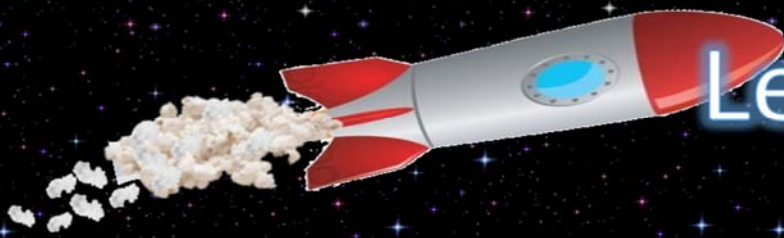


Popcorn Sale 2014

Leader's Guide

Del-Mar-Va Council





Leader's Guide

2014 POPCORN SALE

Table of Contents

Why Popcorn?.....	4
General Popcorn Principles.....	4
What's Different This Year?.....	5
Benefits of Scouts Selling Popcorn.....	5
Helpful Selling Tips.....	5
Unit Commission.....	6
Scout Incentives.....	6
2014 Popcorn Campaign Timeline.....	9
Wawa Locations.....	10
Popcorn Depot and Deliveries.....	11
Roles and Responsibilities.....	12
Council and District Leadership Contact Information.....	12
District Goals.....	14
Enhanced Products.....	15
Order Quantities.....	16
Replenishment Orders.....	16
Appendix	
I. District Popcorn Kernel Job Description	
II. District Popcorn Depot Chair Job Description	
III. Unit Popcorn Kernel Job Description	
IV. Placing Popcorn Orders	
V. On-line Sales	
VI. Popcorn Safety Tips	
VII. Unit Kick-Off Sample Agenda	
VIII. Take Order and Prize Form	
IX. Military Receipts	
X. Resources	



Leader's Guide

2014 POPCORN SALE

Why Popcorn?

The popcorn campaign is a fundraising opportunity for all units within the Del-Mar-Va Council to raise money to offset their entire year of Scouting. The plan is that through one well organized fundraiser, a unit can fund their entire annual Scouting program.

In addition to providing funding to the units and incentives to the Scouts, a portion of the proceeds funds Council activities, trainings, and programs. Approximately 70% of the total sale supports the Scouting program across the Del-Mar-Va Council.

General Popcorn Principles and Guidelines

The popcorn campaign is a partnership between the Trail's End Popcorn Company and the Del-Mar-Va Council with the aim of supporting unit level programming year round to help Scouts have a quality Scouting experience while lessening the financial burden on families.

This popcorn campaign is designed to help units sell popcorn in a risk free and highly supported manner. Below are descriptions of different methods that highly effective units have organized to be successful in their sale:

1. Show and Sell – This campaign allows Scouts to sell popcorn in busy retail establishments and other high traffic locations.
2. Show and Deliver – This portion of the Popcorn sale encourages units to sell by going door to door and asking residents to purchase popcorn and then immediately fulfilling their order. Many scouts that do this type of sale using a wagon full of popcorn to assist with their salesmanship.
3. Take Orders – Scouts sell popcorn from an order form and then fulfill their order at a later date.
4. Online Orders – This allows Scouts to sell outside of their immediate area. Scouts email individuals who purchase the product online and it is shipped directly to them.



Leader's Guide

2014 POPCORN SALE

What's Different this Year?

Based on feedback provided by Unit Leaders, Unit Popcorn Kernels, parents, Scouts, the following changes have been made to simplify the sale in 2014:

1. Commission checks are being processed and mailed to units in December, in time for Re-chartering.
2. New product offerings
3. New Advancement opportunities
4. Professional displays for Show and Sells.

Benefits of Scouts Selling Popcorn

Scouts selling popcorn:

1. Gain confidence by interacting with the general public.
2. Gain a better understanding of paying their own way for activities and programs.
3. Gain a greater appreciation for the importance of planning and fiscal responsibility.
4. Gain additional advancement opportunities.

Helpful Selling Tips

- ALWAYS wear your uniform
- ALWAYS smile and introduce yourself
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS say "Thank You"
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen
- BE SURE to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.



Leader's Guide

2014 POPCORN SALE

Unit Commissions

Level 1 = Any unit that sells popcorn will receive 35% commission of their gross total sale.

- On-line unit commissions paid quarterly at 35%

Level 2 = Units that attend a kickoff, pay 50% of their show and sell balance by October 3rd and pay their entire balance by November 9th will receive an additional 5% bonus commission check mailed to them the week of December 1st.

- On-line sales not eligible for Level 2 commission

Scout Incentives

Advancement opportunities: Scouts can now earn a Popcorn Merit Badge, Belt Loop or Webelos Pin. They must complete each of the requirements below:

- Take part in either a Council or unit kickoff
- Set a sales goal
- Sell popcorn using the sales script
- Sell door to door in your neighborhood/community
- Sell popcorn using your take order form
- Ask your "Top Ten" customers to support Scouting:
 - Ask your parents
 - Ask your neighbor to the left of you
 - Ask your neighbor to the right of you
 - Ask two neighbors across the street
 - Ask Grandma and Grandpa
 - Ask your aunt, uncle or cousin
 - Ask your teacher or principal
 - Ask your pastor or spiritual leader
 - Ask your parent's friends
 - Ask your parent's insurance agent, hair stylist or gym buddies



How does a Scout get trained?

Scouts can attend a Council Popcorn Sales Training on Saturday, August 2nd, or August 9th **OR** Scouts can be trained by their Unit Leaders at their Unit Popcorn Kick-off.

Once you complete the requirements, go to www.dmvc.org/redeempopcornachievement to receive your award.



Leader's Guide

2014 POPCORN SALE



Earn your 2014 Exclusive Del-Mar-Va Council **Adult Merit Badge**



Requirements to earn your Adult Merit Badge:

- Assist with the Unit Popcorn Kick-off
- Train Scouts to use the Sales Script and sell to their top ten customers
 - Help with a show and sell sale
 - Sell door to door with a Scout

Once you complete the requirements, go to www.dmvc.org/redeempopcornachievement to receive your award.





