

# Soar Into Adventure with Popcorn





Dear Popcorn Selling Unit:

**Thanks so much** for investing the time and energy into being a leader for your Scouting unit. You are an essential part of why families in your unit are able to enjoy the fun and excitement of Scouting. Many of the awards, ranks, trips, and family memories for your group are made possible by the time you spend in Scouting. As a leader, I personally know the benefits of the program but I also know that each group cannot have these experiences without financial cost.

The 2024 Middle Tennessee Council's popcorn sale will kick off **August 12!** This year's popcorn theme is **"2024 MTC Soar Into Adventure with Popcorn Sale."** The 2024 marketing plan has big incentives that include: "Blitz Club" prizes, gift cards and top salesman prizes. The Popcorn sale teaches Scouts life lessons, goal setting, money management, and public speaking. It also helps Scouts have more opportunities in Scouting experiences such as: camping, field trips, overnight events and the Pinewood Derby!

For more information or to sign your Scout unit up to sell popcorn this fall, please go to [www.mtcbsa.org](http://www.mtcbsa.org) under the "Generosity" tab, click on popcorn. If you have questions, inquire about "best selling" practices, or need assistance please feel free to contact myself at (618) 315-8042 or Kevin McMurrian, Director of Finance Services, at [kmcmurrian@mtcbsa.org](mailto:kmcmurrian@mtcbsa.org) or (615) 516-9065.

Thank you for all that you do for Scouting in your community.

Keep on popping!

Garry Allison

2024 MTC Popcorn Kernel



# 2024 POPCORN SALE IMPORTANT DATES

## July

July 20 - All Show & Sell Locations go live.

July 20 – Council Popcorn Kickoff/Orientation 10:00 a.m. (In Person or by Zoom)

July 27 – Council Popcorn Kickoff/Orientation 10:00 a.m. (In Person or by Zoom)

July 29 – Popcorn Online Sales Period Begins

## August

August 9—All Unit Show & Sell Orders Due into Trails- End system

August 14 – Popcorn Sale Starts

August 26 – Show & Sell Popcorn Distribution

## September

September 9-1 – Kroger Selling Locations Weekend #1

September 11-22 – \$450 Popcorn Blitz Sales Period

September 16-17 –0 Kroger Selling Locations Weekend #2

September 23-24 – Kroger Selling Locations Weekend #3

## October

October 13– Popcorn Sale Ends

October 13 – All Show & Sell monies due

October 13 – All Take Orders and Prize Orders Due in Trail’s End system

## November

November 3 – Take Order Popcorn Distribution (Depending on location)

November 4 – Take Order Popcorn Distribution (Depending on location)

## December

December 1—All popcorn monies are due if you owe anything

December 1—Online Sale Ends

# 2024 Trails—End Product Mix



**CHOCOLATEY  
PRETZELS**

**\$30**



**UNBELIEVABLE  
BUTTER  
MICROWAVE  
POPCORN**

**\$25**



**SALTED  
CARAMEL  
CORN**

**\$25**



**S'MORES  
POPCORN**

**\$25**



**WHITE  
CHEDDAR  
POPCORN**

**\$25**



**POPPING  
CORN**

**\$20**



**SWEET &  
SALTY  
KETTLE  
CORN**

**\$15**



**MORE ONLINE PRODUCTS  
& NUTRITIONAL FACTS**

**ONLINE SCOUT ID:**

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Product images are for illustration purposes only. Products, prices and quantities subject to availability and change without notice.



# SELLING THE SCOUTING PROGRAM

## Remember to Sell your Fun & Adventure!

Remember we are selling the Scouting Program, along with the popcorn. Selling popcorn as a fundraiser enables a unit to have the funds to deliver their "program". We are selling Scouting, and people will buy if asked.

☑ 82% of the public has never been asked to buy popcorn from Scouts.

### SELLING POPCORN ENABLES YOUR SCOUTS:

- ☑ To build communication skills
- ☑ To promote leader skills
- ☑ To receive credit towards Merit Badges & Den Advancements
- ☑ To increase their confidence level
- ☑ Opportunity to help each other

### PEOPLE NEED TO KNOW WHY SCOUTS ARE SELLING POPCORN... WHAT IS THE REASON?

- ☑ Volunteer leaders should inform Scouts, and their parents, how the popcorn sale directly benefits their unit program and directly benefits individual Scouts and their families.
- ☑ A printed calendar and unit budget will help educate parents and Scouts on "plans for the upcoming year".
- ☑ Surveys show that people will purchase from a Scout, if asked, and if they hear "how it will benefit the Scout" who is selling.

