



Gourmet Popcorn

Thank You
for Supporting Scouting
in Your Community



NCAC Popcorn Leader Guide

2015 Edition

National Capital Area Council Popcorn Leader Guide

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Key Dates

NCAC Fall Sales Period
August 1, 2015 – November 30, 2015

Popcorn Order and Distribution Dates

Order Name	Unit Popcorn Orders Due	Chocolate Products Available?	Moyer & Sons Home Delivery Window	Popcorn Distribution Dates
August	Fri, July 31	No	Wed to Fri before distribution date	Sat, Aug 15
September	Fri, Sep 4	Yes		Sat, Sep 19
October	Fri, Oct 2	Yes		Sat, Oct 17
November	Fri, Nov 6	Yes		Sat, Nov 21

Note - Popcorn Orders:

August and September: All orders are in full cases
 October and November: Orders can be placed by full cases or individual containers

Redistribution Plan For 2015

Redistribution can only be completed on the dates listed below.
 Return locations to be announced at a later date.
 Monday, October 26 through Friday, October 30th - 9am to 4pm
 Saturday, October 31st - 9am to 11am
For more information on returns, please see page 9.

Important Deadlines:

Friday, December 11th

- Final payment due at NCAC
- Prize orders due in GCC/Keller Prize system
- Scholarship/Free Camp forms (\$2,500+) due at NCAC

***Prizes will be approved for shipping only after full payment has been received**

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Payments

At the conclusion of the sale, each unit is responsible for submitting payment to the National Capital Area Council for the popcorn received. The invoice will reflect the retail price less the unit's commission.

To determine the amount due:

Log-in to Trails and view your "Unit Invoice" from the Reports (Tab) of the "Popcorn System" at <http://scouting.trails-end.com/TESales/>.

Please allow a few business days for adjustments to be reflected as a result of product redistribution or additional product pickup.

Payments:

Please make checks payable to NCAC, BSA and include a copy of your unit's invoice with your check.

Payments may also be submitted at the Marriot Scout Service Center (MSSC) during normal business hours (M-F, 9:00am – 4:00pm) at any point during the sale through December 11, 2015.

Note: Final payments are due no later than December 11, 2015. Prize orders cannot be approved until after payment is made.

National Capital Area Council, Boy Scouts of America
(NCAC, BSA)
9190 Rockville Pike
Bethesda, MD 20814

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Trail's End Product Line Up

Product Image	Product Name	Containers Per Case	Retail Price
	\$50 Gold Military Donation	1:1	\$50.00
	\$30 Silver Military Donation	1:1	\$30.00
	Chocolate Lover's Collection	1:1	\$55.00
	Sweet & Savory Collection	1:1	\$40.00
	Cheese Lover's Collection	1:1	\$30.00
	Chocolatey Caramel Crunch	12:1	\$25.00
	White Chocolatey Pretzels	12:1	\$25.00
	18 Pack Kettle Corn	6:1	\$22.00
	18 Pack Unbelievable Butter	6:1	\$18.00

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Trails End Product Line-Up, cont.

Product Image	Product Name	Containers Per Case	Retail Price
	18 Pack Butter Light	6:1	\$18.00
	Caramel Corn w/Almonds & Pecans	12:1	\$18.00
	Chocolatey Triple Delight	12:1	\$18.00
	Jalapeno Cheddar Cheese	12:1	\$15.00
	White Cheddar Cheese Corn	12:1	\$15.00
	Caramel Corn	12:1	\$10.00
	Popping Corn	12:1	\$10.00

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Sales Methods

Scouts can participate in the sale through several methods. Face-to-face sales methods including, “Take Order”, “Show and Deliver”, and “Show and Sell” techniques have been successfully proven. Selling online through the Online Sales System is a great way to reach friends and family. For units with the right connections, corporate sales have been shown to be a good way to sell a significant amount of product to one customer. Whatever method scouts choose, they have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

Take Order (Door to Door) – By going door to door with the order form, this method is the most traditional way to sell. Each customer chooses the product(s) he or she wishes to buy and writes the order on the Scout’s form. The Scout collects the money at the time the order is placed and then delivers the product to his customers a few weeks later.

Show and Deliver (Door to Door) - This method is similar to Take Order, except the scout has a small inventory of Trail's End products with him to show to the customers at each house. The customer is able to choose products from the product selection on hand. Scout then “delivers” the product on the spot and collects the money.

Selling at Work –Scouts’ parent/ guardian takes an order form to work. Their co-workers write the order on the order form. The parent/guardian then delivers product and collects the money a few weeks later.

Show and Sell (Storefront) – Units work with a retail store or other high traffic location to set up a display with products for customers to purchase. This sales method gives Scouts access to large numbers of potential customers and promotes Scouting in the community.