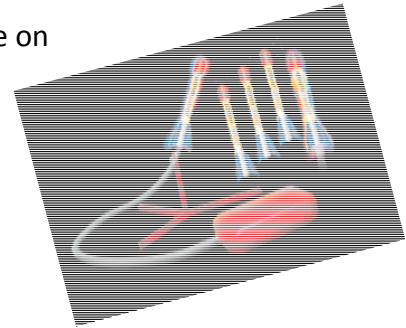
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2014 POPCORN SALE

Prize orders are due with Take Orders on Sunday, October 26th. Prizes are shipped after your unit has paid its final bill. Show and sell, take order and online sales all count towards this incentive.

Fill It Up Prizes: There will be 4 drawings conducted periodically throughout the sale for special fill it up prizes. Scouts who sell to 30 different customers filling all lines on their order form are eligible for the drawing. Simply email your completed form to fillitup@delmarvacouncil.org.

\$600 Club: Available to all Scouts who sell a total of \$600 or more on their take order form. Submit your sales form online to The600club@delmarvacouncil.org and your Skylights Rocket Set will be available for pickup at one of the Council offices or through your district executive. \$600 prizes may be claimed at any time throughout the sale however they must be claimed by December 6, 2014.



Trails-End Scholarships: Provided by Trails-End directly to college education institutions. For most recent updated college scholarship guidelines visit trails-end.com.

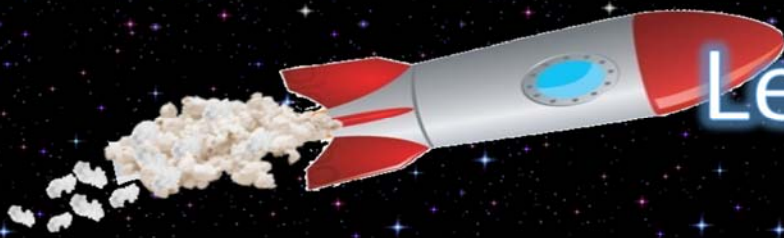


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2014 POPCORN SALE

2014 DEL-MAR-VA POPCORN TIMELINE

Event	Date	Time
Show and Sell orders Due	Wednesday, August 20, 2014	12:00 PM
Show-n-Sell \$10,000 Deliveries	Friday, September 5, 2014	
Show-n-Sell distribution	Saturday, September 06, 2014	8:00 AM
Fill-it-up Drawing- Backpack drawing	Monday, September 15, 2014	
Fill-it-up Drawing- Kindle Fire	Monday, September 29, 2015	
Show-n-Sell Payments Due	Friday October 3, 2014	
Fill-it-up Drawing- 32" TV	Tuesday, October 14, 2014	
Fill-it-up Drawing- X-box 360	Monday October 27, 2014	
Take orders & Prize orders due	Sunday, October 26, 2014	12:00 PM
Take order \$10,000 Deliveries	Friday, November 07, 2014	
Take order distribution- Final payments due	Saturday, November 08, 2014	8:00 AM
Deadline to pick up \$600 Club prize	Saturday, December 06, 2014	5:00 PM
Commission Checks Distributed	Week of December 1st	



Leader's Guide

2014 POPCORN SALE

WAWA

For Show and Sell sales, Wawa stores across the Delmarva Council have authorized a two day window to schedule these sales. The dates are Saturday and Sunday, September 13th and 14th from 10AM until 2PM. You can sign up for a sales shift at your district's August roundtable.

Below is a list of approved locations:

Address	City	State	Zip	Phone	County
1657 Elkton Road	Elkton	MD	21921	(410) 996-8621	Cecil
668-682 S. Salisbury Blvd.	Salisbury	MD	21801	(410) 677-0384	Wicomico
12502 Ocean Gateway	West Ocean City	MD	21842	(410) 213-1632	Worcester
2740 North Salisbury Blvd	Salisbury	MD	21801	(410) 548-7946	Wicomico
601 Sunburst Highway	Cambridge	MD	21613	(410) 901-9794	Dorchester
12001 Coastal Highway	W. Ocean City	MD	21842	(410) 524-6730	Worcester
2031 Pulaski Highway	North East	MD	21901	(410) 287-3432	Cecil
8118 Ocean Gateway	Easton	MD	21601	(410) 819-3830	Talbot
Phila. Pike & Parkway Ave	Wilmington	DE	19809	(302) 762-9840	New Castle
2300 Carpenter Road	Wilmington	DE	19810	(302) 475-9913	New Castle
Sanders & 915 New Roads	Wilmington	DE	19805	(302) 995-6641	New Castle
400 A Wilson Road	Brandywine	DE	19803	(302) 652-2373	New Castle
Ridge & Naamans Road	Claymont	DE	19703	(302) 798-9899	New Castle
4601 Ogletown Stanton Road	Newark	DE	19713	(302) 368-4985	New Castle
274 East Chestnut Hill Road	Newark	DE	19713	(302) 453-9195	New Castle
1100 Pulaski Highway	Bear	DE	19701	(302) 834-0249	New Castle
531 East Basin Road	New Castle	DE	19720	(302) 328-1817	New Castle
Tallyho Shopping Center, Route	Wilmington	DE	19803	(302) 478-8237	New Castle
Salem Church & S. Chapman Rd,	Newark	DE	19713	(302) 738-6070	New Castle
4555 New Linden Hill Road	Wilmington	DE	19808	(302) 368-8561	New Castle
102 E. Dupont Highway	Millsboro	DE	19966	(302) 934-1844	Sussex
4000 N Dupont Highway	New Castle	DE	19720	(302) 661-2600	New Castle
183 Airport Road	New Castle	DE	19720	(302) 323-9822	New Castle
Millcreek Shopping Center Rt.	Hockessin	DE	19707	(302) 234-1443	New Castle
1693 Pulaski Highway	Newark	DE	19702	(302) 838-8050	New Castle
2754 Pulaski Highway	Newark	DE	19702	(302) 838-8500	New Castle
1515 N. Du Pont Highway	New Castle	DE	19720	(302) 324-0429	New Castle
2621 Philadelphia Pike	Claymont	DE	19703	(302) 798-2411	New Castle
38711 Sussex Highway	Delmar	DE	19963	(302) 846-3272	Sussex
1400 Beaver Brook Plaza	New Castle	DE	19720	(302) 328-7459	New Castle
2030 Limestone Road	Wilmington	DE	19808	(302) 633-4617	New Castle
601 Ogletown Rd.	Newark	DE	19711	(302) 737-8037	New Castle
1750 Capitol Trail	Newark	DE	19711	(302) 737-8138	New Castle
4030 Concord Pike	Talleyville	DE	19803	(302) 477-1433	New Castle
7 E. Commons Blvd.	New Castle	DE	19720	(302) 328-1872	New Castle



Leader's Guide

2014 POPCORN SALE

District Depots

District Depots will be a location accessible to units to pick up their popcorn.