☑ This is a unit fundraiser...not a "bargain sale". Again, it is not about popcorn, it is about the program! **You are selling the Scouting program!**

☑ Many units find the "Popcorn Sale" and "Camp Card Sale" are adequate for both their unit and individual Scout's annual needs. Parents appreciate not having to come up with funds (dues) every week, month, etc.

### HOW DO I START MY SALE?

Begin with your immediate family members:

- ☑ Mom, Dad, Brothers & Sisters, Cousins, Grandparents, Aunts & Uncles
- ☑ Utilize the online selling platform.
- ☑ Close Neighbors, etc...
- ☑ Who purchased from you last year

You can do this as soon as you receive your "take order forms"... then canvas your neighborhood, friends, etc...those who may support your unit's popcorn sale. And remember, tell everyone about your unit's (pack or troop) program and why you are selling popcorn...82% of the public is never asked to buy, and they will, if they know why you are selling.



# FUN ONLINE POPCORN KERNEL TRAINING

Whether a seasoned Kernel or brand new to the popcorn sale, every Unit will benefit from attending a webinar!

## New Kernels

- 45 Minute Training + Q&A
- An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Unit Leader Portal, App and Best Practices to help get you started on the right foot!

## Returning Kernels

- 30 Minute Training + Q&A
- Training on updates to the Unit Leader Portal, App and Best Practices.

VIEW THE FULL SCHEDULE & REGISTER AT  
[www.trails-end.com/webinars](http://www.trails-end.com/webinars)



# FRIENDLY FACEBOOK COMMUNITIES

## A community of support for leaders

Get your questions answered and share ideas between Unit Leaders across the country about the program and the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other Unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your Unit needs support and share ways Trail's End can serve your fundraising needs better.

## JOIN TODAY AT

**[www.facebook.com/groups/TEPopcornCommunity](https://www.facebook.com/groups/TEPopcornCommunity)**



# HOW MUCH DO YOU NEED TO SELL?

The average program costs \$450 per kid for the entire year. On average, kids can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your Unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals.

**Example:** Per Kid Sales Goal x Number of Kids = Unit Goal

## BUDGET WORKSHEET EXAMPLE

<b>\$12,600</b>	/	<b>28</b>	=	<b>\$450</b>
Annual Budget		Number of Kids		Budget Per Kid
<b>\$450</b>	/	<b>35%</b>	=	<b>\$1,286</b>
Budget Per Kid		Average Commission		Per Kid Sales Goal

Each kid can fund their entire year in only 8 - 10 hours (on avg).





# BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your Unit size, but we recommend a minimum of three people.

Look for individuals that could fit into one of the following three categories: Sales-Minded, Detail-Oriented, and Outgoing Personality.

The Sales-Minded team member is great for training families to sell and is the point person for any questions. The Detail-Oriented team member is responsible for tracking inventory and finances. Lastly, the Outgoing Personality team member is in charge of the Unit kickoff, motivating kids and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to determine how you plan to sell.

# SELLING TIPS & TRAINING

1. Always wear your field uniform (**Class A**).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
  - a. Introduce yourself (first name only) and where you are from. **"Hi sir, my name is Brian and I am from (local Unit)."**
  - b. Let people know what you are doing. **"I'm earning my way to Summer Camp. All of the popcorn is delicious and you'll help fund my many adventures."**
  - c. Close the sale. **"Can I count on your support?"**
4. Credit card sales are best for the Unit. Tell your customers, **"We prefer credit/debit!"**
5. Be polite and always say **"Thank You"**, even if the customer does not buy.
6. Online Direct is the preferred way to sell and can be used for virtual or face-to-face selling. Products ship to the customer, you don't have to handle products or cash.
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have a guardian or relative take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
  - a. Determine whom you will ask to help you reach your goal.
  - b. Remember, two out of three people will buy when asked at their door.

