



## SUGGESTED DOOR TO DOOR PRESENTATION

In pairs of 2-Scouts knock on the door dressed in your Scout Uniform with an order form and a pen. One Scout holds a box of popcorn and the other holds the order form. Both SMILE.

Customer greets Scout.

THE SCOUT SHOULD BE IN FULL UNIFORM WITH A BIG SMILE.

1. "My name is \_\_\_\_\_", and
2. "I'm from Cub Scout Pack \_\_\_\_\_," Or "I'm from Boy Scout Troop \_\_\_\_\_"
3. "I'm selling delicious Trail's End Popcorn to help support my Cub Scout Pack, or Boy Scout Troop."
4. Hand the Order Form to the customer and say, "You will help me won't you?"

Using this approach and will GREATLY increase your number of SALES!

## WHAT ELSE SHOULD I KNOW?

My District Popcorn Chair \_\_\_\_\_

Phone or E-mail \_\_\_\_\_

My District Executive \_\_\_\_\_

Phone or E-Mail \_\_\_\_\_

[www.seqbsa.org](http://www.seqbsa.org)

Detail information or resources are in the 2011 Popcorn Guidebook.

## Popcorn Terminology

**Case** – How the Popcorn is shipped. A Case holds a number of Containers from one to twelve.

**Commission** – Money earned by, and kept by the Unit. Commission is up to 35% without Prizes, OR 32% with Prizes.

**Container** – Individual Popcorn badges. For Take Order, *Popcorn may be ordered by the Container.*

**Delivery Site** – Location where the Unit picks up their Popcorn order.

**www.trails-end.com** – Scouts can have out-of-town friends and relatives order popcorn online year round. Commission is 30% and is paid to the unit quarterly by Sequoia Council.

**Supplemental Order** – Orders placed after Take Order. Product is picked up and paid for at the Council Office.

**Take Order** – Individual Scouts with a parent, or groups of Scouts with an adult, sell door to door, or to friends and family.



**2011 Popcorn Product Sale**  
**Sequoia Council, BSA**

[seqbsa.org](http://seqbsa.org)

# Sequoia Council, BSA POPCORN FAST FACTS 2011

*Pay for your entire  
year of Scouting with  
one fundraiser.*



The Websites are your Source for Popcorn Information

[www.trails-end.com](http://www.trails-end.com)

# THANK YOU!

Sequoia Council sponsors one council fundraiser each year, Popcorn. Our theme for this year is **"Project Popcorn"**. We hope that you will be able to fund your entire year of Scouting with this one fundraiser alone.

The money raised from the Annual Popcorn Sale benefits both your unit, and Scouting throughout the Council. The Unit earns up to 36% commission on the sale.

Some of the benefits of participating in a Council Fundraiser are: **No financial risk to your unit** (payment is not required until the unit has had an opportunity to sell and deliver their product), organizational support provided by the Council, and financial benefit to the Council. A strong Council means strong Units serving the Central Valley!

## Changes for 2011

- ✓ New Packaging of Product
- ✓ New items to the product line
- ✓ New [www.trails-end.com](http://www.trails-end.com) website that supports face to face sales and online sales
- ✓ New Training Events for adult leaders
- ✓ Fill It Up patches & certificates
- ✓ Family Guides for the sale
- ✓ \$600 Club program
- ✓ Virtual Sale Planner
- ✓ New Prize Program
- ✓ **Unit Support Website:**

[www.trails-end.com](http://www.trails-end.com)

## Calendar – Key dates

- Saturday, August 20<sup>th</sup> Training Extravaganza
- Thursday, September 1<sup>st</sup> Show & Sell Popcorn order due from units
- Friday, September 16 Show & Sell Popcorn Unit pick-up at designated sites
- Saturday, October 22<sup>nd</sup> Mid-Sale Rally – youth members
- Tuesday, October 25<sup>th</sup> Show & Sell Popcorn product return deadline. Payment for Show & Sell product is due.
- Tuesday, November 1<sup>st</sup> Last day to place unit popcorn orders & unit prize orders on [www.trails-end.com](http://www.trails-end.com) website
- Friday, November 18<sup>th</sup> Pick-up "Take Order" product at distribution sites
- Tuesday, November 29<sup>th</sup> Last day for extra 1% commission on popcorn money due to council offices
- Thursday, December 1<sup>st</sup> All popcorn money due to council offices
- Thursday, December 15<sup>th</sup> Evaluation Meeting

*Remember, We're NOT just selling Popcorn. . .  
We're selling SCOUTING*

## WHAT SUCCESSFUL UNITS DO . . .

Form a committee, or have a partner. More than one person should be involved in the Popcorn Sale. The Cub Master, Scout Master, or Committee Chair SHOULD NOT be the Unit Popcorn Chair! They have enough to do.

Develop a unit activity calendar and budget (the Ideal Year of Scouting Flyer is a great tool for this). **ESTABLISH PER SCOUT AND UNIT SALES GOALS!**

Develop your own unit sales incentive plan. For example maybe the top unit salesman gets to "pie" the Cub Master, or maybe the Scout Master will shave off his mustache if the Troop meets their sales goal. Another idea is a pizza party at The *Adventure Park*, *Boomers*, *Johns' Incredible Piz~~z~~za*, or some other location for all Scouts that reach the sales goal set by your unit. Be creative and have FUN!

Explain to parents that Popcorn is your unit's main and only fundraiser. **ONE AND DONE!** Let them know what your unit will do with the money earned.

At a unit meeting, set up a model Show & Sell display. Then role-play with your Scouts how to approach customers and what to say. Also, role-play with Scouts on how to do a door-to-door sale. There is an example at the back of this Fast Facts Brochure.

Please **COMMUNICATE OFTEN** with parents regarding popcorn sale dates and deadlines.