Cecil District

Tiffin Mats

Choptank District

Warren's Woodwork

Iron Hill District

Emory Airport

Powder Mill District

Emory Airport

Sussex District

Trinity Transport

Two Bays District

Albert Lambertson Inc.

Tri-County District

Holt Distribution Goods

Virginia District

Onancock Building Supply

\$10,000 Units

As a reward for the awesome investment they make into selling popcorn, any unit which places a \$10,000 order for Show and Sell and/or Take Order; that popcorn will be delivered to the unit at a location of their choosing. Please contact your District Executive to confirm your delivery location.



Leader's Guide

2014 POPCORN SALE

Roles and Responsibilities

District Popcorn Kernel

The District Popcorn Kernel is responsible for encouraging unit participation, training and communicating with Unit Kernels to run successful sales utilizing the Show and Sell, Show and Deliver, Take Order, and Online Popcorn sale campaigns.

District Executive

The District Executive is responsible for recruiting and inspiring the District Popcorn Kernel and team members for their District along with the assistance of the District Chair and District Finance Chair. The Executive will also be responsible for assisting with recruiting and helping facilitate training of Unit Kernels. The Executive will be the Popcorn Chair's resource for strategies to engage units in the sale and helping their sales to be successful.

Unit Kernels

Unit Kernels are the folks that make the campaign come to life. Their leadership will energize and focus the unit to engage in a successful campaign to assist in financially funding their unit's Year of Program. They are responsible for motivating Scouts in their units to sell and responsible for coordinating with the District Kernel. Unit Kernels are responsible for ordering product online through the Trail's End website. They are also responsible for ordering unit prizes via the Trail's End website.

2014 Council and District Leadership

Council Staff Advisors

Justin Thomas
Director of Field Service
(302) 622-3300 x118
(302) 531-5642 - mobile
jthomas@delmarvacouncil.org

Meg Finney
Finance Specialist
(302) 622-3300 x113
mfinney@delmarvacouncil.org



Leader's Guide

2014 POPCORN SALE

Cecil District

Carol McArthur
District Kernel
(573) 337-1883- mobile
csmcarthur@verizon.net

Nick Henry
District Executive
302-622-3300 x117
(302) 530-8276 - mobile
nhenry@delmarvacouncil.org

Choptank District

Sandy Blades
District Kernel
(410) 253-1629
bbc@goeaston.net

Frankie Sears
District Executive
(302) 622-3300 x205
(443) 523-4382 - mobile
fs Sears@delmarvacouncil.org

Iron Hill District

To be recruited.
Please contact your
District Executive, if
interested.

Matt Keck
District Executive
(302) 622-3300 x123
(302) 593-6848 - mobile
mkeck@delmarvacouncil.org

Powder Mill District

Theresa Barbato
District Kernel
(302) 283-1472 - mobile
tebarbato@gmail.com

Craig Sims
Senior District Executive
(302) 622-3300 x114
(302) 353-0052 – mobile
csims@delmarvacouncil.org

Sussex District

Deanna Collins
District Kernel
(410) 251-2404 - mobile
deanna.collins@merck.com

Travis Johnson
District Executive
302-622-3300 x202
(302) 531-6845 – mobile
tjohnson@dmvc.org



Leader's Guide

2014 POPCORN SALE

Tri-County District

To be recruited.
Please contact your
District Executive, if
interested.

Louis McCoy
District Executive
(302) 622-3300 x206
(443) 523-6845 - mobile
lmccoy@delmarvacouncil.org

Two Bays District

To be recruited.
Please contact your
District Executive, if
interested.

Mike Link
District Executive
(302) 622-3300 x126
(302) 531-5628 - mobile
[mlink@delmarvacouncil.org](mailto:mmlink@delmarvacouncil.org)

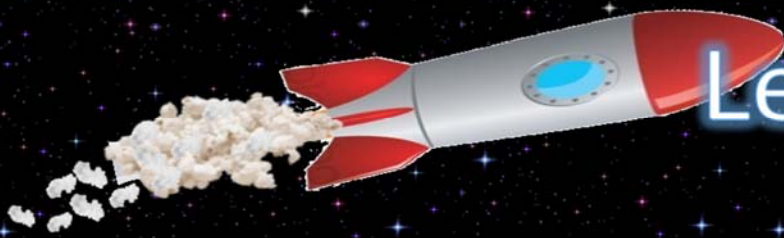
Virginia District

Allen Andreach
District Kernel
(732) 947-8521
allenandreach@yahoo.com

Tom Sturtevant
District Executive
(302) 622-3300 x 208
(443) 523-5420 - mobile
tsturtevant@delmarvacouncil.org

District Goals

District Name	2014 Goals
Cecil	\$55,000
Choptank	\$75,000
Outreach	\$5,000
Iron Hill	\$240,000
Powder Mill	\$190,000
Sussex	\$150,000
Tri-County	\$135,000
Two Bays	\$140,000
Virginia	\$40,000
Total Goal	\$1,030,000



Leader's Guide

2014 POPCORN SALE

Introducing our newly enhanced products!



Del-Mar-Va Council Product Enhancements



"New" Chocolatey
Caramel Crunch
with Dark Chocolate



"New" Premium
Caramel Corn with
Almonds, Pecans,
and Cashew



White Cheddar Cheese
now available for
purchase as a
single item



"New" Jalapeno
Cheddar Cheese



Buffalo Cheddar
Cheese now in a
collectable
Scouting tin

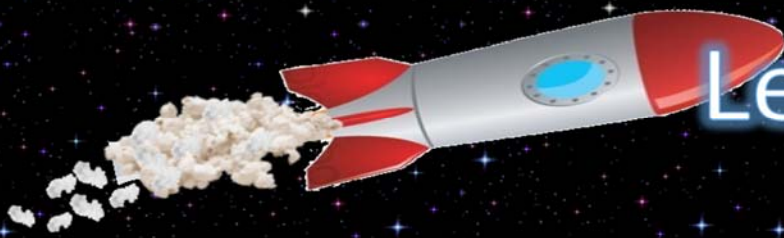


Cheese Lovers Collection now with
Buffalo Cheddar Cheese
along with the
White and Golden Cheddar Cheese



