



SOUTHERN SIERRA COUNCIL 2018 POPCORN PLAN

Did you know your unit could pay for the entire year of scouting with just the popcorn fundraiser?

Crazy, right?! If that alone doesn't convince you, here are a few "kernels" of knowledge for you:

- 73% OF SALES GO TO THE SCOUT, HIS TROOP OR PACK, AND THEIR COUNCIL!
- NO OUT OF POCKET EXPENSES! Your order is received on consignment, which means if you don't sell, just give it back.
- EASY TO USE ONLINE SYSTEM! Place your bulk product orders, individual customer orders, and your scout prize orders quickly through www.trails-end.com
- Earn money online all year long! Just like in-person sales, all online sales are credited to your unit and that doesn't end with popcorn season!
- We're here for you! Not only do you have a Popcorn Kernel to turn to with any questions, but we also provide training and marketing materials, ensuring your unit's success.

So you want to sell popcorn?! Here's what you do....

Unit Action Plan:

1. Develop your online playbook using the *Virtual Sales Planner* offered on www.trails-end.com
2. Commit to having your own FUN and motivating popcorn kick-off with your unit to set goals. Provide Southern Sierra Council with the planned date/time to ensure online publicity
3. Attend one of the two Council Popcorn Kick-offs on either Friday, July 27th in Bakersfield, CA or Saturday, July 28th in Ridgecrest, CA
4. Communicate with your families & scouts throughout the entire popcorn sale
5. Place all popcorn and prize orders on time
6. PAY ON TIME – MAKE THE DEADLINE



Do you know how to set your popcorn sales goal? We can help!!

- **ANNUAL PLAN** is developed from the scouts' and parents' perspective with input from leaders. Each den should develop an annual plan in addition to the unit, district and Southern Sierra Council activities.
- **PROGRAM BUDGET** should be configured so that parents pay no out-of-pocket expenses. It will include all-inclusive costs established for planned activities such as summer camp, registration, insurance, uniforms, advancements, Boys' Life and more. There should be no general line items that cannot be broken down on a per scout basis included in this budget.
- **PER SCOUT SALES GOAL** is based on the annual plan and budget that a scout family must reach to have their entire program paid for with no out-of-pocket expenses. A comprehensive communication plan given to the parents and Scouts will outline the entire program year in a menu format. It will highlight the activities planned for their year and state clear expectations of parental involvement in the various aspects of the program including the need for leaders, committee members, and activity help.

THE GOAL IS TO RAISE ALL THE FUNDING NEEDED FOR YOUR ENTIRE PROGRAM YEAR THROUGH THE POPCORN SALE

So how does the Commission Structure work?

Base Commission	28%
Units choose from one of the following: 5% cash commission & all scouts receive a patch OR Prize Option - those who qualify receive prizes from the Trails-End Prize Program	5% OR 0%
Bonus for increasing the number of selling scouts	1%
Bonus incentive for participating in Pop-tober activities	1%
Bonus commission for units who pay full balance by Friday, November 30, 2018	1%
Bonus for units who are paid full by November 30, 2018 AND Are a first year selling unit with sales greater than \$3,000 OR Surpass Fall 2017 sales by 15% OR Exceed \$20,000 in 2018 sales total	4%
TOTALING	40% SALES COMMISSION POSSIBLE



2018 POPCORN CALENDAR

07/27/18	COUNCIL POPCORN KICK-OFF: Bakersfield
07/28/18	COUNCIL POPCORN-KICK OFF: Ridgecrest
08/01/18	SHOW-AND-SELL POPCORN ORDERS #1 DUE ONLINE
08/18/18	SHOW-AND-SELL POPCORN PICK UP #1
08/18/18	SHOW-AND-SELL BEGINS!
08/28/18	SHOW-AND-SELL POPCORN ORDERS #2 DUE ONLINE
09/15/18	SHOW-AND-SELL POPCORN PICK UP #2
10/06/18 – 10/07/18	POP-TOBER WEEKEND
10/23/18	SHOW-AND-SELL RETURNS DEADLINE!! (NO CHOCOLATE RETURNS) PARTIAL AND FULL CASES ACCEPTED! NO RETURNS WILL BE ACCEPTED AFTER THIS DATE!
10/29/18	DEADLINE TO SUBMIT UNIT TAKE-ORDER FORMS!!
11/05/18	DEADLINE TO SUBMIT SCOUT PRIZE ORDERS USING THE TRAILS-END ONLINE SYSTEM! NO PRIZE ORDERS WILL BE ACCEPTED AFTER THIS DATE!
11/16/18	MVPS (MOST VALUABLE POPCORN SELLER) REPORTS AND SCHOLARSHIP FORMS DUE TO COUNCIL OFFICE
11/17/18	TAKE-ORDER POPCORN PICK UP FROM 9AM-1PM. LOCATION FOR SITE PICK UP IS TBA FOR DISTRICT AREA!
11/17/18	TOP SELLER REPORTS DUE TO COUNCIL OFFICE
11/30/18	ALL UNIT POPCORN ACCOUNTS NEED TO BE CLOSED AND SETTLED BY THIS DATE!

POPCORN SUPPORT TEAM

DESERT

TEJON

PATHFINDER

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