOW N SELL FOCUS

- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting

BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal

MOTIVATING SCOUTS

- Start Prizes at Per Scout Goal
- 4%-10% Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face

BUILD A TEAM

- Popcorn Kernel Team
- Shared Ideas & Effort
- Tribal Knowledge Passed Down
- Scalable

RECRUITING

- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN

- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It's What We Do



WHY POPCORN SHOULD BE YOUR ONLY FUNDRAISER

Top 10 Reasons

- Risk Free Sale
- No-Hassle Payment System
- Popcorn Supports Scouting
- Local Warehouse Locations
- Flexible Timeline
- Streamlined Product Line
- Affordable Products
- Exciting Prize Program
- Hometown Heroes
- Sell Online

★ NEW FOR 2018 ★

Unit Growth Incentives
Top Popper Club and Events
Unit Leader Training Dashboard
Hometown Heroes Program
Unit Sign Up Incentive



★ PRODUCT SALE ★

FLEXIBLE SALES DATES

Three available Order Dates – August 11, September 15, and October 27th, 2018. Take product only when YOU are going to sell. This can shorten the sale, leaving the Holidays free for family time. If your Scouts work hard for a just a few weeks this fall they can help provide the money necessary for great programming the rest of the Scouting year! Remember, we are not selling popcorn, we are funding adventure! *If your unit sells at an event this late summer or fall before or after these dates—talk to the MCC staff advisor for special provisions.

CONSISTENT PRODUCT LINE UP!

Consistent with 2017 this year's Line up; Chocolate Lovers (tin), Cheese Lovers Collection, Salted Caramel (tin), Chocolate Caramel Crunch, Premium Caramel Corn w/nuts, Unbelievable Butter Microwave, White Cheddar, Classic Caramel Corn, Popping Corn and two donation levels for Hometown Heroes!

UNIT COMMISSION/MCC INCENTIVES

Each unit will receive a 34% commission, and all online sales earn 50% commission. The “No prize” option is still available, 3% will be added to your commission. MCC incentives and patches will be available for all units. MCC incentives include a \$750 prize, the Top Popper club, fill-a-sheet for a Universal Studios Drawing, Top Seller Council Shoulder Patches for EACH UNIT. (To receive patches, prizes or the 3% extra commission; final payment will need to be made on time!)

WEBSITE AND RESOURCES

Watch for more and better Trails End training modules, more system updates, easier signup/access and better invoice clarity. More resources easily accessible on <http://michiganscouting.org/popcorn2018/>.

PAYMENTS MADE ONLINE VIA YOUR UNIT CHECKING ACCOUNT

Payments are due throughout the sale and are to be made online using the MCC payment system. Save yourself the hassle of bringing checks to the office or warehouse! This will enable you (the unit) to pay electronically using your unit checking account. If you are unable to pay using this system, you can mail or walk a check into any MCC office.



KEYS TO SUCCESS

- Units should plan their Ideal Year of Scouting. Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
- Don't wait until the last minute to find your units Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful sale.
- It's important to have a little fun; be sure you unit kickoff is exciting, motivating and meaningful.
- Each unit's plan and goal is customized to fit their needs.



★ BUILDING A SUCCESSFUL SALE ★

Visit: www.michiganscouting.org/popcorn2018/ for more information.

1. **Discuss why your Scouts Sell Popcorn** - Scouts sell popcorn to fund their adventures in Scouting! Conduct youth/adult program planning and 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. **Attend Training** - Attend your local Field Service Council/District popcorn training.
4. **Formulate a Sales Plan** - Talk with your unit leadership and determine how you'd like to sell.
5. **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.
6. **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.
7. **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 without having product left over to return at the end.
8. **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.
9. **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.
10. **Order Prizes and Incentives for 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, 2018.
11. **Pay Your Popcorn Bill** - Make payments on your 2018 popcorn bill on specified dates throughout the sale using the Black Pug/Online Payment system. All payments must be made as specified. Your final payment must be received by December 1, 2018. Check your invoice at any time throughout the sale on your own Trail's End site.
12. **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 2018 -2019.
13. **Great job and happy Scouting!**