Sweet & Savory Collection
now with
White Cheddar Cheese
along with the
Dark & White Chocolatey
Drizzle and Kettle Corn

All Trail's End products have **zero grams** of trans fat



Leader's Guide

2014 POPCORN SALE

Order Quantities

The following are number of items in a case to assist you with your ordering:

<u>Product Type</u>	<u>Items per Case</u>
Chocolate Lovers Tin	1 Tin
Sweet and Savory Collection	1 Box
Cheese Lovers	1 Box
White Chocolatey Pretzels	12 Bags
Kettle Corn	6 Boxes
Unbelievable Butter	6 Boxes
Butter Light	6 Boxes
Buffalo Cheddar Tin	6 Tins
Premium Caramel Corn w/ Almonds, Pecans & Cashews	12 Bags
Dark & White Chocolatey Drizzle	12 Bags
White Cheddar Cheese Corn	6 Bags
Caramel Corn	12 Bags
Jalapeno Cheddar	6 Bags
Chocolatey Caramel Crunch	12 Bags
Popping Corn	12 Bags

Replenishment Orders

Each week, units will have the opportunity to place small orders through Council to replenish product. All requests made by midnight Monday will be delivered that Thursday by the District Executive. Please see our [Del-Mar-Va Popcorn page](#) for updated quantities and to access the request form.



Leader's Guide

2014 POPCORN SALE

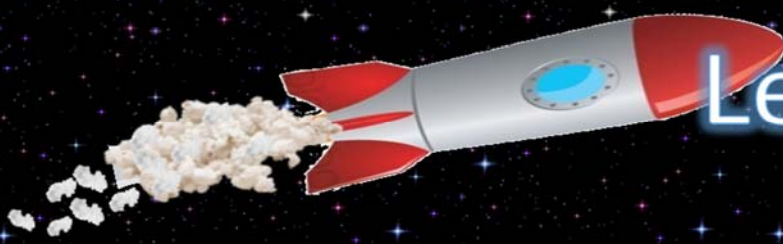


APPENDIX I

2014 Popcorn Campaign

District Popcorn Kernel Job Description

1. Work with your District Executive and finance chair to achieve goal.
2. Promote the Popcorn program for all units within your district to build awareness of the campaign.
3. Coordinate Show and Sell locations and units selling to ensure that all units have an opportunity to sell product at high traffic location.
4. Work with neighboring District Popcorn Kernels to ensure that any units looking to sell outside of their district are accommodated in a harmonious manner without interfering with pre-established sales.
5. Recruit units to sell Popcorn in the 2014 Campaign.
6. Recruit Popcorn Team Members (Depot and other).
7. Work with your District Executive to identify which units may need follow up to ensure that the unit understands the benefits of selling popcorn.
8. Ensure that Popcorn is properly distributed to units and logged with receipts for Show and Sell orders and Take orders at established Depot days.
9. Participate in a Popcorn wrap up meeting at the conclusion of the sale.



Leader's Guide

2014 POPCORN SALE



APPENDIX II

2014 Popcorn Campaign

District Popcorn Depot Chair Job Description

1. Work with your District Executive and District Popcorn Chair to develop and agree upon the best location to operate a Popcorn Depot.
2. Promote the Popcorn program for units within your district to build awareness of the campaign.
3. Assist with identifying which units may need a follow up presentation to ensure that the unit understands the benefits of selling popcorn.
4. Be present to receive popcorn deliveries on September 5th and 6th, as well as November 7th and 8th.
5. Sort and prepare the \$10,000 deliveries for delivery on September 5th and November 7th.
6. Ensure that Popcorn is properly distributed to units and logged with receipts for Show and Sell orders and Take orders at established Depot days.
7. Attend the Popcorn wrap up meeting at the conclusion of the sale.



Leader's Guide

2014 POPCORN SALE



APPENDIX III

2014 Popcorn Campaign

Unit Popcorn Kernel Job Description

1. Attend the district campaign training.
2. Motivate additional leaders to attend the district training with you.
3. Work with your unit Committee to develop a popcorn goal.
4. Promote the Popcorn program to energize Scouts within your units and to build awareness of the campaign.
5. Order your units popcorn August 20th and October 29th.
6. Collect monies and ensure that your unit Show and Sell bill is paid by October 3rd, and that your final payment is made no later than November 8th.
7. Coordinate pickup of popcorn product on September 6th and November 8th from your District Depot.
8. If your unit is a \$10,000 unit coordinate delivery or deliveries with your District Executives to deliver on September 5th and November 7th.
9. Ensure that Popcorn is properly distributed to Scouts.
10. Order prizes and ensure that they are distributed/presented to Scouts, in a timely manner.
11. Provide feedback to your District Popcorn Chair at the conclusion of the sale.



Leader's Guide

2014 POPCORN SALE



APPENDIX IV

2014 Popcorn Campaign

Placing Popcorn Orders

Ordering Product

Step 1: Login to the system at: <http://scouting.trails-end.com>

Popcorn System Login Page

Trail's End

Username:

Password:

[Forgot Password?](#)

Did you forget your password? If you have previously verified your email address we can email your password to you. Just follow the instructions on the [Retrieve Password](#) page to have your password emailed to the latest address in our system.

This is the Council and Leader Login page.
[Scouts Click Here to enter your Talk Order Forms.](#)

Site minimally requires Netscape 6.2 or Internet Explorer 6.0

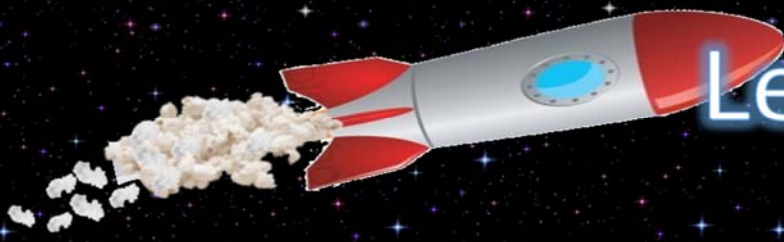
[Complete Instructions](#) | [Simple Instructions](#)

1. You are able to login using the Username and Password available through your Council or District.
2. Upon logging in you will be required to change your Username and Password to your email address. You must be able to send and receive messages from this account.
3. A [confirmation code](#) will be sent to this email address for a one-time validation.
4. You will be responsible for your own account, so it is important that only you use your email address.