Selling Online - This is the best way to sell to friends and family who live out of town or locally. Scouts can send emails to customers asking them to purchase Trail's End products online. Customers click on the link in the Scout’s email and shop instantly, ordering products online and paying with a credit card with Trail's End will ship the products directly to the customers.

Consider This:

Scouts using these sales methods will typically sell the following amounts:

- Take Order = \$200 per hour
- Show & Delivery = \$175 per hour
- Show and Sell = \$150 per hour
- Online Selling = \$50 per order

According to Trail’s End research, two out of three people will buy when asked, but less than 20% of households have been asked.



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Product Distribution

Council-Wide Distribution Dates

- Saturday, August 15th
- Saturday, September 19th
- Saturday, October 17th
- Saturday, November 21st

Distribution sites are located throughout the Council service area. Standard hours of operation are from 8:00am to 10:00am on distribution day.

Due to the unique circumstances at each facility, exact details related to each District's assigned site will be communicated through District Kernels prior to the distribution date.

For example: Your distribution site team may offer pickup on Friday night, before the scheduled distribution day. Or, they may decide to open at 7:00am and run until 9:00am on Saturday.

Keep in contact with your District Kernel.



What to Expect

- The process will take 30-45 minutes or more.
- Onsite product sorting may be required. A request to help sort product may be made on arrival.
- Product self-loading may be required. Please be prepared to physically load the product into your vehicle. Volunteers on site are limited. Arrange a plan with District Kernels in advance if assistance is needed.
- Have adequate vehicle space to transport product.
 - If in doubt, bring extra vehicles. Moving vans and box trucks work well. Rough estimates of vehicle capacity are below:
 - Mid-Size Car: 20 Cases
 - Small SUV/Crossover: 40 Cases
 - Mini-Van: 60 Cases
 - Large SUV/Full Size Van: 70 Cases
- For their safety, CHILDREN UNDER 12 are not allowed out of vehicles.

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Product Distribution, cont.

Home Delivery

Units that order at least \$10,000 of product in one order can have it delivered to their home or meeting place.

A Few Key Points to Ensure a Smooth Home Delivery

- ✓ Primary unit contact will be contacted by Moyer & Sons a few days after the order is placed to schedule a delivery. If the delivery address is different from the primary contact, please email geoffrey.thomas@scouting.org.
- ✓ **Please adhere to the delivery date and time set by Moyer & Sons.** Deviations from the schedule may cause delays in delivery to other units.
- ✓ Make sure that a responsible person inspects the product and verifies the count. Any issues not noted by the driver will be the unit's responsibility.
- ✓ "Be Prepared" to receive your delivery. Many units' orders will be on the same truck so any delays will inconvenience other leaders and add additional cost.
- ✓ A typical \$10,000 order will be between 98-115 cases. Allocate appropriate space to accommodate the order. You will need about 22 square feet of floor space.



Additional Product

Additional product is available at the Marriott Service Center (MSSC) throughout the sale on a first-come-first-serve basis. We recommend you make an appointment to assure product is available; however, it is not required. If you do place an order for pick-up, please note, we can only hold product for 24 hours. Product is available Monday – Friday, 9:00am – 4:00pm.

Marriott Scout Service Center (MSSC)

9190 Rockville Pike
Bethesda, MD 20814
301-214-9196

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2015 Popcorn Sale Redistribution Policy

**NOTE: NCAC cannot return popcorn to Trail's End.
We have *limited* ability to redistribute popcorn within Council.**

Redistribution Plan For 2015

1. Each selling unit can bring back to Council for redistribution up to 10% of the retail value of their popcorn invoice (the invoice from August through the October order cycle). Each unit can only do one redistribution transaction.
2. Redistribution can only be completed on the dates and at the locations listed below.

Date / Time	Location
Monday, October 26 through Friday, October 30 9am to 4pm	National Capital Area Council Marriott Scout Service Center 9190 Rockville Pike Bethesda MD 20814
Saturday, October 31 9am to 11am	National Capital Area Council Marriott Scout Service Center 9190 Rockville Pike Bethesda MD 20814
Saturday, October 31 9am to 11am	Virginia Location (To be determined)

3. Redistributions **cannot** be accepted before or after the dates listed above.
4. **Full, unopened, undamaged cases only.** No individual containers. Product must be in excellent, fully sellable condition. Taped or resealed cases cannot be accepted as items need to be inspected when returned. NCAC reserves the right to refuse product that is unsellable (including items where heat has caused product to clump together).
5. To implement this policy, units are not authorized to conduct any unit-to-unit inventory "transfers" or "swaps." District Kernels and Council staff will not record any inventory adjustments or invoice changes for "transfers" or "swaps".