KEYS TO SUCCESS

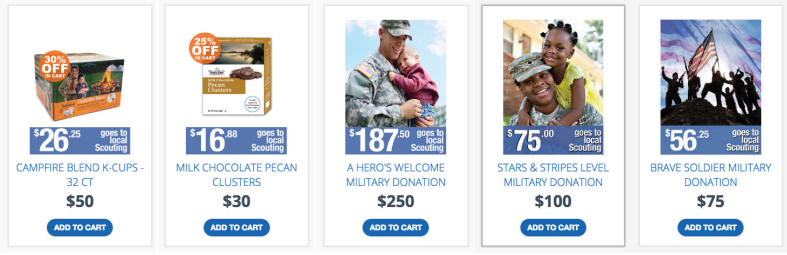
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- Don't wait until the last minute to find your units Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It's important to have a little fun; make sure your fall kickoff is fun, motivating and meaningful.
- Each unit's plan and goal is customized to fit their needs.



★ SELLING METHODS ★

Scouts can participate in the sale using several methods. 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.
- **"Storefront" or "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. Watch for SIGN UPS at some of your local retailers.
- **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** - Online sales are easier than ever and you make a 50% commission! Scouts sell to out-of-town friends and family. It also works well for tech-savvy Scouts who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trail's 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 50% commission from all online sales.
- Examples of online products follow –



Product	Original Price	Discount	Final Price
CAMPFIRE BLEND K-CUPS - 32 CT	\$26.25	30% OFF	\$18.38
MILK CHOCOLATE PECAN CLUSTERS	\$16.88	25% OFF	\$12.66
A HERO'S WELCOME MILITARY DONATION	\$187.50	30% OFF	\$131.25
STARS & STRIPES LEVEL MILITARY DONATION	\$75.00	30% OFF	\$52.50
BRAVE SOLDIER MILITARY DONATION	\$56.25	30% OFF	\$39.38

Expand your product mix!
Products will be available ONLY online!
Make 50% commission
ONLINE PRODUCTS CHANGE THROUGHOUT THE YEAR.

- **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 popcorn staff advisor.

PLANNING YOUR SALE IS KEY!



★ POPCORN SELLING TIPS ★ AND BEST PRACTICES

Have Assistant Kernels, Den Kernels (Cub Scouts) or Patrol Kernels (Boy Scouts). This parent is responsible for communication and “energy” of the sale in their respective Den or Patrol. They keep track of their Scouts’ weekly sales and use that info for weekly prizes if your unit offers those. They also check out popcorn for Show-N-Sells and collecting forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.

Have a Goal. Have a Goal. Have a Goal. We can’t say this enough. Units that have a written down and expected goal sell more. Scouts who either have a goal that is given to them by the unit OR a goal they’ve selected sell MUCH more.

Don’t be wimpy. Pick a substantial goal. Start at \$400 ... or maybe even the \$750 or Top Popper Club as a goal. Average Door-to-Door sales are \$200/hour and average Show-N-Sells are \$125/hour. With only 3-6 hours work (over a 3 month period), they could easily make that. Just think of the great things you Unit could do if every Scout sold that much.

Communicate with Scouts Families every couple of weeks: check up on how they are doing, keep them informed, remind them of \$750 club and other incentives, etc. Not a high pressure email, just updates and reminders.

Set your Show-N-Sell dates as early as possible: After a couple of weeks, customers will have seen the popcorn and your sales will start to drop. Time slots at businesses go fast, too. Begin to request date/times in the summer before school starts.

Have enough Show-N-Sells opportunities for all your dens/patrols. Large units should have a minimum of 2 time slots for every den or patrol. Give priority for Show-N-Sell slots in the second time around to scouts who were unable to sell the first time.

Cub Scouts only work for 2 hours. Cub Scouts tend to burn out after 2 hours in the sun (Maybe even 1 hour for Tigers?) So, if you have a 4-hour shift, then work it so that half the den sets and works for 2 hours then the other half takes over and finishes last 2 hours. If it’s hot, bring a pop-up awning.

Know your location. Generally need 2-3 scouts per door as some places may have more than one entrance. **Sell on the way out, not in.** More than 3-4 scouts working at once tends to get too busy and there is not enough to keep them focused.

Keep scouts active. Don’t let scouts sit idle during a storefront sale. It’s THEIR sale. Have them approach people leaving the store, asking specifically if they will ‘support scouting’ by buying popcorn. It’s better to schedule shorter hours to keep the Scouts engaged.