For those Councils using the Trail's End System, you will be required to have at least one contact with a valid email address. You must contact your sales manager for a login in order to use the system.

The Council maintains control of the their organization's use of Popcorn Sales System, granting access to Districts, Units, and Sub-Units. If you are having difficulty accessing the system, please contact [your local council](#).

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Leader's Guide

2014 POPCORN SALE

Step 2: Click on the Orders tab at the top of the page.

You are editing for **Fall 2014**. To change sales cycles: Fall 2014 Change Sales Cycles

Listed below are ordering tools for which you have access in the system. Use the links below or the drop down menu for "Orders" to access these features.

Review Unit Popcorn Orders

- [Unit Orders for Order 09/03/2014](#) Review and approve Unit orders in your District by Order Type. Approval allows you to verify every order unit by unit, and keep track of units that need to be verified. You can also make adjustments to unit totals here, if they return product or get additional product. Your Council must order popcorn from Trail's End.
- [Unit Orders for Order 11/05/2014](#)

Review/Submit Unit Prize Orders

- [Unit Prize Order](#) Approve prize orders for your district. Your council must submit the approved orders to Trail's End.

Consolidated Unit Popcorn Order

- [All Unit Orders and Adjustments](#) From a single screen, review and manage all of your Units' popcorn orders and generate Unit Invoices.

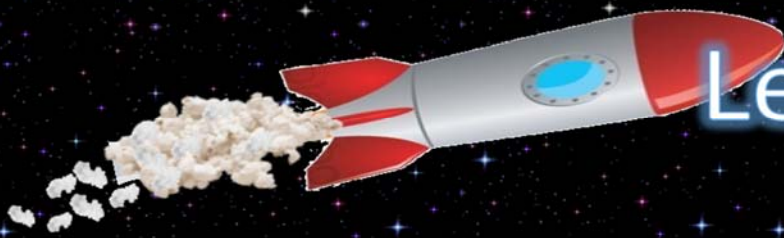
Sales History

- [Review Past Sales](#) Review and manage your Units' past popcorn orders.

These tools will allow you to review and approve orders for prizes and popcorn starting at the Unit level. Each popcorn ordering link is specific to a particular order type for your Council.

Step 3: Enter your desired number of cases for each product.

Cs:Cont Ratio	Product	Enter Only Positive values	
		Enter Unit Order	Actual Order to Council
1:1	Choc Lover's Collection - Tin	Cases	Cases
1:1	Sweet & Savory Collection	Cases	Cases
1:1	Cheese Lover's Collection	Cases	Cases
1:12	Choc Caramel Crunch Bag	Cases	Cases
1:12	White Choc Pretzels - Bag	Cases	Cases
1:12	Caramel Corn w/ ACP Bag	Cases	Cases
1:12	Dark & White Choc Drizzle	Cases	Cases
1:6	18 Pack Kettle Corn	Cases	Cases
1:6	18 Pack Unbelievable Butter	Cases	Cases
1:6	18 Pack Butter Light	Cases	Cases
1:6	Buffalo Cheddar Tin	Cases	Cases
1:6	Jalapeno Cheddar Cheese	Cases	Cases



Leader's Guide

2014 POPCORN SALE

Step 4: Click "Submit to Council" to finalize your order. If there are any questions your District Executive or District Kernel will contact you.

1:12	White Choc Pretzels - Bag	Cases	=	Cases	0
1:12	Caramel Corn w/ ACP Bag	Cases	=	Cases	0
1:12	Dark & White Choc Drizzle	Cases	=	Cases	0
1:6	18 Pack Kettle Corn	Cases	=	Cases	0
1:6	18 Pack Unbelievable Butter	Cases	=	Cases	0
1:6	18 Pack Butter Light	Cases	=	Cases	0
1:6	Buffalo Cheddar Tin	Cases	=	Cases	0
1:6	Jalapeno Cheddar Cheese	Cases	=	Cases	0
1:6	White Cheddar Cheese	Cases	=	Cases	0
1:12	Caramel Corn Bag	Cases	=	Cases	0
1:12	Popping Corn	Cases	=	Cases	0
Totals:				Cases	0

[View Order Adjustment Details](#)

[Print Unit Invoice](#)

[Submit to Council](#) [Recalculate Totals](#)

First Date for Unit Order: 8/12/2014
Last Date for Unit Order: 8/26/2014

[Return to Unit Popcorn Orders List](#)



Leader's Guide

2014 POPCORN SALE


Trail's End Popcorn Ordering System

To increase or place the order for quantities of an item

1. Locate the line for the item to be ordered.
2. In the Cases box, type the number of cases, and in the Containers box, the number of containers you want to add to the order. *Ability to choose container quantities is a Council setup decision.*
3. Repeat this process for each item to be ordered.

As soon as a different line is clicked, the New Revised Unit Order column shows the new order quantities for the item you changed.

To decrease the order quantities of an item

1. Locate the line for the item.
2. In the Cases box, type a hyphen (-) and then type the number of cases you want to subtract from the order.
3. In the Cont box, type a hyphen (-) and then type the number of containers you want to subtract from the order.
4. Click in a different line of the order.
5. As soon as you click in a different line, the New Revised Unit Order column shows the new order quantities for the item you changed.
6. Click .

To view details of adjustments previously made, click [View Order Adjustment Details](#) at the far right side of the Order page.

Adjustments can be made to Unit orders by Unit Leaders until the Council places all Unit orders with Trail's End. Order adjustments may require Council re-approval and the system may display a message stating the order will become unapproved as changes are saved. The system will show the Council any unapproved Unit orders before their final order is placed.



Leader's Guide

2014 POPCORN SALE

APPENDIX V

2014 Popcorn Campaign

On-line Sales

Leader's On-lines Sales Guide



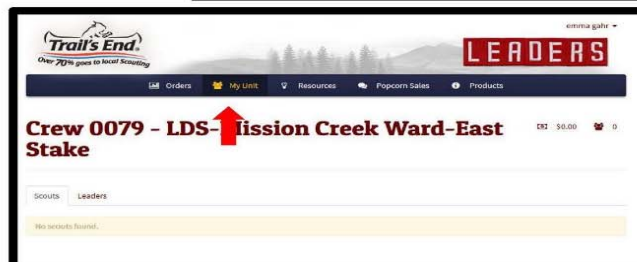
Online selling is easy!