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Two Important Principles on Ordering the Right Amount of Popcorn:

1. Order What You Can Sell

- Have a good plan. Manage your inventory level carefully. Units are financially responsible to pay for product that they order.
- We would rather that you be a little conservative on your order than over order. If you are selling ahead of your plan, and need popcorn before the next distribution date, you can always come get additional popcorn from Council's inventory.
- Trying to figure out what to order for store front sale? Use the handy spreadsheet on the Council popcorn website. Enter the number of "selling hours" you have, and the spreadsheet calculates an estimate and what you should order and sell (please visit www.NCACBSA.org/popcorn)

2. Sell What You Order

- Execute your plan! Keep selling all the way to the end: don't take your foot off the gas.
- Keep the energy and momentum of your sale moving forward.
- If you want to earn 30% commission (or higher), keep selling all product that you ordered.

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Unit Commissions

Face-to-Face Sales

- Base Commission: 30%
- Bonus Commission: 3%* -
Unit Popcorn Kernel attends a Regional Kick off
- Bonus Commission: 2%** -
Unit Popcorn Kernel attends a Regional Kick off and the traditional sale (face-to-face) grows over 2014 by at least \$1.00.

Total Possible Commission: 35%

Note:

- Returning units that sell \$10,000 or more in 2015 meet the 2% requirement automatically (but Unit Kernel must attend a Regional Kickoff).
- New units that sell \$1,500 or more in 2015 meet the 2% requirement automatically (but Unit Kernel must attend a Regional Kickoff).

**Final Invoice payments are due to NCAC by Friday, December 11, 2015.
If payment is not made by this date the unit cannot receive the additional commission.**

* Bonus 3% commission will be entered into the Trails-End system after last scheduled Kick-off

** Bonus 2% commission will be entered into the system by December 1st.

Online Sales Commission - 35%

All online sales between August 1 and November 30 count towards a Scout's total prize level. Commission checks will be mailed to the Unit Kernel of record in the Trail's End system.



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National Capital Area Council (NCAC) Prizes

Bonus Prizes

- Sell \$650 - Zing Firetek Rocket
- Sell \$1,000 - Popchiever Council Shoulder Patch (CSP)
- Sell \$1,500 - \$50 Walmart Gift Card



Washington Nationals Game Tickets

Scouts can earn free tickets* to a Washington Nationals Popcorn Sale Recognition baseball game to be held in the Spring of 2016! Special recognition will be given to the Top Selling Unit and the Top 12 Selling scouts.

Prize Level	Sales Amount	Nationals Baseball Tickets
13	\$4,000	14
12	\$3,500	12
11	\$2,750	10
10	\$2,000	8
9	\$1,500	6
8	\$1,000	4

*Baseball game tickets are not cumulative. In other words, a Scout who sells \$2,000 earns (8) baseball tickets, not four (4) baseball tickets from the \$1,000 level plus six (6) from the \$1,500 level.

**Baseball Date & Time in early 2016.

\$2500+ Sellers

Trail's End College Scholarship

- Sell \$2,500 once and 6% of your total sales each year is invested in your own college scholarship account. For more information please go to page 25 in this guide or www.ncacbsa.org/popcorn.

Free NCAC Summer Camp

- District Day Camp, Goshen Camps, Camp William B. Snyder or *Impeesa* (National Youth Leadership Training)
- Only Valid during 2016 Camp Season

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National Capital Area Council (NCAC) Prizes, cont.

District Sales Challenge

In Each District, qualifying Scouts will be eligible to Win These Prizes*

(Only 1 prize per level will be awarded, even if multiple Scouts qualify for a level):

**1st Place - \$4,000 minimum qualifying sale.
Choice of Malibu 2XL (blue) 2 person Kayak or a
\$400 Bass Pro Shops Gift Card**

**2nd Place - \$3,500 minimum qualifying sale.
Choice of a Go Pro Hero 4 Silver or a \$300 Scout
Shop Gift Card**

**3rd Place - \$3,000 minimum qualifying sale.
Choice of a CamelBak - Fourteener 24, 100oz backpack
or a \$100 Scout Shop Gift Card**

Need a picture of the kayak?



Note: All \$2,500 and above selling scouts must be reported online by Dec 11, 2015.

Here are a few examples:

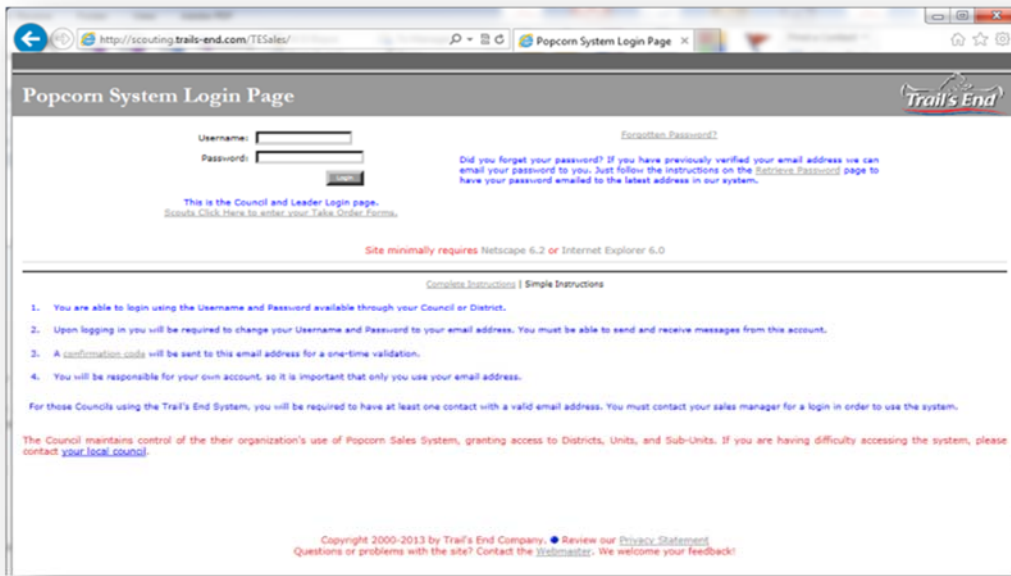
- District A has 5 boys who sold between \$3000 and \$3500. Only the top seller of those 5 boys (one boy) would receive the 3rd Place prize.
- District B has only 2 boys who sold over \$4000 and no others qualified for the district minimums. The Top seller would get prize #1 and the second seller would get prize #2.

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How to Order Prizes cont.

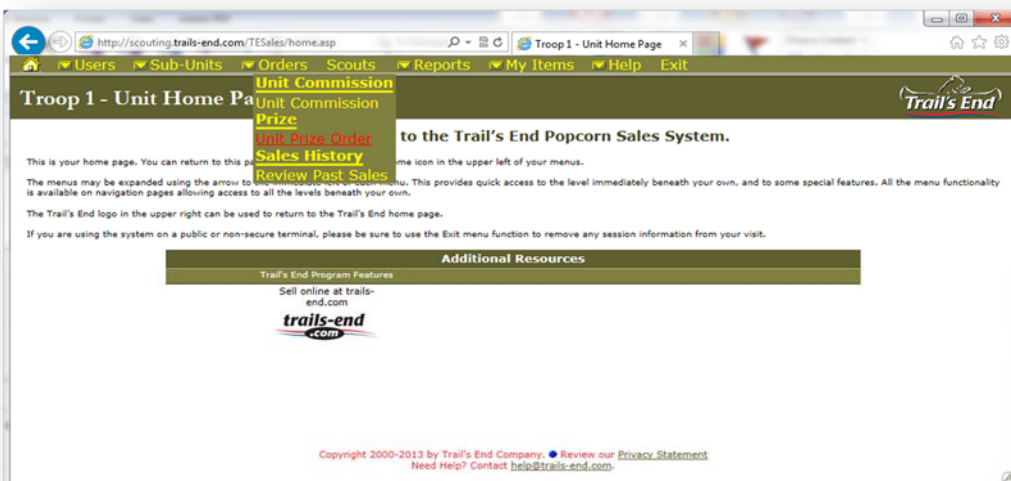
Step 1:

- Go to: <http://scouting.trails-end.com/TESales/>
- Enter your Username & Password
- Click "Login"



Step 2:

- Click on the arrow to the left of Orders to bring up the drop down box
- Click on Unit Prize Order



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How to Order Prizes cont.

Other Leader Options

View and print your orders as a cross check

- Click on “Orders” across the top of the screen and then on <Details> for the order you wish to view.
- If you find an error, please proceed to Step 7 – To edit an order.