★ POPCORN SELLING TIPS ★ AND BEST PRACTICES

DO NOT BLOCK THE DOORS!! ... neither with your table or getting between customers and the door or their car. Stay to the side. Have signs. Big smiles. Loud voices. Say "thank you," "please," "have a good day," etc.

Find a Hook: make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of cub scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.

Decide how you to divvy up sales. Either give each scout an equal share or pro-rate on a time basis. Use sign-in/sign-out sheets to track who worked, when, where, how long, etc.

Take Show-N-Sell product door-to-door also known as Show-N-Deliver. Many units create good profits using this method. If you have the product at the door, you don't have to return to the house and the customer gets his product at point-of-sale. Have a process for checking out corn to families just like for Show-N-Sell. OR have organized neighborhood canvassing or "Blitz" days where scouts and popcorn meet in a parking lot, neighborhood activity house, or nearby location with designated streets for each den, patrol, etc.

Have a Unit Level Rewards that complements the rewards from Trails End. Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their kids selling.

Give yourself enough time to collect the money and place the order. Make the forms and money due TO the Den Kernels or Patrol Kernels about a week before you have to place the order. The Assistant Kernels then give you what they collected several days before so you can get everything in order. This gives everyone time for tracking down scouts who you know have sold but haven't turned in their form, etc.

Visit the MCC Popcorn Website for More Information
michiganscouting.org/popcorn2018



★ 2018 POPCORN CALENDAR ★

KEY DATES

Text mccpop to 555888 for sale updates and reminders.
Go to www.michiganscouting.org/popcorn2018/

Payments are required throughout the sale, please see the 2018 Popcorn Guide for details.

☒ **ORDERS DUE**
☒ **DISTRIBUTION**
☐ **PAYMENTS DUE**
☐ **UNIT AUDITS**

SU	M	T	W	TH	F	SA	AUGUST 2018	
			1	2	3	4	1st	Online sales for incentives begin
5	6	7	8	9	10	11	11th	August Order Due
12	13	14	15	16	17	18	24th	Unit Pickups - see FSC information for your pickup dates.
19	20	21	22	23	24	25	Product taken requires 25% of total retail value paid before September or October pick-ups are made.	
26	27	28	29	30	31			
SU	M	T	W	TH	F	SA	SEPTEMBER 2018	
						1	3rd	Labor Day weekend
2	3	4	5	6	7	8	15th	Order Due
9	10	11	12	13	14	15	27-28th	Unit Pickups - see FSC information for your pickup dates.
16	17	18	19	20	21	22	If you take product any time before September 27th - you will need to pay 25% of your total retail value by September 28th. No additional product will be distributed without this payment.	
23/30	24	25	26	27	28	29		
SU	M	T	W	TH	F	SA	OCTOBER 2018	
	1	2	3	4	5	6	14th	MCC STATWIDE BLITZ DAY
7	8	9	10	11	12	13	26th	Final Returns Due
14	15	16	17	18	19	20	27th	Final Order Due
21	22	23	24	25	26	27	If you take product any time before October 25th - you will need to pay 25% of your total retail value by October 26th. No additional product will be distributed without this payment.	
28	29	30	31					
SU	M	T	W	TH	F	SA	NOVEMBER 2018	
				1	2	3	3rd	SALE ENDS!
4	5	6	7	8	9	10	8-9th	Unit Pickups - see FSC information for your pickup dates.*
11	12	13	14	15	16	17	11-17th	Unit Account Audits -Review your invoice, contact your professional w/questions
18	19	20	21	22	23	24	21-25th	THANKSGIVING
25	26	27	28	29	30		30th	FINAL SETTLEMENT DUE - All excess consignment product must be returned
SU	M	T	W	TH	F	SA	DECEMBER 2018	
						1	3rd	Drawing for Universal Studios
2	3	4	5	6	7	8		
9	10	11	12	13	14	15	15th	FINAL PRIZE ORDERS DUE!
16	17	18	19	20	21	22		
23	24	25	26	27	28	29	31st	Any unit still owing will have their entire prize order removed and/or lose their commission.
30	31							

The November (**Hunters Sale**) orders will be handled on a one-on-one consignment basis using product left on hand at MCC. Full returns need to be made in advance of any consignment sale. Consignment popcorn will receive a 37% commission, receive no prizes and be paid by unit as noted on consignment form. All excess consignment product is to be returned at the same time.