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



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

3. View all Scouts and Leaders that have signed up under your unit by visiting the **My Unit** page





Leader's Guide

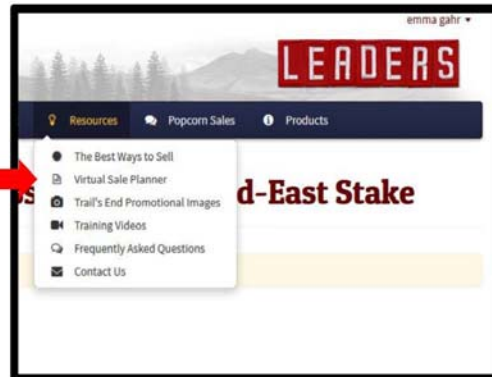
2014 POPCORN SALE



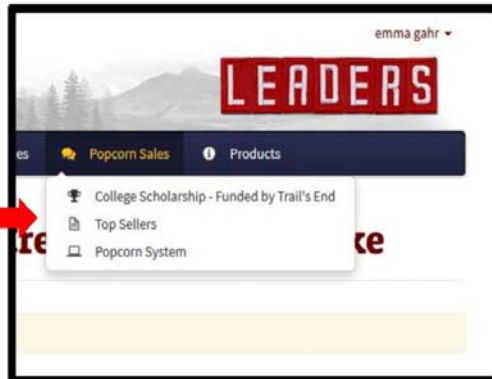
4. View your Scouts' orders by going to the **Orders** page



5. Watch videos and download images by going to the **Resources** page



6. Get scholarship information, and link to the popcorn system by going to the **Popcorn Sales** page





Leader's Guide

2014 POPCORN SALE

Scout's On-line Sales Guide



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**

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



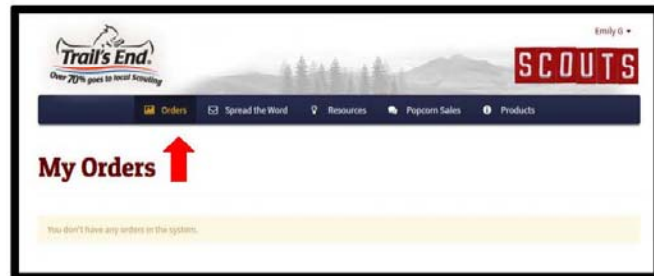


Leader's Guide

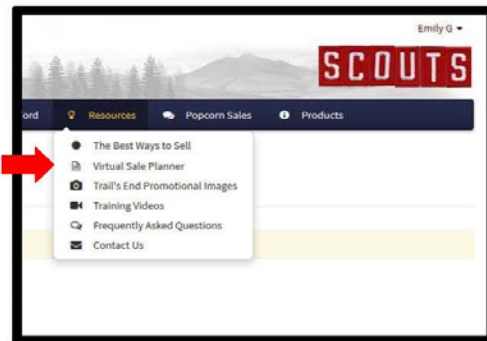
2014 POPCORN SALE



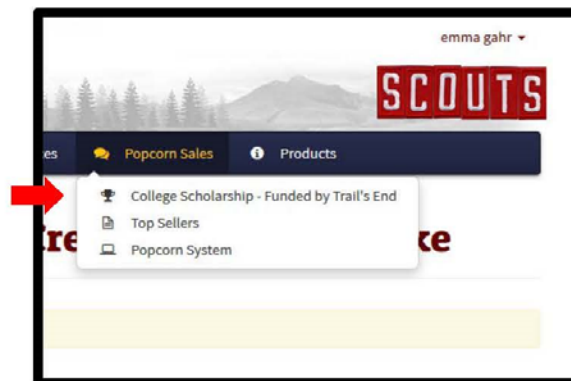
4. Go to the **Orders** page to view your orders



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





Leader's Guide

2014 POPCORN SALE



APPENDIX VI

2014 Popcorn Campaign

Popcorn Sale Safety Tips

- ✓ Never sell alone. Always sell with an adult and/or with a group.
- ✓ Never enter anyone's home.
- ✓ Do not sell after dark.
- ✓ Always stay on the sidewalks and driveways.
- ✓ Never carry large amounts of cash.



Leader's Guide

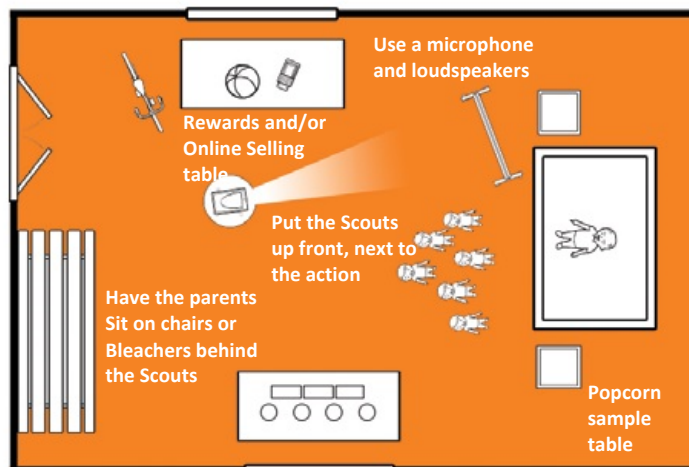
2014 POPCORN SALE

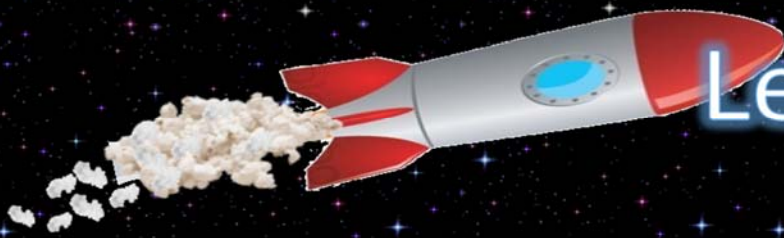
APPENDIX VII

2014 Popcorn Campaign Unit Kickoff

Kickoff Agenda (40 minutes)

- **Grand Opening** (5 minutes)
 - Get ideas from the online video training at leaders.trails-end.com
 - Play music, dim the lights and have fun!
- **Explain the Scouting program and the key dates** (10 minutes)
 - Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.
 - Highlight key dates important to the popcorn sale.
- **Train your Scouts** (10 minutes)
 - Show Scout training videos on leaders.trails-end.com at your kickoff.
 - Explain the different ways Scouts can sell: face-to-face and online.
- **Showcase your Scout Rewards** (10 minutes)
 - Introduce your unit incentive program
 - Showcase the fill it up prize drawing, \$600 club and the 14 prize levels.
- **Big Finish** (5 minutes)
 - Have top sellers from last year engage in a special activity. Throw pies at unit leader, or recognize with a special gift.
 - Send everyone home motivated to sell.





