



POPCORN FUNDRAISER: PACK 811



Trail's End popcorn sales represents Pack 811's largest fundraiser of the year. This is our single best opportunity to fill our coffers allowing us to supplement the cost of programs we do during the year. This includes our Family Camp, Blue and Gold Dinner, and Advancement.

As of 2010, 30% of the total sales generated by our pack will come directly back to us.

This booklet will try to outline some of the steps and missteps we have taken to put together a good program.

THE LEADERS

POPCORN KERNEL

This is not a joke, the one in charge is the Popcorn Kernel. As the Kernel, your main job is to be the liaison between the pack and the District Kernel.

With the help of your team, you set up the Show and Sell locations, introduce the scouts to popcorn sales at the Kick-off in September, organize the volunteers for the Show and Sell at the Church and the Banks, motivate the boys to sell to friends and family (Take Home Orders).

ASSISTANT KERNEL

This position is a catch all. Anything the Popcorn Kernel misses, the Assistant Kernel can usually pick up. You are learning on the job and hopefully take over the Kernel position the next year. It's a fun position because you get to have all the fun but not all the responsibility.

PRIZE KERNEL

At the beginning of the popcorn season, this position is simply to help support the Popcorn Kernel and help the boys at the Show and Sell. The fun really starts after the last of the Take Home orders. You tabulate the amount of money each boy has raised and contact District to get their prizes. You are also in charge of Fill-It-Up prizes, and our special pack prizes for the den who raises the most, and the scout who sells the most. Everyone LOVES the Prize Kernel.

VOLUNTEERS

We can do nothing without our parent volunteers. They truly are the gas that gets this engine going. We use them primarily at the Show and Sell locations to keep an eye out for the boys and to help man the tables and money.




TIMELINE

Although the real work starts in September, it is very important that you get in contact with the District Popcorn Kernel and OCBSA. By letting them know that you are in charge for Pack 811, they will send all the information about upcoming popcorn events. They are also the ones who schedule the popcorn pickup at Freeman Distribution Center in Anaheim.

Go to OCBSA.org and search under Popcorn Fundraiser. The contacts may change from year to year but they have been very good referring you to the right people.

The Timeline below gives you a general idea of when things happen. Let's highlight a few of these and go over what needs to be done.

	
2009 Unit Popcorn Sales Timeline	
<u>Dates subject to change</u>	
Sa 6/27/09	Orange County Council Popcorn Sale Kick-Off 10am to 12pm at William Lyon Homes Center for Scouting 1211 East Dyer Rd., Santa Ana, CA
Sa 8/22/09	Orange County Council Popcorn Sale Kick-Off 10am to 12pm at William Lyon Homes Center for Scouting 1211 East Dyer Rd., Santa Ana, CA
Th 9/10/09	Show-N-Sell and Show & Deliver Orders due online at www.trails-end.com (this is Roundtable Night) (Orders are by the case only)
Sa 9/26/09	Popcorn Distribution for Show-N-Sell & Show-N-Deliver, <u>appointments required</u> with your District Kernel – Freeman Distribution
Sa 10/24/09	Super Saturday! 9am -12pm - Show-N-Sell and Show-N-Deliver returns are due at the William Lyon Homes Center for Scouting 1211 East Dyer Road, Santa Ana 92705 *Units can return a MAXIMUM of 10% of unopened cases *No Popcorn Returns Accepted After This Date
We 11/4/09	Take Order popcorn orders due online at www.trails-end.com
Th 11/12/09	Show-N-Sell and Show & Deliver Money due to your District Kernel at Roundtable (One Check Per Unit Payable to OCBSA) <u>ALL PRIZE ORDERS DUE online</u> www.trails-end.com Prize orders <u>WILL NOT</u> be accepted after this date.
Sa 11/21/09	Take Order Popcorn Distribution, <u>appointments required</u> with your District Kernel – Freeman Distribution <u>Star Seller Qualifiers Due</u>
Th 12/10/09	Take Order Money Due to your District Kernel at Roundtable (One Check Per Unit Payable to OCBSA)
December	Commission checks will be mailed out week between Christmas and New Year's Day (applies to all units with account paid in full)
1/??/10	Star Seller Popcorn Celebration: details TBA
8/5/2009	

ORANGE COUNTY COUNCIL POPCORN SALE KICK-OFF

This is for all the Popcorn Kernels and Assistants. They introduce you to the entire popcorn process. They will cover the Pack Kick off, the Products, the Prizes, pick up, and tools for running a successful program. They also introduce you the key players at the OCBSA level. This is a good event to attend, especially if you have never run a program before.