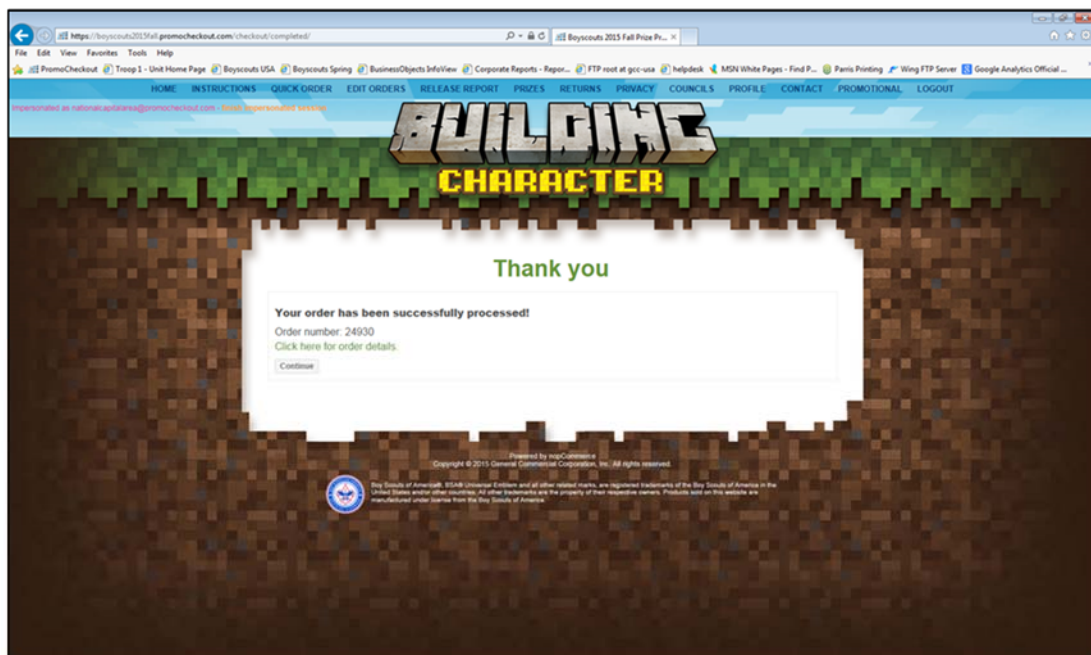
Enter another order

- Many of our volunteers have a Pack and Troop that they are placing orders for.
- To do this, be sure to click “edit this information” in Step 7.

Edit orders

- Click on Edit Order
- Click on Edit next to the order you wish to edit
- Make the necessary changes to your order.
- When completed, click on “Save Order Changes” at the bottom of the screen.

You will be able to edit your order up until the Council approves the order, or the final date to place orders has passed.



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2015 National Capital Area Council District Kernel & NCAC Popcorn Team Roster

District	Kernel	Email	Phone
Appalachian Trail	David Dean	atpopcorn@comcast.net	301-371-0651
Appalachian Trail	Kimberley Lizik	apptrailpopcorn@gmail.com	240-586-1083
Aquia	Greg Gilbert	aquiapopcorn@comcast.net	540-286-0071
Bull Run	Vic Doppee	vdoppee@yahoo.com	703-753-5762
Catoctin Mountain	Melody Bloxsom	cmdpopcorn2@gmail.com	301-845-2518
Chain Bridge	Nic Hindley	nichindley@mac.com	202-367-6858
Colonial	Sean McCarthy	mclucid@verizon.net	703-869-1665
George Mason	Justine Podolny	gmdistrictpopcorn@gmail.com	703-698-2037
Goose Creek	Deborah Wintermute	bradwintermute@yahoo.com	703-858-4393
Mattaponi	Marvin Mills (acting)	Marvin.Mills@scouting.org	301-530-9360
Occoquan	John Larkin	johnlarkin2@gmail.com	703-944-2592
Old Dominion	Chrys Quinlan	oddpopcornkernel@gmail.com	703-477-3266
Patriot	Kim Sandino	patriotpopcorn@yahoo.com	703-862-4158
Piedmont	Linda Baughman	lebaughman@comcast.net	540-439-2428
Potomac	Kent Sneed (acting)	Kent.Sneed@scouting.org	301-530-9360
Powhatan	Natalie Fehervari	nfehervari@gmail.com	703-969-3609
Prince George	Stephen Allen (acting)	Stephen.Allen@scouting.org	301-530-9360
Seneca	Brandie Armijo	brandiearmijo@gmail.com	240-340-2956
Sully	Dawn Winkler	mdwinkler@verizon.net	703-815-0731
Washington DC	Zetta Leftridge	zetleft@verizon.net	202-531-9966
White Oak	Michael Werling (acting)	michael.werling@scouting.org	301-530-9360
Western Shore	Sharon Fondren	somdkernel@aol.com	301-873-6706
Zekiah	Amber Dent	Zekiahpopcorn@yahoo.com	240-417-2298
Council Popcorn Team			
Council Popcorn Kernel	Karen Westhead	ncacpopcornkernel@yahoo.com	301-638-3430
Council Popcorn Staff Advisor	Geoff Thomas	geoffrey.thomas@scouting.org	301-214-9124
Field Director - New Units	Don Kilgore	don.kilgore@scouting.org	301-530-9360
Popcorn Admin Assistant	Lisa Snip	lisa.snip@scouting.org	301-214-9196
Director of Field Service	Dan Hogan	dan.hogan@scouting.org	301-214-9119

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Why Sell Online?

This is the best way for your Scouts to sell to friends and family who live out of town. The Scout can simply send emails to friends and family asking them to support them by purchases of Trail's End products online. Their customers click on the link in their email and can begin shopping right away. Customers order products online and pay with a credit card. Trail's End ships the products directly to their customers.

How Does Online Selling Work?

