

Unit Popcorn Kernel Guidebook
2018 Baltimore Area Council
Popcorn Sale



www.BaltimoreBSA.org/Popcorn



Unit Popcorn Kernel

Position Description

- 1) Recruit teammates to assist you with the sale.
- 2) With your unit committee, confirm your unit's budget. From that, develop a unit sales goal and a per Scout sales goal.
- 3) Formulate a popcorn sales plan that includes the five methods of selling popcorn: "Show and Sell", "Show and Deliver", "Take Order", "Online", and "Corporate Sale". Coordinate the times and locations for your unit's "Blitz Days" and "Show & Sell" events.
- 4) Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due to you. Be sure to allow enough time for you to meet Council deadlines.
- 5) Hold a unit kick-off meeting for parents to inform and motivate them to help with your unit's sale.
- 6) Prepare hand-outs for your unit kick-off meeting for both leaders and Scouts. Hand-outs include:
 - a. Timeline with show and sell, show and deliver and take-order sales dates, deadlines for orders, popcorn pick-up locations and times.
 - b. Your committee's agreed upon unit goal and per-Scout sales goal. Be creative to help your Scouts and families visualize their part of the goal!
 - c. A list of expectations for parents showing how they can support the sale.
 - d. Unit prize summary worksheet to record each Scout's prizes.
 - e. The prize brochure and order form.
 - f. Kernel's Challenge information sheet and entry information. [A copy of the filled sales sheet and an online entry submission are required for each entry. Online entry can be made by going to the Kernel's Challenge webpage at www.baltimorebsa.org/kernelschallenge and completing the entry form.]
- 7) Promote corporate and online popcorn sales with your parents.
- 8) Complete the unit product order form and submit online. If you need assistance, do not hesitate to ask your District Popcorn Kernel or the council office for help. ** Keep photocopies of your Scouts' take order forms so they can be used for delivery and for next year's sales. **
- 9) Coordinate your unit's popcorn pick-up and distribution.
- 10) Order and distribute prizes in a timely manner. Keep a list of Scouts and the prizes that they have earned.
- 11) Celebrate your unit's success and use the money raised to provide awesome program opportunities for the Scouts to enjoy!

KEY DATES

August 4 ⇒ Popcorn Tradeshow/Training # 1 - Timonium United Methodist Church - 2300 Pots Spring Road, Timonium, MD, 9:00 AM

August 14 ⇒ Popcorn Tradeshow/Training # 2 - Severna Park United Methodist Church - 731 Benfield Road, Severna Park, MD, 6:30 PM

August 21 ⇒ Trails- End Webinar 7:00pm

join.me/861-178-117

Conference ID: **861-178-117 #**

Dial in by phone: United States - Washington, DC [+1.202.602.1295](tel:+12026021295)

August 24 ⇒ Show N Sell Order Due

September 12 ⇒ Product Delivery

September 13-14 ⇒ Product Distribution/Prize Order Declaration to BAC

October 26-27 ⇒ Product Returns

October 31 ⇒

- Unit Take Order Due
- Final Deadline for Unit to Unit Transfers Forms
- 2018 Online Sale Ends

