



**2018  
Del-Mar-Va Council  
Popcorn Leaders  
Guide**

Your Guide to a Successful Popcorn Sale

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## Campaign Overview

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 support Council activities, trainings, and programs. Over 70% of the total sale supports Scouting across the Delmarva peninsula. The aim is to help Scouts have a quality Scouting experience while removing the financial burden on families. Below are descriptions of different methods that highly effective units use to be successful in their sale:

1. Show n' Sell – Scouts sell popcorn in high traffic locations.
2. Show and Deliver – Encourages units to sell by going door to door and asking residents to purchase popcorn and immediately fulfilling their order. Many Scouts that do this type of sale use a wagon full of popcorn to assist with their salesmanship.
3. Take Orders – Scouts sell popcorn from an order form and fulfill their order at a later date.
4. Online Orders – Scouts sell outside of their immediate area by emailing individuals who can purchase online and product is shipped directly to them.

## How Your Scouts Benefit from 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, sales and fiscal responsibility.

## Contact Your District Staff:

- Wilmington, DE (Powder Mill District): George Williams, 302-678-1400, ext. 116
- Cecil, Maryland (Cecil District): Mark Clausing, 302-678-1400, ext. 117
- New Castle County, DE (Iron Hill District): Nick Henry or Chase Barnes, 302-678-1400, ext. 114 or 107
- Kent County MD/DE (Two Bays District): Daniel Davis or Shannon Sampere, 302-678-1400, ext. 126 or 132
- Sussex County DE (Sussex District): Leanne Vasold, 302-678-1400, ext. 202
- Midshore of Maryland (Choptank District): Hunter Layne, 302-678-1400, ext. 205
- Lower Shore of Maryland (Tri-County District): Kim Parsons, 302-678-1400, ext. 206
- Virginia (Virginia District): Paul Odom, 302-678-1400, ext. 208



**JASON K.**  
TIGER SCOUT | PACK 50

"I decided to sell Trail's End Popcorn to help raise donations for my Pack and to help support other boys like me in Scouting. I was able to sell so much popcorn by asking friends and family if they would help support Scouting. My best success came from my online sales and the help of a YouTube video of my fundraising pitch. I then worked with my dad to send emails, texts, posts on Facebook and made some phone calls. I had lots of fun selling popcorn and look forward to doing it again this year!"

## **2018 Popcorn Unit Commission Structure**

We have updated the Commission Structure to leave even more of the funds in the hands of your Pack, Troop or Crew for those who reach the “Above & Beyond” level! All other levels remain the same as 2017.

### **“Starter” Sellers**

Receive 35% Commission on all show n’ sell/take-order sales and 50% online

#### **Criteria**

1. Place your orders, including prize orders, by the deadlines
2. Complete all payments on time

#### **Example**

- If 2018 Sales = \$10,000 and the above steps are completed, your Unit receives \$3,500 (assuming all sales were show n’ sell/take-order. Online sales remain 50% commission)

### **“Building the Adventure” Sellers**

Receive 40% Commission on all show n’ sell/take-order sales and 50% online

#### **Criteria**

- Complete “Starter” Seller criteria plus:
  1. Complete your Unit Commitment Worksheet or Online Commitment by June 16, 2018
  2. Attend a Council or District Kickoff by August 18, 2018
  3. Host a Unit Popcorn Kickoff by September 30, 2018
- Complete the above three **OR** grow your sale above 2017 total

#### **Example**

- If 2018 Sales = \$10,000 and the above steps are completed, your Unit receives \$4,000 for show n’ sell/take-order sales

### **“Above & Beyond” Sellers**

Receive 50% Commission on all show n’ sell/take-order sales above 2017 total, 40% on show n’ sell/take-order sales up to 2017 total, and 50% online

#### **Criteria**

- Complete “Starter” and “Building the Adventure” Seller criteria
- Grow your sale above 2017 total
- Have a dedicated Unit Kernel who is not also your Cubmaster, Scoutmaster, or Crew Advisor

#### **Example**

- If 2017 Sales = \$9,000 and 2018 Sales = \$10,000, your Unit receives 40% of the first \$9,000 (\$3,600) plus 50% on the \$1,000 in growth (\$500) for a total of \$4,100

## **2018 Popcorn Campaign Calendar**

### **Del-Mar-Va Popcorn “Launch Party”**

Saturday, June 16, 10am-12pm  
Akridge Scout Reservation, Dover DE

Sunday, June 24, 2:30pm-4:30pm  
Delmarva Shorebirds, Salisbury MD

### **District Kickoffs**

#### **Virginia:**

Thursday, August 9, 2018 7pm-8pm  
Market Street United Methodist Church  
Onancock, VA