Each Scout needs to self-register to sell online. Here are a few steps on how your Scouts can get started:

1. Go to <http://sell.trails-end.com> and click on "Create an Account" in the upper right-hand corner.
2. Create a new account with your unit information. If you are under the age of 13, you will need parental approval to activate your account. **The validation code is: popcorn**
3. Once your account is created, you can send emails to friends and family members. They can click on your Scout-specific link (within the email you send from your Scout account) and make a purchase on your behalf. Trail's End will directly deliver the product to your customers.
4. Track your online sales once you are logged into your Scout account on sell.trails-end.com.
5. All online sales from August 1 through November 30 count toward your Scout Rewards.

Frequently Asked Questions

How do I view my Scouts' online sales?

You can view all of your Scouts who have registered to sell online and their online sales within your account on sell.trails-end.com.

How long does it take for orders to show up on my unit's online sales history page?

Online orders will appear on your Order History page immediately. Online orders placed between August 1 and November 30 toward Fall Sale Rewards. You can download a report showing all sales between this time period when ordering rewards.

70% of every online sale is returned to local Scouting. What does that mean?

70% of all online sales go to the Scout and council supported with an order. Your council sets your commission percentage for online sales.

How does our unit receive the online commission each Scout has earned from selling online?

Our Council will mail a commission check to the Unit Kernel listed in the Trail's End System. Commission or overpayment checks are mailed out three times a year (January, April & July).

I am a leader and have a Scout who wants to sell online. Can I use the same email address for my Scout's account and my leader account to view my unit's online sales?

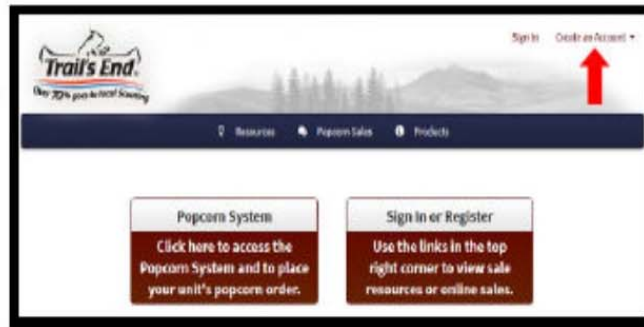
No, each account created on trails-end.com (Scout, leader, council and consumer) requires a separate email address.

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Creating an Online Sales Account

Selling online is easy!

1. Go to sell.trails-end.com and select **Create an Account**



2. Fill out the required information and select **Sign Up**

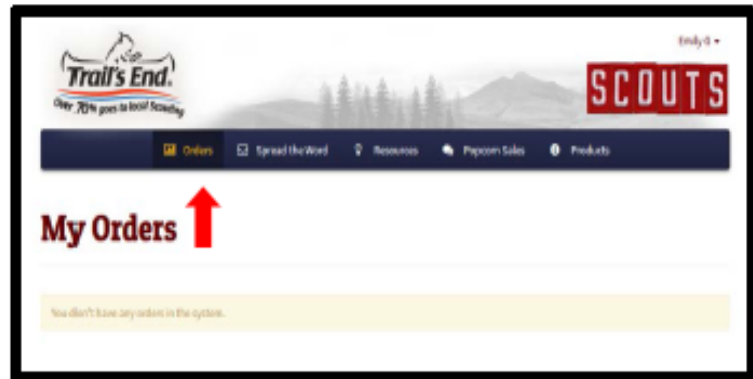
**VALIDATION CODE:
POPCORN**

3. Go to the **Spread the Word** page to send emails to your customers

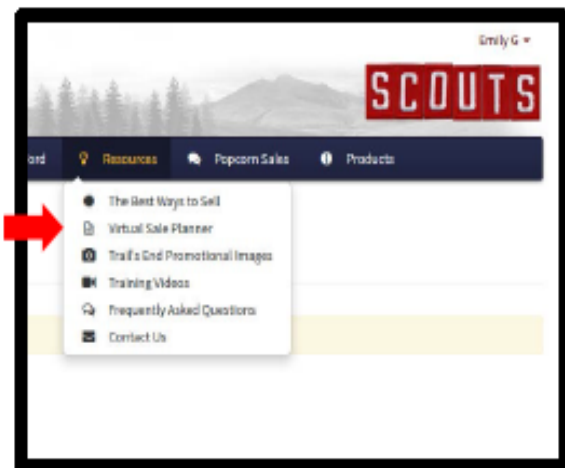
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Creating an online sales account, cont.