November 12-13 ⇒ Unit Invoices Generated

November 14 ⇒ Product Delivery

November 15-16 ⇒ Product Distribution/Payment Due

November 23 ⇒ Final Prize Order Due

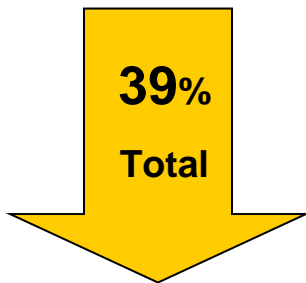
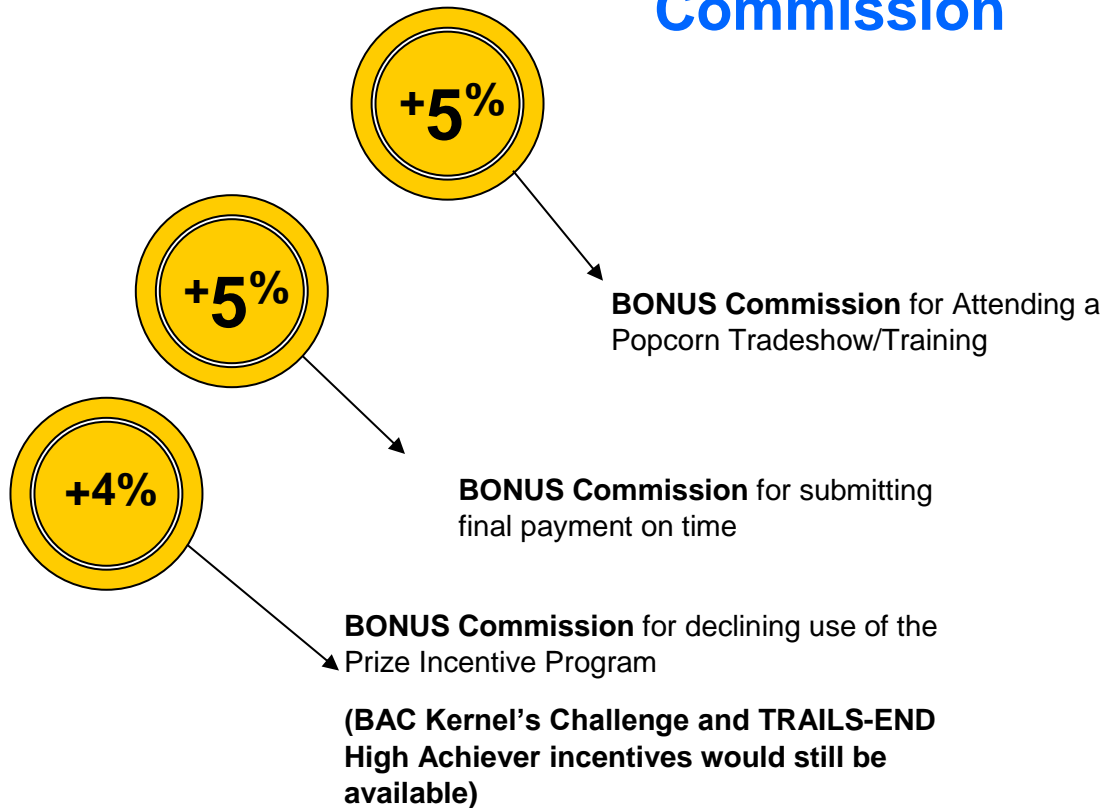
December 1 ⇒ Dave and Busters Experience at Arundel Mills

December 16 ⇒ Dave and Busters Experience at White Marsh

2018 Unit Sales Commission Structure

Your Unit can earn up to 39% of their total traditional sales to use to fund all of your Scouting Adventures. (*Note - Online sales earn a flat 35% commission.)

**25% Base
Commission**



To fund your Scouting Adventures!

* **ONLINE Sales are not subject to this commission structure and instead earn a flat 35% commission to the unit.**

Unit Commission Calculation Worksheet for Traditional Sales (Online sales earn a flat 35%)

(Please complete and include with payment to BAC by November 18th)

Unit _____ Contact Person _____

Phone _____ Email _____

Base Commission 25 %

5% Attend Tradeshow/Training _____ %

5% On-Time Payment (by 11/16/18) _____ %

4% Forego Council Prizes _____ %

Total Unit Commission % Earned _____ %

Commission Total _____ % X Total Gross Sales \$ _____ = \$ _____ Total Unit
(multiply) Commission

Gross Sales \$ _____ - Unit Commission \$ _____ = \$ _____ Total Due

Steps for a Successful Sale

- Set a sales goal for your unit and for each den or patrol. This is the most important step a unit can take. Base the goal on your actual budget needs.
- Communicate the unit's plan to assist leaders and committee members and together, determine a sales goal for each Scout, based on the unit's goal.
- Conduct a "fun-filled" kick-off event for Scouts and their parents.
- Emphasize what the Scouts will receive for hitting their goal.
- Provide a letter to the parents that clearly spells out:
 - The purpose of the sale
 - How the money raised will be used
 - What the "per-Scout sales goal" is
 - Unit dates – sales events, deadlines, etc.
- Consider using some of the unit's commission to offer additional incentives that will excite your Scouts to reach their goals.
- Encourage ALL of your Scouts to go out and sell! 75% of people will buy when asked and less than 30% of the public is asked. Sell to friends, family members, neighbors, etc.
- Take the "Take order" form to work.
- Have a victory celebration!