#### **Cecil, New Castle & Wilmington:**

Saturday, August 4, 2018 10am-12pm  
Cornerstone United Methodist Church, Bear

#### **Kent County MD & DE:**

Saturday, August 11, 2018, 11am-1pm  
Akridge Scout Reservation

#### **Sussex:**

Saturday, August 11, 2018 9am-11am  
Grace United Methodist Church  
7 South King Street, Georgetown, DE

#### **Mid Shore of Maryland:**

Saturday, August 18, 11am-1pm  
Saint Marks United Methodist Church  
Easton, MD

### **Salisbury District Kickoff:**

Saturday, August 18, 10am-12pm  
Hampton Inn, Salisbury MD

### **Ordering, Distribution & Payment Dates**

Summer Sale Order Deadline:  
July 14, 2018

Summer Sale Distribution Dates:  
July 24, 2018

Order #1 Order Deadline:  
August 24, 2018

Order #1 Distribution Dates:  
September 6-7, 2018  
(exact distribution dates vary by District, check with  
your District Kernel or District Executive)

Order #2 Order Deadline:  
October 26, 2018

Order #2 Distribution Dates:  
November 8-9, 2018  
(exact distribution dates vary by District, check with  
your District Kernel or District Executive)

Popcorn Payment Dates:  
50% by October 12, 2018  
100% payment due by November 9, 2018

## **Wawa Show n’ Sell Partnership**

Wawa stores across the Del-Mar-Va Council have authorized a two day window for show and sell sales. The dates are Saturday and Sunday, September 15th and 16th from 10AM until 2PM. You can sign up for a sales shift at your District’s August Kickoff. Please note that Wawa authorizes sales at only certain locations and that list is not finalized until early August.



## Product Mix

\$50 – Chocolate Lovers Tin

\$30 – Cheese Lovers Collection Box

\$25 Products:

- Chocolate Caramel Crunch Tin
- White Chocolate Pretzel Bag
- Salted Caramel Corn Bag



\$20 Products:

- Caramel Corn with Nuts
- 18 Pack of Microwave Kettle Corn
- 18 Pack of Microwave Unbelievable Butter

\$15 Products:

- White Cheddar Cheese Bag



\$10 Products:

- Popping Corn
- Caramel Corn Bag

## \$10,000 Orders

As a reward for outstanding sales, if your Unit places a retail order of \$10,000 or more for either Order #1 or #2, your Unit will receive a \$200 Visa gift card to help offset transportation costs. Please contact your District Executive once your order has been placed and approved.

## Military Sales

The BSA will donate popcorn on behalf of your Unit to those serving in the military, both at home and overseas. We have donated through both the USO and Operation We Care to support our troops!

- Gold Level: \$50 Donation
- Silver Level: \$30 Donation

## Building Your Popcorn Team

- **Unit Kernels** energize and focus the Unit to build a successful campaign. They organize and host the Unit Popcorn Kickoff, track progress on [www.scouting.trails-end.com](http://www.scouting.trails-end.com), schedule “Show n’ Sell” sale locations, order product & prizes, and work with the District Kernel & District Executive.
- Most Kernels are more successful when they **build a team of volunteers to help** with parts of the sale. Roles could include:
  - Online Sales Coordinator
  - Unit Popcorn Storage Coordinator
  - Popcorn/Prize Ordering Coordinator
  - Show n’ Sell/Take-Order Sale Coordinators
- The **District Kernel** is responsible for coaching Units on how to build a successful sale, how to host a Unit Popcorn Kickoff, and assists in Show n’ Sell coordination between Units.
- The **District Executive** is responsible for recruiting great District Kernels, coordinating the sale with Units across the District, and helping your Unit get the support you need for a successful sale.

## How to Build a Successful Sale

**Imagine kicking off your Scouting year and not collecting any money from Scouting families!** Units can fund their entire Scouting year without any out-of-pocket expenses, with the help of popcorn fundraising.

Nine steps for a successful Popcorn Sale:

1. Establish an annual program plan and budget for your Unit.
2. Set a Unit popcorn goal that covers the entire cost of your year and break it down into a per-Scout goal.
3. Put together an exciting incentive program. For example, sell \$300 and get to throw a pie in your leader's face!
4. Conduct a FUN Unit Kick-off to communicate the goals to families and Scouts.
5. Set up enough "Show n' Sell" locations to help your Unit succeed.
6. Train your Scouts and parents with a solid and engaging sales script.
7. Track your sales by Scout and encourage fun and healthy competition amongst your Scouts.
8. Communicate your goals and progress with your Scouts and parents each week.
9. Keep it fun and exciting!