If you go, the pack will receive an **extra 1%** commission. It may not sound a lot but if the pack brings in \$10,000, that's an extra \$100.

You may get around this by having the leaders do the online training course found on the [Trail's End website](#). You'll need to talk to the District Popcorn Kernel about that.

They will also set you up with the Trail's End Popcorn Sales System. This is where you order all the Popcorn and the Prizes.

SHOW-N-SELL AND SHOW & DELIVER ORDERS DUE ONLINE

First of all, we are only doing the Show-N-Sell which means that the scouts will be at a specific location (church and banks) where they will sell directly to customers. The pack will "purchase" a set amount of popcorn which the boys will sell. Show & Deliver means that the boys will take home a set amount of popcorn and go around their home to sell and deliver the products directly to customers.

The amount we need to order is dependent on a couple of things: the number of cases sold by the scout at the locations and the number of days we are scheduled to sell. This is not an exact science, however, if we have the information from the year before, we can guesstimate.

Whatever the scouts do not sell we can save for the Take Home Orders or return to council on **Super Saturday**. Unfortunately, we can only return 10% of the popcorn we ordered so our goal is to get as close as possible.

POPCORN DISTRIBUTION FOR SHOW-N-SELL

A couple weeks before Pick-Up date, the District Popcorn Kernel asks every pack to give pick up time. It is always best to ask for the 8:00 time slot for a couple of reasons.

First, you can go there about a half hour early and be the first in line in front of the rest of the cars. Second, since the boys load up the cars much faster when you are the first customers. The later you get there, the more tired they are and therefore the longer you have to stay.

It is not uncommon to get your truck, or trucks in and out in 20 minutes. They work fast.

The pick up location is at the **Freeman Distribution Center, 901 East South Street, Anaheim, CA**

We typically drop about a third of the popcorn at St. Angela Merici immediately after picking them up from Anaheim to start selling that Saturday afternoon mass and then the following Sunday masses.

The remaining popcorn is left at one of our houses for the Show-N-Sell at the banks.

SUPER SATURDAY

This is the one day when we could return up to 10 % of the unopened cases of unsold popcorn. If we guess correctly, we will not have to return anything.

TAKE HOME ORDERS DUE ONLINE/TAKE HOME POPCORN DISTRIBUTION

After collecting all of the boys orders, we again order the popcorn online.

We then set up the pick up time through our District Popcorn Kernel. Again, we pick the popcorn up at Freeman Distribution Center in Anaheim.

We now go directly to St. Angela and separate the boys orders and have them come in and pick them up. With about 3 people working, we can distribute the popcorn in about 2 hours.

SHOW-N-SELL AND TAKE ORDER MONEY

Prior to the Take Order distribution day, we have to pay for all of Show-N-Sell popcorn we purchased. The money that we collected at the church and the banks is usually just enough to cover our cost although it is not inconceivable that we delve into the pack account. The treasurer writes a single check made out to **OCBSA** and brings it to the November Roundtable Meeting.

At the December Roundtable Meeting, we present the second check to cover the cost of the Take Order Sales.

The popcorn website will give you the invoice of your total popcorn orders and the amount of money needed to remit at each of the meetings.



Try to be at the meeting about 15 minutes early so you can be the first in line to remit the check. We have been caught in lines behind other Kernels who had a lot of issues and it can be almost as painful as waiting at the DMV.

SHOW-N-SELL

Pack 811 does the Show-N-Sell at 2 locations: **St. Angela Merici Church and the Financial Center in Brea on Imperial Highway.**

The choice of the banks was simply because no one could leave the bank and tell our scouts that they didn't have any money. Although other locations have been suggested, we have developed a relationship with these banks and they have been quite accommodating to us. However, as our pack grows we can possibly go to other sites as well.

We'll go over what steps have to be taken at these places to make it successful for the boys.



ST. ANGELA MERICI CHURCH

Around March, St. Angela puts together the yearly calendar. It is important that the Committee Chairman sign us up to sell in the Plaza and to use one of the rooms in the church to store the popcorn on the **4th weekend in September**. Since OCBSA rarely deviates from their calendar, we try to get our first selling weekend at the church the day we pick up the popcorn. Our previous records show that the longer the boys sell at the church from the distribution day, the less successful they are. This is probably because most people have already bought popcorn during that period.

Three weeks prior to the sales weekend, find out who is in charge of the **church bulletin** and send them the information about the popcorn sales so they can start printing it in the bulletin. Also find out how the reader can announce the popcorn sales. Just having it in the bulletin does not guarantee they will announce it at mass.

Once we pick up the popcorn from the Freeman Distribution Center, we bring it to the church. We are not allowed to have the keys to the room on Friday, so when you get to the church, you have to go to the office that Saturday and get the keys. Unload about a third of the popcorn at the church and then flip a coin to see who will store the popcorn at his/her house.