POST SEASON CONSIGNMENT ORDERS - Contact your FSC for details.

★ POPCORN 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 2018 popcorn sale, helping them raise the necessary funds to support their unit program. **Now you can get it without ever leaving your house!**

You can find all of our webinars on our facebook page:
<https://www.facebook.com/MichiganCrossroadsCouncil/>

Webinar Topic	Date	Time
Program Planning "Ideal Year of Scouting"	July 15	7:30PM
Growing your Popcorn Sale	July 21	8:00AM
Effective Storefront Sales	August 1	7:30PM
Planning your Unit Kickoff	August 19	7:30PM
Using the Trails End System	September 8	8:00AM
Placing your Unit Orders	September 30	7:30PM
Ordering Prizes and Incentives	November 4	8:00AM
Unit Settlement and Payments	October 28	7:30PM

UNIT LEADER TRAINING DASHBOARD

With Trail's End, popcorn volunteers have access to the support and knowledge needed to run a successful popcorn fundraiser. Whether it be booking Show-N-Sell locations, motivating Scout families, or learning from leaders that sell \$200,000 in popcorn each year, the Trail's End training will show new leaders the ropes, and help veteran leaders take their fundraisers to the next level!



Team Building
& Planning



Ways to
Sell



Show &
Sell



Sale Logistics &
Best Practices



Kickoff



Prizes &
Incentives



Recruiting



Resources



Scholarship
Program

Find your dashboard at <https://www.trails-end.com/unit-training-dashboard>

General popcorn questions...

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

- Visit our website at: www.michiganscouting.org/popcorn2018
- If there is not an answer on the website, email us at: mccpopcorn@scouting.org

Specific popcorn questions...

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


















- Visit our website at: www.michiganscouting.org/popcorn2018 and **SEE YOUR FSC GUIDE**
- If there is not an answer readily available—call your district popcorn kernel, the professional staff advisor listed in the FSC guide or call the field service council office nearest you. (also listed in your FSC Guide)



★ **PRODUCT LINEUP** ★

(ON HAND)

NOTE: FOR THE PROTECTION OF YOUR PRODUCT AND LIKELY WARM WEATHER CONDITIONS, NO CHOCOLATE PRODUCTS CAN BE SHIPPED UNTIL THE SEPTEMBER ORDER.

INDIVIDUAL PACKAGE	SYMBOL	PRODUCT	RETAIL COST	INCLUDES	CASE	COST
		Gold Hometown Heroes (Magnet)	\$50	Popcorn will be given to Hometown Heroes and customer can receive a Hometown Hero magnet.		
		Silver Hometown Heroes (Magnet)	\$30	Popcorn will be given to Hometown Heroes and customer can receive a Hometown Hero magnet.		
		Chocolate Lovers (Tin)	\$60	17 oz. White Chocolatey Pretzels 17 oz. Milk Chocolatey Pretzels 15 oz. Chocolatey Caramel Crunch 7 oz. Milk Chocolate Pecan Clusters	1:1	\$60
		Cheese Lover's Collection (Box)	\$30	5 oz. White Cheddar Cheese 5 oz. Jalapeno Cheddar 5 oz. Cheddar Cheese	1:1	\$30
		Salted Caramel (Tin)	\$30	16 oz. Salted Caramel	1:6	\$180
		Chocolatey Caramel Crunch (Bag)	\$25	18 oz. Chocolatey Caramel Crunch	1:12	\$300
		Premium Caramel Corn (Bag)	\$20	18 oz. Premium Caramel Corn with almonds, cashews, pecans	1:12	\$240
		Unbelievable Butter (Box)	\$20	18 pack of Unbelievable Butter Microwave	1:6	\$120
		White Cheddar (Bag)	\$15	5.25 oz. White Cheddar Cheese	1:12	\$180
		Classic Caramel Corn (Bag)	\$10	11 oz. Classic Caramel Corn	1:12	\$120
		Popping Corn (Bag)	\$10	30 oz. Popping Corn	1:12	\$120

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



★ COMMISSION STRUCTURE ★

34%

Base Commission
PLUS prizes and MCC
Incentives.

37%

Commission with
no prizes. MCC
incentives and
patches are still
included.