### Why Set a Goal?

Scouts who set goals *earn more than twice as much* as Scouts who don't! Goals keep your Scouts and families on track and help your Unit fund 100% of your year with popcorn.

## Getting More Popcorn & Popcorn Transfers

Contact your District Kernel or District Executive to request additional popcorn for your Show n' Sell sales or to request a Popcorn Transfer to another Scout Unit or to Council. Requests for additional popcorn can be fulfilled until November 10, 2018 (pending available inventory). Popcorn Transfers to another Unit will be facilitated until November 10, 2018. Popcorn Transfers to Council will be considered on a Unit-by-Unit basis until October 26, 2018, at which point these transfers will no longer be accepted.

## **2018 Popcorn Sale Unit Planning Worksheet**

*This worksheet was created to help your Unit organize a successful sale and put a plan in place early in the year to help you reach the goal your Unit has set for itself.*

### **Our Goal for 2018:**

Last Year Funds Raised through Popcorn: \$ \_\_\_\_\_

Our Unit Needs for Program Support Funds in 2018: \$ \_\_\_\_\_

Number of Scouts Selling: \_\_\_\_\_

Average Scout Sale: \$ \_\_\_\_\_

Total Unit Sales Potential: \$ \_\_\_\_\_ (# Scouts selling x average Scout sale)

Our Unit Goal: \$ \_\_\_\_\_ Our Commission: \$ \_\_\_\_\_ \*

\*New\*: Units can earn up to 50% commission for all sales above 2017 totals!

### **Our Unit Popcorn Kickoff Date:** \_\_\_\_\_

### **Our Unit Volunteers:**

- Popcorn Kernel: \_\_\_\_\_
- Show n' Sell Captain 1: \_\_\_\_\_
- Show n' Sell Captain 2: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

### **Our Unit Show n' Sell Weekends Are:**

- Weekend 1: \_\_\_\_\_
- Weekend 2: \_\_\_\_\_
- Weekend 3: \_\_\_\_\_
- Weekend 4: \_\_\_\_\_
- Weekend 5: \_\_\_\_\_
- Weekend 6: \_\_\_\_\_

### **Our Unit Take-Order Sale Dates:**

- Take-Order Start Date: \_\_\_\_\_
- Take-Order End Date: \_\_\_\_\_

### **Unit Leader Who Completed this Worksheet:** \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_



## Recognizing Your Scouts' Hard Work

All Scouts who sell popcorn should add up their total sales (including online) and select a prize from the levels for which they qualify. A Scout may pick multiple items from lower sales levels as long as the total dollar level of each prize selected does not exceed the Scout's total sales. See prize listing in the Prize Brochure or at [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com). The deadline for submitting prize orders is November 13, 2018.

### Trails End College Scholarships

Scouts who sell \$2,500 or more (including online sales) in any calendar year receive 6% of their total sales as their very own college scholarship! To sign up for this program or check your scholarship status, visit [www.trails-end.com](http://www.trails-end.com).



### Patch & Pins Program

Scouts can earn additional patches for the following-

- Sell Any 1 Item: Popcorn Sale Patch
- Sell Any 1 Item Online: Online Sale Pin
- Sell Any 1 Military Sale Donation: Military Sale Pin
- Sell over \$1,000: Top Sellers Club Pin



### Top Sellers Club - \$1,000+ Sellers

Scouts who sell \$1,000 or more will receive an additional prize choice of a Helix Power Swing rocket or a stainless steel grilling multi-tool!



### Who to Contact

Visit [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com)