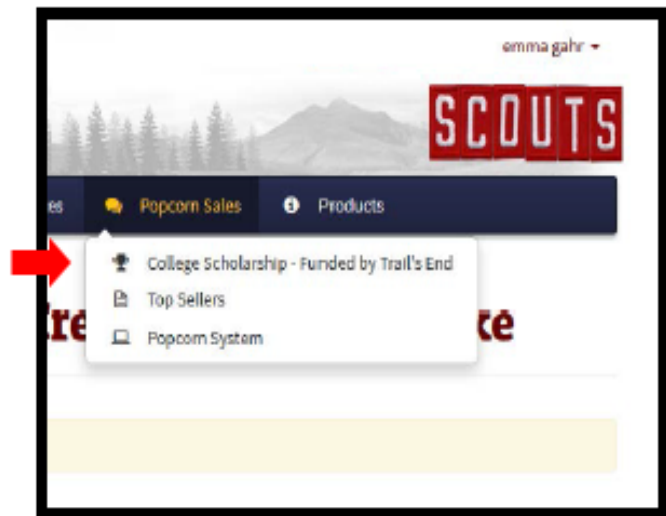
4. Go to the **Orders** page to view your orders



5. Go to the **Resources** page to learn the best ways to sell and to watch training videos



6. Go to the **Popcorn Sales** page to view scholarship information



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2015 Unit Popcorn Kernel Recommend “To Do List”

May & June

- Fill out the Popcorn Survey online at the NCAC popcorn page www.ncacbsa.org/popcorn
- Meet and discuss with the unit committee your unit’s program funding needs and set your Popcorn sales goal accordingly. Also decide what motivates your scouts/parents and decide on any unit incentives.

June & July

- Attend a NCAC Regional Popcorn Kickoff.
 - This earns the unit a bonus commission of 3% for attending.
 - Fill out the acceptance form on the back of your leaders guide to ensure attendance received by our council and also to get Trails End account started.
- Set up/update your access to the Trails End Popcorn System
 - Get set up information by email once acceptance form has been submitted after attendance at kickoff.
 - Spend some time getting familiar with the Trails End Popcorn System, what information is available and how it works
 - Set up your online sales account at www.sell.trails-end.com . This is where you will manage your scouts’ online sales. The validation code is POPCORN. Review the scouts listed in your unit and notify parents of scouts who may have transferred out or into unit but did not changed their unit status.
 - Communicate with your scout parents to set up their scout’s online account at www.sell.trails-end.com as online sales counting toward prizes open up August 1st.
- Set up Show and Sell locations
 - Check with your District Kernel first, as they may have already pre-arranged some locations/dates in your district.
 - For locations you choose to set up on your own, prepare a letter explaining what you would like to do and hand to store manager.
 - Plan show and sells around other activities your unit is participating in to have better participation.

July-August

- Communicate with your scouts/parents when your unit will have their unit popcorn kickoff. Plan to have your kickoff right before or as school starts.
 - Communicate with parents the dates your unit will be selling popcorn.
 - Let them know who to make checks out to – always to your unit. Also let them know when orders and payments are due to you.

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Unit Kernel “To Do List”, cont.

- Let them know to collect money when orders are placed, not delivered, as it could be difficult for the scout to find customers home and deadlines will be near.
- Tell parents/scouts only sales made between August 1- November 30 count toward all prizes.
- Let parents know chocolate items will not be available until the September distribution.
- Prepare and submit your first order for popcorn no later than July 31 on the Trails End Order system.
 - Contact your District Kernel if you need assistance.
 - Use the “How to Calculate What to Order for Store Front Sales” under the Tool box at www.ncacbsa.org/popcorn.
- Communicate with your unit Treasurer throughout sale
 - Set up your units “Square Up” (or other cc device) to accept credit card orders at www.squareup.com.
 - Work with your unit Treasurer on how they want to set up account
 - Make plan for deposits with treasurer so checks will be deposited quickly

August- September

- Hold your unit popcorn kickoff and make it fun!
 - Have order forms and envelopes for collecting money prepared and ready to go.
 - Share with your parents
 - Unit goals and incentives
 - Council incentives – free camp, baseball tickets, district prize, scholarships
- Pick up first order’s popcorn on August 15 at your district’s designated location.
 - If you cannot pick up popcorn, determine who will and notify District Kernel.
 - Double check popcorn picked up and notify NCAC office with any discrepancies no later than Monday, August 17.
 - Give a copy of popcorn invoice received at pick-up to Treasurer.
- Prepare and submit your second order for popcorn no later than September 4th.
- Begin selling door-to-door and holding show and sells.
 - Recruit parents to assist with show and sells and neighborhood blitzes.

September-October

- Pick up second order of popcorn on September 19th at your district’s designated location.
 - Remember, if you cannot pick up the popcorn, determine who will and notify your District Kernel.
 - Double check popcorn picked up and notify NCAC office with any discrepancies no later than Monday, September 21st.

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Unit Kernel “To Do List”, cont.

- Give a copy of popcorn invoice received at pick-up to Treasurer.
- At your unit’s committee meeting, give them an update on how things are going.
 - Let them know if there are any issues so they can offer assistance.
- At your unit’s monthly pack meeting or COH, provide an update on how sales are going.
 - Make up a poster board and track sales of scouts who are turning them in regularly
 - If your unit has unit incentives, make sure you show them/talk them up
- Prepare and submit your third order for popcorn no later than October 2nd.