50%

Commission on all
online sales can be
included in totals for
Scout prizes.

★ PRIZES & INCENTIVES ★

**All prize/incentive orders need to be placed
by December 15, 2018.****

**NEW!! We cannot guarantee fulfillment if not placed by this date.

Any prize/incentive order (including patches and council sponsored prizes) not released due to non-payment will be permanently cancelled.

****Patches and all Michigan Crossroads Council sponsored incentives are
available to units that choose the cash option.****

UNIT PRIZE ORDERS: Prize program can be accessed through your Trail's End site. Only those listed as 'leaders' in Trail's End will be able to access the prize site. Online sales from August 1 through November 3, 2018 can be included in Scout totals for prizes and incentives.

SCOUT INCENTIVES:

UNIVERSAL STUDIOS Each filled order sheet will be used as a ticket into a drawing for a Universal Studios Package. Completed filled order forms must be received on or before Friday November 30, 2018 at 5PM. Donations to the unit, partial Hometown Heroes donations and online sales do not count.

*Forms must include Scout's first and last name, unit type and number, district name and total sales value. Drawing will be broadcast online through a link at the www.michiganscouting.org/popcorn2018. Watch for more details.

\$300 Online Prize Program - from Trails-End. Once a Scout's online sales exceed \$300 they receive 5% back on an AMAZON gift card.

\$750 PRIZE - Be sure you enter your \$750 sellers for their incentive on the Prize link through the Trail's End site.

\$1,200 TOP POPPER - The first \$1,200 each scout sells earns access to a special Top Popper event! Additional sales earns additional reward. Look for details on these events being presented by your Field Service Council. Sign up will be through a link in our event registration process and at <http://www.michiganscouting.org/popcorn2018/>.

\$2,500 TRAILS END SCHOLARSHIP - Scouts who sell \$2,500 or more during the popcorn season or were previously enrolled in the scholarship program **must email a completed Scholarship enrollment form and proof of sales to: mccpopcorn@scouting.org** for signature and submission. Scouts have to reach \$2,500 only one time. Once enrolled, they must report their total sales each year.

**NOTE: Trail's End does not accept faxes, zipped files, or files over 10MB.
All forms must be sent to, signed and submitted by MCC.**



★ UNIT GROWTH INCENTIVE ★

INCREASE SALES BY \$2,500 (Over 2017 Sales)
CHOOSE ONE

PINEWOOD DERBY KIT

- (2) Participation Ribbons (10/pack)
- (1) Pinewood Derby Poster Set
- (1) Pinewood Decoration Kit
- (1) Caution Tape
- (1) Pennants
- (25) Pinewood Derby Cars
- (4) Pinewood Trophy - Small
- (4) Pinewood Trophy - Medium
- (4) Pinewood Trophy - Large



BLUE AND GOLD KIT

- (5) Centerpiece
- (3) Table Top Centerpiece
- (3) Blue & Gold Decorating Kit
- (2) Cups (50/pack)
- (4) Plates-Dessert (25/pack)
- (4) Plates-Lunch (25/pack)
- (2) Napkins 6.5" (50/pack)
- (1) Meijer Gift Card - \$75



PACK OR TROOP CAMPING KIT

- (1) Two-Burner Camp Chef Stove
- (1) Five Piece All-Purpose Chef Kit
- (1) Six Piece Cast Iron Cookware Set



\$200
SCOUT SHOP OR AMAZON GIFT CARD



★ UNIT GROWTH INCENTIVE ★

INCREASE SALES BY \$5,000 (Over 2017 Sales)
CHOOSE ONE

PINEWOOD DERBY KIT

- (4) Participation Ribbons (10/pack)
- (2) Pinewood Derby Poster Set
- (2) Pinewood Decoration Kit
- (2) Caution Tape
- (2) Pennants
- (50) Pinewood Derby Cars
- (8) Pinewood Trophy - Small
- (8) Pinewood Trophy - Medium
- (8) Pinewood Trophy - Large



BLUE AND GOLD KIT

- (8) Centerpiece
- (6) Table Top Centerpiece
- (6) Blue & Gold Decorating Kit
- (4) Cups (50/pack)
- (8) Plates-Dessert (25/pack)
- (8) Plates-Lunch (25/pack)
- (4) Napkins 6.5" (50/pack)
- (1) Meijer Gift Card - \$150