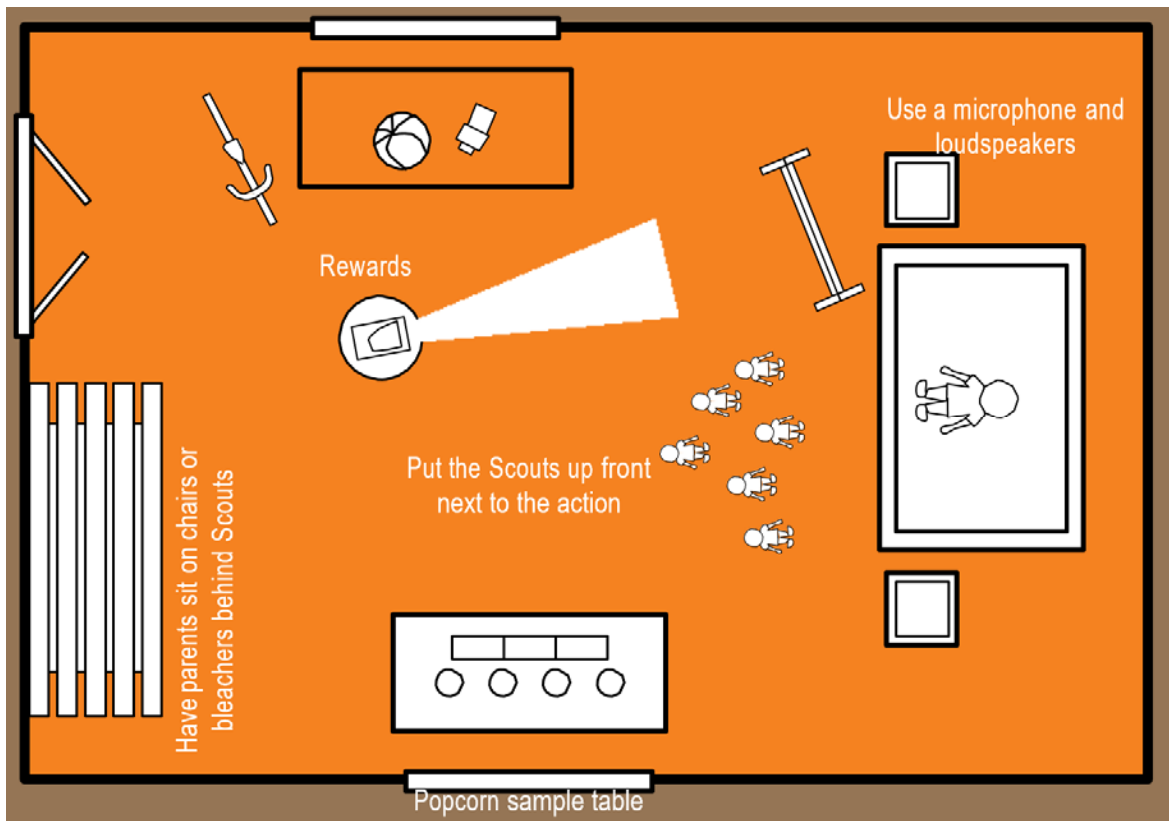
Prize Questions: Keller Marketing, 888-351-8000

Popcorn Questions: Del-Mar-Va Council, 302-622-3300

## Your Unit Popcorn Kickoff Game Plan

### Kickoff Agenda (40 Minutes)

- Grand Opening (5 minutes)
  - o Play music, dim the lights, have fun!
- Explain the Sale (10 minutes)
  - o Help families understand the benefit of selling popcorn to fund their Scouting adventure.
  - o Highlight key dates, show n' sell locations, and take-order form turn in day.
- Train your Scouts (10 minutes)
  - o Explain show n' sell opportunities and the take-order form
  - o Review the sales script in a role play with your parents or extroverted Scouts
- Showcase Prizes & Rewards (10 minutes)
  - o Show off all the prizes, scholarships, and incentives your Scouts can earn along the way.
- Big Finish (5 minutes)
  - o Recognize your top selling Scouts from last year's sale.
  - o Have a fun activity everyone can participate in.



Additional Resources at [www.trails-end.com](http://www.trails-end.com) and  
[www.dmvc.org/popcorn](http://www.dmvc.org/popcorn)

- Printable Order Forms
- What's Poppin' Newsletter
- Unit Popcorn Sale Planning Worksheet
  - Prize Brochure
  - Videos and Tips & Tricks
- Campaign Timeline & Contact Info

## Popcorn Helps Support Scouting Across Del-Mar-Va Council:

- Three Year Round Camping Facilities
  - Rodney Scout Reservation
  - Henson Scout Reservation
  - Akridge Scout Reservation
- Financial Assistance to Scouts
  - Camp Scholarships
  - Membership Dues Assistance
  - Outreach Programs serving 600+ Youth
- Unit Leader and Scouting Family Support
  - Scouting activities coordination
  - Scouting parent & volunteer communications
  - Roundtable support
  - Adult training & recruitment support
  - Trained professional and support staff
  - Youth advancement & adult training records maintenance

## Del-Mar-Va Council: Who We Serve

The Del-Mar-Va Council serves more than 12,000 young people in the 14 counties across Delaware and the Eastern Shores of Maryland and Virginia. Our mission is to prepare young people to make moral and ethical choices over the course of their lifetimes by instilling in them the Scout Oath and Law.

We are proud to offer Cub Scouting, Scouts BSA, Venturing, Exploring and STEM Scouts to families across our Council to help young people develop into adults with the character and leadership skills needed to have a healthy and successful life.