October-November

- Pick up third order’s popcorn on October 17 at your district’s designated location
 - Again, if you cannot pick up your popcorn, determine who will and notify your District Kernel
 - Double check popcorn picked up and notify NCAC office with any discrepancies no later than Monday, October 19
 - Give a copy of popcorn invoice received at pick-up to Treasurer
- Update unit committee at monthly meeting
- If necessary, go to NCAC office for re-distribution October 26-31
 - Only 10% (no more) can be returned to the council
 - Full, unopened cases only (we cannot accept resealed boxes).
 - This is the only time popcorn will be accepted for redistribution
- At your unit’s monthly meeting, communicate with scouts and parents
 - Remind them when order forms are due to you – highly recommend setting October 30th as the due date – as you will have late turn ins
 - Remind parents of scouts who sold \$2500 this year or in previous years they need to turn in the Scholarship form (along with correct documentation – see examples in leaders guide) to you.
 - Tell parents to keep a copy for their records
 - Remind parents they need to have scouts determine what prize(s) their scouts want and be ready to give you this information when their order form is turned in, as these will be ordered soon
 - Remind Treasurer of date(s) you are collecting orders so they can assist you
- Prepare and submit your fourth and final order for popcorn no later than November 6 on the Trails End Order System.

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Unit Kernel "To Do List", cont.

November-December

- Pick up fourth order's popcorn on November 21 at your district's designated location
 - This will be the weekend before Thanksgiving, so if you cannot pick up your popcorn, determine who will and notify your District Kernel.
 - Double check popcorn picked up and notify NCAC office with any discrepancies no later than Monday, November 23.
 - Give a copy of the popcorn invoice received at pick-up to your Treasurer.
 - Communicate with scouts/parents all popcorn should be delivered as soon as possible.
- Communicate with scouts/parents that online orders continue through November 30.
- If you have scouts selling online, you will have to wait until the end of November to add those sales figures to the other sales the scouts made and to place your prize order.

December/January

- Prizes
 - Talley up all sales for each scout (show and sells, door-to-door and online)
 - Use Talley sheet provided in kickoff packet to count all prizes up for all scouts
 - Submit prize order no later than December 11, 2015 for entire unit to Keller Marketing via the Trails End Order System, order tab, prize orders
 - Remember, prizes will not be shipped until invoices have been paid in full
 - Information regarding Top Sellers, baseball tickets, camp letters will come out in late January
- Payments
 - Popcorn invoice payments are due in full no later than December 11, 2015
 - Any additional popcorn pickups (from NCAC office) made by you will be added and be reflected on your invoice
 - Remember, your unit can always make payments anytime during the sale toward your unit's bill to the council office
- If you have questions regarding your unit's bill, call the council office immediately
- Online Sales Commission
 - Online commission checks will be mailed once payment has been received from Trails End.
 - This typically happens during the month of February.

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College Scholarship Program Details

College Scholarship - Funded by Trail's End



Scouts who sell at least \$2,500 (online, face-to-face or combination) in any calendar year receive 6% of their total sales invested in their own college scholarship account. That is \$0.06 of every dollar they sell!

Once Scouts are enrolled, 6% of their sales each year will be added to their account. Scouts only have to hit the \$2,500 minimum one time and future year's sales will be counted. **Online sales count!**

How Scouts enroll and report sales

- Scouts who sell \$2,500 or more in a calendar year must register online, report sales and provide proper documentation (please visit www.ncacbsa.org/popcorn for examples of proper documentation). The Council will then review and approve those properly submitted to Trail's End.
- Scouts have to reach \$2,500 only one time. Once enrolled, they must report their total sales each year.
- Trail's End will email scholarship balances to each Scout annually.
- Retain copies of all paperwork submitted for your records.
- For complete terms and conditions, review the college scholarship page at www.scouts.trails-end.com.



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Additional Forms and Documents



National Capital Area Council

www.NCACBSA.org/popcorn

- Calculate product need for Store Front Sales
- Scholarship/Free NCAC Camp Form
- Sales Goal Worksheet
- Popcorn Case and Invoice Calculator
- Kick-Off PowerPoint Presentation
- Order Form
- Keller Prize Form
- Sample Letter To Parents
- Show-and-Sell Sign-Out Sheet Example
- How to Place an Order Webinar (Video)



www.trails-end.com

- Resources
 - o The Best Ways To Sell
 - o Virtual Sales Planner
 - o Trails End Promotional Images
 - o Training Videos
 - o Frequently Asked Questions

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Notes Page

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Popcorn Training Acknowledgement Form

Acknowledgment Form

2015 POPCORN SALE

I acknowledge that I have been given a copy of the 2015 Popcorn Leaders Guide.

I understand that I am responsible for reading, understanding the information, and complying with the policies contained in it.

_____ Unit Kernel? Yes No
Printed Name Circle One

_____ Unit Type & No _____
District

Mailing Address

Phone Number

Email Address

_____ Date _____
Signature