PACK OR TROOP CAMPING KIT

- (2) Two-Burner Camp Chef Stove
- (1) Five Piece All-Purpose Chef Kit
- (1) Flat Top Griddle
- (1) Six Piece Cast Iron Cookware Set



\$400

SCOUT SHOP OR AMAZON GIFT CARD



KEYS TO SUCCESS

- Recruit a **Unit Kernel**
- Set a **Unit Sales Goal**
- Set **Goals for Scouts**
- Offer Unit **Incentives**
- **Communicate** the Families
- Build **Excitement**
- Have **Fun**



★ UNIT GROWTH INCENTIVE ★

INCREASE SALES BY \$7,500 (Over 2017 Sales)
CHOOSE ONE

PINEWOOD DERBY KIT

- (6) Participation Ribbons (10/pack)
- (2) Pinewood Derby Poster Set
- (3) Pinewood Decoration Kit
- (2) Caution Tape
- (4) Pennants
- (75) Pinewood Derby Cars
- (12) Pinewood Trophy - Small
- (12) Pinewood Trophy - Medium
- (12) Pinewood Trophy - Large



BLUE AND GOLD KIT

- (12) Centerpiece
- (8) Table Top Centerpiece
- (8) Blue & Gold Decorating Kit
- (6) Cups (50/pack)
- (12) Plates-Dessert (25/pack)
- (12) Plates-Lunch (25/pack)
- (8) Napkins 6.5" (50/pack)
- (1) Meijer Gift Card - \$250



PACK OR TROOP CAMPING KIT

- (2) Two-Burner Camp Chef Stove
- (2) Five Piece All-Purpose Chef Kit
- (1) Flat Top Griddle
- (2) Six Piece Cast Iron Cookware Set



\$600

SCOUT SHOP OR AMAZON GIFT CARD



PRIZES & INCENTIVES

BSA Prize Program
Unit Sign Up Incentives
High Potential Unit Incentives
Scout Incentives & Rewards

Unit Growth Rewards
Prize vs. Cash Option Available
To Popper Club for Scouts
Trail's End Scholarship Program



★ 2018 TOP POPPER EVENTS ★

For details please go to: www.michiganscouting.org/popcorn2018/
Additional information will be available . . . MORE EVENTS COMING!

SELL \$1,200

MOVIE EXPERIENCE

Ann Arbor
Birch Run
Birmingham
Canton
Detroit
Farmington Hills

Grand Rapids
Kalamazoo
Lansing
Macomb
Novi
Port Huron

Rochester Hills
Royal Oak
Saginaw
Saline
Traverse City
*LOCATIONS MAY VARY

*LOCATIONS MAY VARY

OR



\$20 AMAZON E-GIFT CARD

SELL \$2,000

DELUXE MOVIE EXPERIENCE

Ann Arbor
Birch Run
Birmingham
Canton
Detroit
Farmington Hills

Grand Rapids
Kalamazoo
Lansing
Macomb
Novi
Port Huron

Rochester Hills
Royal Oak
Saginaw
Saline
Traverse City
*LOCATIONS MAY VARY

AND

GIVEAWAY (TBA)

OR



\$40 AMAZON E-GIFT CARD

SELL \$3,000

SUPER DELUXE MOVIE EXPERIENCE

Ann Arbor
Birch Run
Birmingham
Canton
Detroit
Farmington Hills

Grand Rapids
Kalamazoo
Lansing
Macomb
Novi
Port Huron

Rochester Hills
Royal Oak
Saginaw
Saline
Traverse City
*LOCATIONS MAY VARY

AND

WATER PARK EXPERIENCE

Avalanche Bay
Safari Joe's
Bavarian Inn
Zehnder's Splash Village

Gold Rush
Splash Universe
*LOCATIONS MAY VARY

OR



\$60 AMAZON E-GIFT CARD



★ 2018 TOP POPPER EVENTS ★

For details please go to: www.michiganscouting.org/popcorn2018
Additional information will be available . . . MORE EVENTS COMING!

