

## Popcorn FAQ

**Why are we doing this?** To give scouts an opportunity to set goals, gain confidence, get rewards, and have fun. And to fund scout activities (the Scout gets 27%, the Pack gets 3% and the council gets 30%. The scout can also receive 10%-worth in prizes).

### **How does this work?**

There are three ways to sell: online, at Pack table events and door-to-door from 10/5/14 to 11/14/14.

- Online sales started on 8/1/14 and count towards prize/contest credits and Pack dues
  - A Scout must create an online account at [www.trails-end.com](http://www.trails-end.com)
  - You can use one of the site's prepared emails or modify the existing to make it your own words.
  - Emails can be sent to anyone; the recipients order directly from the web site and the popcorn is shipped directly from Trails End to the recipient.
  - Costs and product online may differ than what is available door-to-door.
- Pack table events start on 10/5/14 and count towards the Scout's dues only (not prizes)
  - The Pack buys popcorn ahead of time and will give a Scout a variety of locations at which to sell.
  - Sign up to sell at different locations and shifts at the pack web site.
  - The popcorn products sold at those tabling events goes to the Scout's dues and costs for trips, camp, etc.
- Door-to-door sales start on 10/5/14 and count towards prize/contest credits and Pack dues
  - Most of the Scouts do not purchase popcorn ahead of time; instead the order forms are given out at the Pack Meeting before sales start (end of September) and the Scout and his parents walk door-to-door selling to neighbors, friends, etc. The Scout collects the money cash/check made out to Pack 502 and turns in the money and order form to the popcorn chair at the 'Crunch Party' on 11/14/14. The Scout then picks up the ordered popcorn the first weekend in December and distributes it to the customers asap.
  - If your family chooses to purchase popcorn upfront (and out of pocket), the Scout needs to notify the popcorn chair prior to the second den meeting (or asap) as the order needs to go in to the system in early September. The upfront order must be paid for in cash/check. The Scout takes it with him and sells what he has, collecting cash and giving product to folks as they buy it. If a scout sells something he doesn't have (often one of the larger products), the Scout can check with the popcorn chair to see if the Pack has any in stock and if not, the customer orders it on the popcorn order form and receives it in mid-December.

**How should he sell?** Any way he wants (online, at table events, door-to-door or a combination of all three).

**How much should a Scout try to sell?** This really depends on the goals of the Scout and his family. The pack will reach its goal if the average sales per scout is \$450.

(For example) Goal: I want to pay for my entire years' worth of dues through the sale of popcorn.

If dues = \$200 and 25% of each popcorn sale goes to your dues. If X = total popcorn sales; and 25% = 0.25, then:

$$0.25x = \$200 \quad \frac{0.25x}{0.25} = \frac{\$200}{0.25} \quad X = \$800$$

The Scout's goal is the prize the corresponds with \$800+ level

**How do we get more product?** Call the popcorn chair to either pick some up or get some at the next meeting. If you purchase popcorn ahead of time, you can turn in something that is not selling and take more of what is selling.

**How long will this take?** Depends on what the scout wants to accomplish, how much time he wants to dedicate to selling each week. Popcorn is available on 10/5/14. If scouts are done, turn in cash and unsold popcorn by 10/27/14. If a scout is committing to selling everything he has and needs more time to reach his goal, he has until 11/14/14.

(Using previous example) Goal: I want to pay for my entire years' worth of dues through the sale of popcorn = \$800 in popcorn sales

Total Scout Sales \$ (over 6 weeks)	\$ that goes back to the Scout (25% of sales)	Sales goal / wk (over 6 weeks)	Total # of people to sell to (Avg sale = \$20 per person)
\$800	\$200	\$33	40 people (or 7 people per week for 6 weeks)

**How does a Scout know how much to charge for product?** He will get a pamphlet with prices at the popcorn kickoff meeting.

**Who do we give the money to?** Popcorn chair

**Do we accept checks?** Yes, to Pack 502.

**Do we accept donations?** Yes. If a scout is successful in making this about selling Scouts, not popcorn, folks who don't want popcorn will make donations. People can donate to either the Pack directly or to the military.

**What is a "military sale"?** There are two products, in the brochure at "Gold Donation" \$50 and "Silver Donation" \$30 that customers can order to have products shipped straight from the factory to soldiers and their families around the world. When the scout turn in his cash, he tells the popcorn chair how much in "military sales" he had. Any amount that the customer wishes to donate (not just \$30 and \$50) and collected by the Scout can go to a military sale: we will add everybody together to figure how many military "product" we can order. Example: with \$15 from two scouts, we order a \$30 product.

**How do the prizes work?** There are prize levels determined by sales (cash turned into the popcorn chair). There are both Trails-End Prizes and Council prizes. Levels can be combined: for example, if a scout sells \$500, he can get two prizes at the \$250 level. Prizes arrive at the pack around January/February time frame.

**How do we get a prize?** When you have turned in all cash and are done selling, tell the popcorn chair which prize combination you want and s/he will order it.

**Do customers need to give us names and addresses (part of the Trails End sheet)?**  
Yes, in order to deliver the product in December.