Leader's Guide

2014 POPCORN SALE

APPENDIX VIII

2014 Popcorn Campaign

Take Order & Prize Form

Trail's End Popcorn For Our Troops

Check the \$89 pack Personal level or the \$20 Silver Donation level to send popcorn treats to our military veterans' organizations.

NAME: _____

STATION: _____

PACK: _____

DELIVERY DATE: _____

MAKE CHECKS PAYABLE TO: _____ Please direct your popcorn payment to your Pack or Troop. ©2014 Trail's End. All rights reserved.

Trail's End logo and other branding elements are present on the form.



JOIN THE \$600 CLUB

Sell \$600 or more and get the SkyLights Rocket Set!



FILL IT UP PRIZE DRAWINGS

Fill up your sales form by selling to 30 different customers and be eligible for drawings of additional prizes shown below. The drawings will be held on September 15th, September 29th, October 14th and October 27th.

Prizes include an internal frame backpack, Kindle Fire HDX, 32 inch flat screen TV, and a X-Box 360 with Kinect.



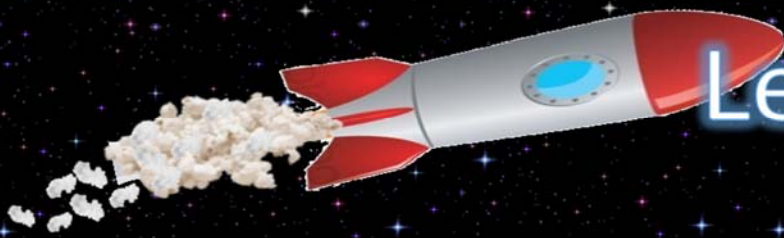
www.delmarvacouncil.org

Sell online at sell.trails-end.com

- 1 Sign in or create your account
- 2 Send emails to your customers
- 3 View your online sales

Online sales count toward your Scout Rewards!





Leader's Guide

2014 POPCORN SALE



www.trails-end.com

POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

\$50 Gold Donation
Over \$35.00 to local Scouting

\$30 Silver Donation
Over \$21.00 to local Scouting

Your purchase makes a difference.

70% of your purchase goes back to local Scouting to fund programs and camping activities for Scouts in your community.

Over 70%
goes to local SCOUTING



<p>NEW</p> <p>Chocolatey Caramel Crunch 18 oz.</p> <p>Sweet crunchy caramel corn in a creamy chocolatey coating.</p> <p>\$25 Over \$16.00 to local Scouting</p>	<p>White Chocolatey Pretzels 20 oz.</p> <p>The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness.</p> <p>\$25 Over \$18.00 to local Scouting</p>	<p>Premium Caramel Corn with Almonds, Cashews & Pecans 18 oz.</p> <p>A delectable gourmet caramel treat loaded with almonds, cashews and pecans.</p> <p>\$20 Over \$14.00 to local Scouting</p>	<p>Dark & White Chocolatey Drizzle 9 oz.</p> <p>Sweet and salty Kettle Corn with a decadent dark and white chocolatey drizzle.</p> <p>\$20 Over \$14.00 to local Scouting</p>	<p>COLLECTION</p> <p>Chocolate Lover's</p> <ul style="list-style-type: none"> White Chocolatey Pretzels 17oz. Milk Chocolatey Pretzels 17oz. White Chocolatey Caramel Crunch™ 14oz. Chocolatey Caramel Crunch™ 14oz. <p>Over \$25.00 to local Scouting</p> <p>\$50 Comes in a gift tin</p>
<p>Kettle Corn Microwave 18-Pack</p> <p>Our deliciously sweet and salty Kettle Corn is better than ever!</p> <p>\$20 Over \$13.00 to local Scouting</p>	<p>Unbelievable Butter™ Microwave 18-Pack</p> <p>A customer favorite with more buttery flavor than ever before.</p> <p>\$20 Over \$14.00 to local Scouting</p>	<p>Butter Light Microwave 18-Pack</p> <p>Our lightest butter popcorns with new and improved flavor.</p> <p>\$20 Over \$14.00 to local Scouting</p>	<p>Buffalo Cheddar Cheese 5 oz.</p> <p>Spicy buffalo flavors unite with our traditional cheddar cheese popcorn to ignite your taste buds.</p> <p>\$20 Over \$11.00 to local Scouting</p>	<p>COLLECTION</p> <p>Sweet & Savory</p> <ul style="list-style-type: none"> Dark & White Chocolatey Drizzle 9oz. Kettle Corn 6oz. White Cheddar Cheese Corn 6oz. <p>Over \$27.00 to local Scouting</p> <p>\$40 Comes in a gift box</p>
<p>Jalapeño Cheddar Cheese 6 oz.</p> <p>Crispy cheese popcorn with a spicy punch of jalapeño.</p> <p>\$15 Over \$11.00 to local Scouting</p>	<p>NEW</p> <p>White Cheddar Cheese Corn 6 oz.</p> <p>The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.</p> <p>\$15 Over \$11.00 to local Scouting</p>	<p>Classic Caramel Corn 11 oz.</p> <p>A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.</p> <p>\$10 Over \$7.00 to local Scouting</p>	<p>Popping Corn 30 oz.</p> <p>Trail's End's plain kernels for those who like to make popcorn from scratch.</p> <p>\$10 Over \$7.00 to local Scouting</p>	<p>COLLECTION</p> <p>Cheese Lover's</p> <ul style="list-style-type: none"> White Cheddar Cheese Corn 6oz. Cheddar Cheese Corn 6oz. Buffalo Cheddar Cheese Corn 6oz. <p>Over \$20.00 to local Scouting</p> <p>\$30 Comes in a gift box</p>

My name is _____.

I am raising funds to _____.

My sales goal is \$ _____.

Support Scouting Anytime at
trails-end.com

*Across the entire Trail's End® product line, an average of 70% goes to local Scouting. All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. ©2014 Trail's End®. All rights reserved.