SELL \$5,000

MOVIE EXPERIENCE

Ann Arbor
Birch Run
Birmingham
Canton
Detroit
Farmington Hills
Grand Rapids
Kalamazoo
Lansing

Macomb
Novi
Port Huron
Rochester Hills
Royal Oak
Saginaw
Saline
Traverse City
***LOCATIONS MAY VARY**



WATER PARK EXPERIENCE

Avalanche Bay
Surfari Joe's
Bavarian Inn
Zehnder's Splash Village

Gold Rush
Splash Universe
***LOCATIONS MAY VARY**



\$200 AMAZON E-GIFT CARD

SELL \$7,500

MOVIE EXPERIENCE

Ann Arbor
Birch Run
Birmingham
Canton
Detroit
Farmington Hills
Grand Rapids
Kalamazoo
Lansing

Macomb
Novi
Port Huron
Rochester Hills
Royal Oak
Saginaw
Saline
Traverse City
***LOCATIONS MAY VARY**



WATER PARK EXPERIENCE

Avalanche Bay
Surfari Joe's
Bavarian Inn
Zehnder's Splash Village

Gold Rush
Splash Universe
***LOCATIONS MAY VARY**



\$400 AMAZON E-GIFT CARD

SELL \$10,000

MOVIE EXPERIENCE

Ann Arbor
Birch Run
Birmingham
Canton
Detroit
Farmington Hills
Grand Rapids
Kalamazoo
Lansing

Macomb
Novi
Port Huron
Rochester Hills
Royal Oak
Saginaw
Saline
Traverse City
***LOCATIONS MAY VARY**



WATER PARK EXPERIENCE

Avalanche Bay
Surfari Joe's
Bavarian Inn
Zehnder's Splash Village

Gold Rush
Splash Universe
***LOCATIONS MAY VARY**



\$600 AMAZON E-GIFT CARD



★ ORDERING & DISTRIBUTION ★

ORDER POPCORN: SCOUTING.TRAILS-END.COM

ORDERING:

- **Please confirm your username and password well BEFORE the due date.**
- There are three available dates to place orders in the Trials End site Go to; <http://scouting.trails-end.com> to place your order by the specified due dates.
- Double check your order before submission.
- Units have the ability to order in August, September, and October—use the plan that fits your unit the best. If your unit does not meet until after school starts, the September pickup is probably the earliest you want to get product!
- **Remember a 25% payment will be due in September for any orders filled before the late September pickup.**
NOTE: There will be no additional products distributed until payment is received as laid out on the Product Payment page and calendar.
- Only take product if you are going to sell before the next order date.
- Product may be available on a consignment basis for August/early September and November sales before or after the scheduled dates. Please contact your FSC Advisor for more information.
- Those units that want product during the consignment periods need to contact their professionals for additional information.
- Chocolate products are not available until the September order.

Need help? Email mccpopcorn@scouting.org

SPECIFIC FSC INFORMATION INCLUDING CONTACT NAMES AND NUMBERS, WAREHOUSE LOCATIONS, TIMES, DATES ARE AVAILABLE IN YOUR FSC GUIDE. FSC GUIDES are available here: www.michiganscouting.org/popcorn2018/ or from your local office or professional.

DISTRIBUTION

- Distribution locations are manned by volunteers and available staff statewide. To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. If your warehouse takes appointments, be sure to sign up in advance and be timely with your pickups.
- Deliveries to council take place in August, September and November. Please check your FSC guide for the warehouse locations and times near you.

Note: PLEASE double check your packing slip BEFORE signing! Once signed, you are responsible for the debt incurred.

Please see program calendar for order dates and FSC Guide for specific distribution dates.

For more information visit <http://www.michiganscouting.org/popcorn2018/>



★ **PRODUCT RETURNS &** ★ **ACCOUNT SETTLEMENT**

100% of your product can be returned!

VIEW YOUR ACCOUNT ONLINE: [SCOUTING.TRAILS-END.COM](http://scouting.trails-end.com)

PRODUCT RETURNS:

Final returns are due on October 26, 2018.

In September and October whenever the warehouse is open for pickups, it will also be open for returns. Help us help you, if you see you have excess product PLEASE keep us informed. 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; **SEE FSC Guide on Website.** www.michiganscouting.org/popcorn2018/.