2018 Baltimore Area Council

Popcorn Contact Information

Arrowhead District

Popcorn Kernel	Susan Keeney	410-428-3457	sdkeeney@yahoo.com
Staff Advisor	Steve Reinhard	443-573-2534	sreinhard@baltimorebsa.org

Carroll District

Popcorn Kernel	Nicholas Klein	410-861-8120	nicholas@kleinclan.net
Staff Advisor	Taylor Monfort	443-573-2531	tmonfort@baltimorebsa.org

Chesapeake District

Popcorn Kernel	Denise Umphlett	443-623-3186	dumphlett@aol.com
Staff Advisor	William Cameron	443-573-2530	wcameron@baltimorebsa.org

Dulaney District

Popcorn Kernel	Eric Alt	443-570-9860	eric.alt@verizon.net
Staff Advisor	Cory Bolt	443-573-2540	cbolt@baltimorebsa.org

Four Rivers District

Popcorn Kernel	Bev Madden	443-942-3786	fourriverspopcorn@yahoo.com
Staff Advisor	Josh Whitehead	443-573-2536	jwhitehead@baltimorebsa.org
Facebook Page			https://www.facebook.com/pages/Four-Rivers-District-Popcorn-Baltimore-Area-Council/116040518537630

Harford District

Popcorn Kernel	Shante Ruffin	443-910-1961	salimruffin@comcast.net
Staff Advisor	Tyler Korpisz	443-573-2526	tkorpisz@baltimorebsa.org

Hopkins District

Popcorn Kernel	Scott Murphy	410-494-7199	smurphy720@gmail.com
Staff Advisor	Lou McCoy	443-573-2528	lmccoy@baltimorebsa.org

National Pike District

Popcorn Kernel	Leslie Gilbert	410-730-8326	lkgilbert@gmail.com
Staff Advisor	Caitlin Christy	443-573-2527	cchristy@baltimorebsa.org

Reginald F Lewis District

Popcorn Kernel	Carl Williams	443-570-2642	deontrey826@gmail.com
Staff Advisor	Joe Spellman	443-573-2509	jspellman@baltimorebsa.org

The Capitol District

Popcorn Kernel	Rob Simpkins	410-336-3100	rob1120@verizon.net
Staff Advisor	Harrison Brooke	443-573-2542	hbrooke@baltimorebsa.org

Thurgood Marshall District

Popcorn Kernel	OPEN		
Staff Advisor	Lou McCoy	443-573-2528	lmccoy@baltimorebsa.org

Council Contacts

Popcorn Professional Support	Alex Paddack	443-573-2524	apaddack@baltimorebsa.org
Northern Lights Field Director	Casey Snyder	443-573-2520	csnyder@baltimorebsa.org
Patuxent Eagles Field Director	Brendan Canale	443-573-2544	bcanale@baltimorebsa.org

The role of the popcorn staff is to help you have the most successful sale ever. Every district has its own Kernel. If you are unable to reach them, please feel free to contact your staff advisor.

2018 Product Line-Up



\$60

Chocolate Lover's Collection Tin



\$35

Cheese Lover's Collection



\$30

Chocolatey Caramel Crunch



\$25

Salted Caramel Corn



\$20

Premium Caramel Corn



\$15

White Cheddar Cheese



\$10

Classic Caramel Corn



\$10

Popping Corn



\$25

18-Pack Kettle Corn



\$20

18-Pack Unbelievable Butter

*ALL TIN AND CARTON DESIGNS ARE SUBJECT TO CHANGE.

Popcorn Pick-up

1st Order Pick-up: September 13th – 14th at District Warehouses. *(Please visit Popcorn Website for Warehouse information including locations and pick-up times.)*

Final Order Pick-up: November 15th – 16th at Council Warehouses. *(Please visit Popcorn Website for Warehouse information including locations and pick-up times.)*

Make sure you have adequate vehicle space to pick up your order.

Additional product may be picked up throughout the sale at the council warehouse by appointment.

Please contact your District Executive to arrange additional pick-up times.

Popcorn Storage and Handling Tips

- 1) Please be sure to store product correctly
- 2) Do not store in a vehicle
- 3) Too hot - the chocolate melts into one lump
- 4) Too cold - the chocolate turns white and looks bad
- 5) Do not store in direct sunlight
- 6) Do not drop or dent product tins
- 7) Do not dispose of individual tin boxes, as this makes those products non-returnable.

Popcorn Return Policy

Up to 10% of your total Show & Sell monetary value may be returned (NOT counting the value of Popping Corn).

Popping Corn items are non-returnable.

Product Damaged due to unit neglect or mishandling is NOT returnable.

Individual tin items that are missing their original boxes are not returnable because those boxes contain nutritional information.