Leader's Guide

2014 POPCORN SALE

WINGS OF Exploration

KELLER MARKETING
888-351-8000

LEVEL 8 - SELL \$775

- 23 - HEXBUG Battle Stadium
- 24 - LEGO Creator Highway Speedster
- 25 - RC Tank
- 26 - SURPRISE Grab Bag G



LEVEL 7 - SELL \$550

- 19 - Lego City Fire Truck
- 20 - Outdoor Adventure Set
- 21 - Lantern w/ 360° Rotation
- 22 - SURPRISE Grab Bag F



LEVEL 6 - SELL \$375

- 15 - Telescopic Fishing Rod & Reel
- 16 - HEXBUG Aquabot in a Bowl
- 17 - Large Brass & Rosewood Handle Knife w/ Case & BSA® Branding
- 18 - SURPRISE Grab Bag E



LEVEL 5 - SELL \$250

- 11 - Light Up Football
- 12 - Rosewood Handle Knife w/ Clip & BSA® Branding
- 13 - Belt Clip Watch w/ Carabineer, Magnifier & Compass
- 14 - SURPRISE Grab Bag D



LEVEL 4 - SELL \$175

- 7 - Fire Starter, Steel & Compass
- 8 - Small Rosewood Knife w/ BSA® Branding
- 9 - Lensatic Compass with Case
- 10 - SURPRISE Grab Bag C



LEVEL 3 - SELL \$90

- 4 - Flashlight/Key Ring/Compass/Whistle
- 5 - 4 x 30 Binoculars
- 6 - Sport Surge Backpack



LEVEL 2 - SELL \$60

- 1 - Survival Rope Bracelet with Compass
- 2 - Light Up Wrist Band
- 3 - Compass w/ BSA® Branding



LEVEL 1 - SELL ANY ITEM

- 0 - 2014 Popcorn Sale Patch
- 0.1 - 2014 Popcorn Sale Pin



Descriptions of Prizes Available at www.boyscouts-gcc.com





Leader's Guide

2014 POPCORN SALE

LEVEL 14 - SELL \$4,000

- 47 - LEGO Mindstorms
- 48 - Lionel Santa Fe LionChief Scout Freight Set
- 49 - 10" Tablet
- 50 - \$200 Walmart Gift Card



LEVEL 13 - SELL \$3,500

- 43 - LEGO City High Speed Passenger Train
- 44 - Carrera Rolling Thunder Race Track
- 45 - Bresser Dione 60mm Telescope
- 46 - \$160 Walmart Gift Card



LEVEL 12 - SELL \$2,750

- 39 - Eureka Tetragon 3 Tent
- 40 - 7" Tablet - 8GB
- 41 - LEGO Star Wars Imperial Star Destroyer
- 42 - \$125 Walmart Gift Card



LEVEL 11 - SELL \$2,000

- 35 - LEGO CHIMA Maula's Ice Mammoth Stomper
- 36 - Abu Garcia Silver Max Reel & 6" Rod Combo Set
- 37 - Carrera R/C Helicopter - Green Vecto
- 38 - \$100 Walmart Gift Card



LEVEL 10 - SELL \$1,500

- 31 - Camp Stove (Fuel/Regulator not Included)
- 32 - Carrera Fire Racer R/C Car
- 33 - LEGO STAR WARS MOS Eisleys Cantina
- 34 - \$60 Walmart Gift Card



LEVEL 9 - SELL \$1,000

- 27 - Walkie Talkie Set
- 28 - LEGO Galaxy Vermin Vaporizer
- 29 - HEXBUG Nano V2 Bridge Battle
- 30 - \$40 Walmart Gift Card



Descriptions of Prizes Available at www.boyscouts-gcc.com



DEL-MAR-VA COUNCIL

Council ID: 81DMV

www.delmarvacouncil.org

HOW TO SELECT YOUR PRIZES

- Sell any item and receive the Popcorn Sale Patch or Pin.
- Sell \$60 or more and receive a Popcorn Sale Patch or Pin AND any Level 2 Prize.
- Sell \$90 or more and receive a Popcorn Sale Patch or Pin AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

Example: Sales of \$550 choose one prize from Level 7 ...OR... TWO prizes from Level 5 ...OR... ONE prize from Level 5, ONE prize from Level 4, and ONE prize from Level 3; etc.

GCC/Keller Marketing Contact Information

Phone: 888-351-8000

Fax: 800-773-5000

Email: BSACustomerservice@gcc-usa.com



Grab Bags - Be surprised - Each Grab Bag will contain 50% more value than the other prizes within that level. Grab Bags within each shipment to each Unit will be identical.



\$600 Club

Sell \$600 and receive a Skylights Rocket Set. Comes complete with flexible launcher hose, 2 light-up night rockets and 3 daytime rockets.



Leader's Guide

2014 POPCORN SALE



APPENDIX IX

2014 Popcorn Campaign Military Receipts

Thank You for supporting our Troops and our local Scouts in the Del-Mar-Va Council!

Because of your generous donation, popcorn will be sent to the
Military men and women serving our country.

Name: _____



Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Boy Scouts of America
Del-Mar-Va Council
www.dmvc.org

\$30 Donations are
 \$50 tax deductible.

The Del-Mar-Va Council, BSA is a 501(c)(3) nonprofit corporation, donations to which are tax deductible to the fullest extent of the law.
100 W. 10th Street, Suite 915 Wilmington, DE 19801 (302) 622-3300

Thank You for supporting our Troops and our local Scouts in the Del-Mar-Va Council!

Because of your generous donation, popcorn will be sent to the
Military men and women serving our country.

Name: _____



Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Boy Scouts of America
Del-Mar-Va Council
www.dmvc.org

\$30 Donations are
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Name: _____



Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Boy Scouts of America
Del-Mar-Va Council
www.dmvc.org

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100 W. 10th Street, Suite 915 Wilmington, DE 19801 (302) 622-3300



Leader's Guide

2014 POPCORN SALE



APPENDIX X

2014 Popcorn Campaign

Additional Resources

Del-Mar-Va Council Popcorn Page: www.dmvc.org/popcorn

Trail's End Popcorn System: <http://scouting.trails-end.com>

- Product and Prize Orders

Trail's End On-line Sales Site: <http://www.trails-end.com/>

- On-line sales tracking
- Additional sale resources including unit kickoff template, Trail's End sales videos, additional product information and promotional images

Trail's End Support Contact: support@trails-end.com