That afternoon, the tables must be set up for the 5pm mass. You will have to find out who will be working the table at that mass so you can give them the key. Once the mass is done, the remaining popcorn must be locked in the room. You can take the room key home with you but you now have the responsibility of passing it on to the Sunday 7:45 crew.

There are **5 masses** that need to be manned, Saturday 5pm, Sunday 7:45, 9:30, 11:15, and 5 pm. We could add the Spanish mass at 12:45 if we have enough boys. The boys are asked to come about 40 minutes after the start of each mass in **full uniform**. We borrow two of the tables from the church rooms and place the banner and the popcorn on it.

Although we could use all the help we can get, 4-5 scouts and their parents are usually good enough. The parents are asked to man the table and collect the money. The boys are instructed to **pass out samples of popcorn** to the parishioners. We typically open a small can of popcorn and place 3-4 pieces in the small Dixie Cups. We found that this was a great way to draw the customers to the table. Not only do the boys look great in their uniforms and sound some darn cute, the customers are given a taste of the goods. Works all the senses (hear, see, touch, taste, and smell).

Each mass should have a **starter money**. We traditionally gave \$150 (in 5, 10, and 20's) for each mass and put them in envelopes. We did this so we knew how much each mass sold and it made accounting simpler. We also had a **small tin for donations**. At the end of each mass, a parent would count the total amount collected (sales and donations), write it on the envelope and seal it. The envelope is then given to the Kernel or locked in the popcorn room.

After the last mass on Sunday, the remaining popcorn goes to whoever house you have decided to store it. **The key goes into the church mailbox**. The money is remitted to the Kernel.

How many weekends you sell at the church is up for debate and you will have to discuss it with the pack leaders.

What you need at SAM

- | | |
|--|---|
| <input type="checkbox"/> Popcorn | <input type="checkbox"/> Pen |
| <input type="checkbox"/> Banner | <input type="checkbox"/> Donation tin |
| <input type="checkbox"/> 2 tables (from church) | <input type="checkbox"/> Key for room |
| <input type="checkbox"/> 2 chairs (from church) | <input type="checkbox"/> Dixie cups (200+) |
| <input type="checkbox"/> Starter money in envelope | <input type="checkbox"/> List of popcorn prices |



Outside Banco Popular, scouts are selling popcorn. The table behind them shows the typical popcorn set up. Adults are generally behind the table collecting money.



BREA FINANCIAL CENTER

The banks are our cash cow. Well over 2/3 of our Show-N-Sell revenue come from the bank weekend. We have tried to work two weekends but the recent change in bank policies have not allowed us to do it. However, it never hurts to keep trying.

Our big three have been B of A, Banco Popular, and Wells Fargo. When Chase bought out WAMU in 2008, we were no longer able to work that bank. We try to choose the first two Fridays and Saturdays in October. On **Fridays, we work 3-6pm and Saturdays 8am-2pm.**

Around April, start scheduling the popcorn sales at banks through the **Bank Manager**. Once the weekend(s) have been scheduled, send them a **confirmation letter**. It would be good practice to call them a month before the sales weekend to make sure they remember.

Selling popcorn at the banks are just the same as at St. Angela. We set up a table at each of the banks similar to the one at St. Angela with a banner and popcorn. However, we do have two tables for Bank of America because it has two very busy entrances. You can set up an Easy Up because the sun can be hot by the middle of the day. The boys again are instructed to pass out samples of popcorn to the customers. Money collected by the parents are placed in the envelopes. We **need a lot of adult supervision** at the Financial District because of the sheer number of people and the close proximity of the cars to the scouts.

The popcorn is stored in one of the cars. It's a good idea to make sure all the adults have each other's cell numbers in case one of the tables starts running out of popcorn and it needs to be replenished.

Each scouts works a 3 hour shift. The credit that they receive depends on the amount of money collected at **ALL** the banks at the shift divided by the number of scouts present. We do this just to be fair for all the boys because some banks may be a lot slower than others.

Make sure you take pictures of the boys. As a offering of gratitude, we would give the bank managers a **Thank You Card, Picture of the boys, and a Popcorn Tin**. It's a lot easier to approach the managers if they had a great experience from us the year before.