All returns must be brought to the council warehouse during our Product Return period of October 26th – 27th. *(Please visit Popcorn Website for Warehouse information including locations and pick-up times.)*

Contact your District Executive to make other arrangements by appointment for returns outside of the Product Return Period to still be completed before October 28th.

Prizes and Incentives

Be a SCOUT CHAMPION:

Receive bonus Amazon.com gift cards for going above and beyond!

SELL	EARNED
\$1,000	DAVE AND BUSTERS EXPERIENCE
\$1,500	\$50 AMAZON GIFT CARD AND D&B
\$2,500	\$150 AMAZON GIFT CARD AND D&B
\$3,500	\$250 AMAZON GIFT CARD AND D&B
\$5,000	\$400 AMAZON GIFT CARD AND D&B
\$10,000	\$1,000 AMAZON GIFT CARD AND D&B



Top Sales Winners:

The Baltimore Area Council is proud to recognize our top 3 sellers with Amazon Gift Cards!

1st Place	\$750 Amazon.Com Gift Card
2nd Place	\$500 Amazon.Com Gift Card
3rd Place	\$250 Amazon.Com Gift Card

\$3,500 Earn My Way in Scouting Club:

Each Scout selling \$3,500 earns: Free District Day Camp or Resident Camp in 2019 AND a \$50 Scout Shop Gift Card.

Scholarship Opportunities

Sell \$2,500 and earn 6% of your total sales in scholarship money!

Visit:
sell.trails-end.com
for full details.

Popcorn Kernel's Challenge

6 Grand Prizes of \$250

For your first completely filled, properly submitted sales form:

When you submit an online entry (www.baltimorebsa.org/kernelschallenge) and a picture or scan of your first completely filled take-order sales form (30 separate orders) to popcorn@baltimorebsa.org by, **November 1, 2018**, you will receive the following prizes:

- A \$5 Power Card to Dave and Busters

- Entry into a drawing to be one of 20 Scouts to receive a \$10 Scout Shop Gift Card
- Entry into the Kernel's Challenge drawing for one of six grand prizes of \$250

For each additional completely filled, properly submitted sales form:

Have TWO or more take-order forms totally filled? That's awesome!! You will receive:

- One additional entry into the Kernel's Challenge drawing for one of six grand prizes of \$250
- One additional entry into the Scout Shop Gift Card prize drawings

For EACH filled sales sheet, be sure to fill out the ONLINE Kernel's Challenge entry AND submit a photo (NOT the original) of each filled sales sheet to Popcorn@baltimorebsa.org by November 1, 2018. **Please make sure that we are able to read the Scout's name and unit number.** (You **must** email by November 1, 2018 to be eligible.) Sales may not be shared among Scouts. Duplicate entries will be disqualified. **Do not wait until the last day.**

- Our expectation is that everyone lives by the Scout Oath and Scout Law.
- Each line on the order form must be a separate customer and order.
- Donations other than military CANNOT be listed on the order form. Only products listed on the order form will count as a sale.
- The spirit of this incentive is to motivate Scouts to start their popcorn sale by contacting and getting 30 separate families to place an order for popcorn. It is our goal to encourage Scouts to participate in the take-order sale and to reinforce their sense of success so that they will be motivated throughout the sale. The results should be that the Scouts achieve their unit's per Scout goal and reach higher incentive levels.
- Do not submit duplicate sales sheets.
- Scouts cannot combine or share sales to achieve individual incentives.
- All deadlines must be strictly observed. Please be sure that human error does not impact a Scout's opportunity to win great prizes.

Military Sales

When your customers purchase a \$25 or a \$40 Military Donation they will be supporting Scouting and our U.S. Troops too!

- 70% of the dollar sales for Military Donations go to support local Scouting AND TRAILS END sends a gift of popcorn to our U.S. Military personnel. The BAC also will provide popcorn to the Maryland National Guard as part of the total Military Donation Sale.
- Donation containers are NOT permitted except for the exclusive use toward Military Donation Sales.



Additional Resources

The Baltimore Area Council and Trails-End have several additional resources to make sure your unit's fundraising efforts are successful. If you have any questions, please reach out to your District Kernel. If they are unable to assist, your District Executive is empowered to help take care of most situations. If your question is still unresolved, please reach out to your service area Field Director.

Please continue to visit www.baltimorebsa.org/popcorn or <https://www.trails-end.com/> to get the latest information.



Prepared. For Life.®

Thank you for helping fund your unit's program!