Council Policy on Product Returns:

- 100% of the product a unit orders can be returned to the council (in full cases, correct product) until the final return date of Friday, October 26, 2018.
- Please respect your fellow volunteers, do not falsify your return. Product is re-distributed, discrepancies cause other volunteers extra time and effort when you reseal a case or put incorrect product in it.
- Product returned in full cases may be opened and examined by warehouse staff to verify contents are identical, undamaged and salable.
- The council reserves the right to refuse damaged, melted, or defaced packaging, product or cases. Returned product must be in full cases and cannot be defaced in any way (e.g. written on, labeled, stickers, etc.)
- All returned cases must be in a fully salable condition.
- Warehouse staff will writeup a return form and sign, giving a copy to the unit.
- Please double check for accuracy BEFORE SIGNING.
- After a return, please check the system within three days to verify the correct product was taken from your invoice.
- Remember you can always look at the '*post order adjustments' to see any activity that has taken place on your orders. You can also print your invoice 'with adjustments' showing.
- **No product will be accepted for return after October 26, 2018 - no exceptions.**

Account/Product Settlement: To review your invoice for accuracy go to: <http://scouting.trails-end.com/>

*Please check the system within three days of a return, pickup or change to confirm it has been accounted for properly. It is up to the unit to confirm dollars owed prior to the due dates. We have set aside the week of November 11-17 to allow the unit to confirm quantities on the invoice. (included online sales commission) After contacting us, please check the system again for confirmation the changes were made.

If you see any discrepancies please contact; mccpopcorn@scouting.org, your District Kernel, Unit Serving Executive or FSC Staff Advisor immediately to rectify. Please do so before your payment is due.

Need help? Email mccpopcorn@scouting.org



★ PAYMENT PROCEDURES ★

NEW PROCEDURES!

YOU ARE RESPONSIBLE TO KNOW AND FOLLOW THESE PAYMENT INSTRUCTIONS

MAKE YOUR POPCORN PAYMENT ONLINE AT
<http://www.michiganscouting.org/popcorn2018/>

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

Final Settlement: When the sale is complete, units keep their commission and pay the 'Balance Due Council' on invoice.

This keeps the money in the unit account for use providing program for the scouts. It is up to the unit to confirm dollars owed on the invoice prior to the due dates. * (See paragraph on previous page.)

Unit Payment Due Dates: It is the unit's responsibility to access their invoice through; <http://scouting.trails-end.com> and pay at the intervals noted below using the Black Pug system. Before accessing Black Pug please have available FSC, District, Unit Type(Pack,Troop etc), Unit Number, Routing Number and Account Number.

Payments are to be made through Black Pug. (much like payments made for camping and other MCC/ FSC events.) This will permit the unit to pay online and alleviate carrying or sending checks to the office or warehouse. Units may bring a post-dated check to the warehouse on final pickup.

Joe Smith
1234 Anystreet Court
Anycity, AA 12345 1234

Pay to the order of _____ Dollars

Bank Anywhere
⑆ 123456789 ⑆ 123456789123 ⑆ 1234

Routing Number Account Number Check Number

- If you take any product before September 27th you will need to pay 25% of your total retail value by September 28th. No additional product will be distributed without this payment.
- If you take any product before October 25th you will need to pay 25% of your total retail value by October 26th. No additional product will be distributed without this payment.
- Final Settlement is due November 30th. Prize and incentive orders will not be released for shipment until the unit's invoice is paid in full and processed by the council. If unit invoice is not paid by December 31, 2018 any prize order will be removed (including patches, prizes and MCC sponsored incentives) and 3% commission will be removed from invoice.

NOTES:

If unit is unable to pay through Black Pug;

Any mailed checks are to be sent to the MCC Lansing address (printed on the invoice) or can be brought to a local FSC office to be received by the due dates above. When going to the warehouse for pickup, bring a copy of your receipt. If you are paying at the warehouse bring a copy of your invoice. Remember that you cannot pickup additional product unless total dollar amounts due are paid.

Units that consign product for a later November sale will follow the payment plan as laid out in the signed agreement with MCC and your FSC Staff Advisor.

Michigan Crossroads Council takes misuse of unit funds very seriously. If payments are not made in full by Friday December 1, 2018 and no arrangements are made between the staff advisor and the unit, MCC can begin collection procedures taking legal action as necessary. Keep in mind that volunteers who misuse funds may be released from all positions within the Michigan Crossroads Council and the Boy Scouts of America. MCC can also pursue all available criminal and/or civil charges involving misuse of funds.

Need help? Email mccpopcorn@scouting.org