What you need at the banks

- | | |
|---|---|
| <input type="checkbox"/> Popcorn | <input type="checkbox"/> Pens |
| <input type="checkbox"/> Banner | <input type="checkbox"/> Donation tin x 4 |
| <input type="checkbox"/> 4 tables | <input type="checkbox"/> Dixie cups (800+) |
| <input type="checkbox"/> 4 chairs | <input type="checkbox"/> List of popcorn prices |
| <input type="checkbox"/> Starter money in envelope for each bank and each shift | <input type="checkbox"/> Snacks for boys |
| | <input type="checkbox"/> Bag lunches |
| | <input type="checkbox"/> Extra water |

TAKE HOME SALES

Take home sales and online sales account for the rest of the money we make. The scouts take orders with the promise of delivering the popcorn by the last week of November.

All scouts registered through the district by August will receive a mailer containing two popcorn order forms and a list of prizes. They will likely receive the forms before our first pack meeting so those who have never sold may be a little confused as to what to do with it.

You can encourage all scouts to go to www.trails-end.com website under “**Scouts**” tab to watch the training video. It will go over the whole take home order process.

The scouts have about 2 1/2 months to obtain as many orders as they can from friends, family, and neighbors. These orders will then be tallied and delivered to the scouts on second to last Saturday of November.

The boys then have approximately 3 weeks to deliver the popcorn to their customers and collect the money. Once collected, they will remit the money to the Popcorn Kernel who will then pay the council for all the popcorn that was bought from them. The money is typically remitted at the **Round Table meeting in November.**

It is good practice to make the have the boys drop off their money about a week before it is due. This gives us time for any checks to clear at the bank. As has been the typical scenario, we don't have enough money in our Pack bank account to cover the total money due. To avoid bouncing a check to Council, we have to make sure all the money is in our account well before the Round Table meeting.



Checks

- Checks are made payable to **Cub Pack 811**
- In the memo section, make sure to have the name of the scout who collected the check. This allows us to find the customer easier if there is a problem with the check.

PRIZES

TRAILS END PRIZES

TRAILS END has a number of different prize programs that they offer the scouts but 4 are the most popular.

Fill It Up: Fill up all of the lines on the popcorn order form and receive a cool patch and certificate from Trail's End. They are also eligible for a special prize (like a marshmallow shooter).

\$1500 Seller's Club: Sell \$1,500 or more and earn a \$50 Wal-Mart Gift Card and a top seller patch in addition to a prize of your choice from the traditional sale prize

College Scholarship: Scouts who sell \$2,500 will receive 6% of their total sales

invested in their own college scholarship account. That's \$0.06 of every dollar they sell, and they only have to hit the \$2,500 minimum one time. Once you are enrolled, 6% of your sales each year will be added to your account

Traditional Sales Prizes: Council rewards their Scouts with awesome prizes for selling Trail's End. All order form sales (door-to-door, parent's workplace) and show and sell sales count. Every scout who sells something, will get to Level 1 and earn a patch. The more they sell, the higher the prize level. When they obtain that level, they choose only ONE prize from that level or below.



PRIZES

PACK 811 PRIZES

Along with the Trails End Prizes, we have rewarded our scouts with special prizes

Top Sellers: For the top three sellers, Pack 811 gave them each a prize. The Number one seller got the biggest prize.

\$1500 iPod Challenge: Any scout who sold more than \$1500 worth of popcorn through Show-N-Sell and Take Home, earned an iPod Touch (8GB). Despite the \$200 price tag, the pack would still make over \$300. The more the boys shoot for this prize, the higher our overall profit will be.

iPod Shuffle Raffle: Manning the Show-N-Sell tables with boys is one of the biggest challenges. This is especially true at the banks where we would have to pull boys from two banks to have adequate coverage at the other two. In an attempt to encourage more scout participation, we offered raffle tickets for the boys. Each mass was worth 1 ticket and each bank session was worth 4 tickets. At our October scout meeting, we will raffle off 3 iPod Shuffles. The \$50 cost for each shuffle would easily be made up by having more boys covering all the banks.



Apple Store Exclusive

GETTING CREDIT FOR SHOW-N-SELL

Each boy who participates will receive credit (not cash) for the work they do. The money collected from each mass and each 3 hour bank session is divided by the number of boys who sold at that session. We added all the money collected from the three banks and divided it evenly among all the boys who worked in that session. This ensured that those boys who were manning the slower banks would get the same credit as those who worked the busier and therefore more profitable banks.

Banks (8am-11am) \$1000 popcorn sold / 10 scouts = \$100 per scout towards prizes

KICK-OFF SUNDAY

Our kick-off is usually at our first pack meeting in September. This is a great time to get the boys and families excited about selling popcorn.

The www.trails-end.com website has cool balloons and posters we can decorate the room with. They also sell Powered by Popcorn bracelets and tattoos. You can really go all out depending on the budget you have.

Trails End also has a powerpoint presentation that you can use to show off the program. You can really go all out.