**Share what you're doing and how you're helping others through the program!**

# MULTIPLE WAYS TO SELL

## ONLINE DIRECT

Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a Unit. Families setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers via email, social media and text message. Customers pay via credit / debit securely, and the products ship directly to them from Trail's End. There's no work for the Kernel, and they can fundraise year-round!

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## WAGON SALES Take Order

Each kid collect orders in the app and delivers on-hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the Unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.

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## WAGON SALES Door-to-Door with Product

Involves the kid bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.

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## STOREFRONT SALES

Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in July) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.

# POPCORN KERNEL STEPS FOR SUCCESS

## Attend the Unit Popcorn Training

- Attend one of the Council popcorn orientations where all forms and materials will be distributed.
- This training covers a multitude of new information for 2023.

## Explain popcorn program to your adult leaders:

- Develop Unit Sales Goal.
- Divide Unit Goal into "Per Scout" goal.

## Prepare handouts for Unit Kick-Off meeting for Leaders, Parents & Scouts:

- Timeline showing sale dates, date orders due, time & place for pickup, and distribution.
- Unit goal and per Scout sales goal.
- One order form/prize flyer per Scout (money envelope given with popcorn).
- Show 'N' Sell sign-up sheets with date, time and locations.
- If available distribute last year's sales records/take order forms.

**Conduct a Unit Popcorn Sale Kick-off Meeting, for your unit. Review sales goals, explain Prize & Incentive Program, discuss sales techniques, money collection and safety suggestions. Make it fun!!!**

## Working with District Popcorn Kernel coordinate Show 'N' Sell Sales.

- Schedule Show 'N' Sell dates with families.
- Place Show 'N' Sell order for your unit
- (NO chocolate products can be ordered).

## Arrange to pick-up popcorn at Averitt Express on August 26

On the same day, conduct a special meeting of all Scouts and their parents at your unit's meeting site to distribute popcorn, the Scout's Take Order Forms and Money Envelopes.

## Remind your Scouts of unit's money due dates. Make sure checks are made payable to the unit itself.

- You will receive an invoice by mail about 2 weeks before the money due deadline. Check your invoice over to make sure the commission percentage is correct based on if your unit is getting prizes or not. Collect and tally money from Scouts and submit one check payable to the council for "Total Amount Due" by Friday, December 1, 2023 at the Council Service Center.

## Organize and Distribute Prizes at an Important Unit Meeting.

- Ensure that Scouts receive all prizes earned.

## LEADING YOUR UNIT TO THE BEST YEAR OF SCOUTING

### IMPORTANT INSTRUCTIONS FOR SELLING POPCORN AT KROGER

**DO NOT contact Kroger to set up a date / time to sell.**

**Please use the Kroger registration link the Council provides starting on July 20.**

- Ask for a member of management when arriving
- Store management will direct you to a set up location
- Sales times are Saturdays 9am to 2pm and 2pm to 7pm and Sundays 12pm to 3pm and 3pm to 6pm
- Please be respectful of other units selling either before or after you
- Make sure all Scouts are in full Field Uniform
- DO NOT BLOCK DOORS
- Please clean up your area of all trash before you leave the store
- If you have any questions contact Kevin McMurrian at 615-516-9065

**Thank you in advance for following these important instructions and have fun selling. Visit council website at [www.mtcbasa.org](http://www.mtcbasa.org) to sign up for 2023 Kroger Selling Dates & Times.**

"Being a good popcorn kernel means being with lots of energy. It also means being creative and helping when needed."



**2024**

## **Middle Tennessee Council**

### **Unit Prize Program (units select their own prizes)**

- Base Commission Starts At: 33%
- Attend 1 popcorn orientation/kickoff on July 8 or July 15—earn additional 2%.
- Exceed 2023 unit sales goal, meet all deadlines including payment—earn additional 2%

**2024 total possible unit commission—37%**

### **Trail's End Prize Program**

- Base Commission Starts At: 28%
- Attend 1 popcorn orientation/kickoff on July 8 or 15— earn additional 2%.
- Exceed 2023 unit sales goal, meet all deadlines including payment—earn additional 2%

**2024 total possible unit commission—32%**

**NOTE: All commission plans require on-time payment and submissions by deadline dates.**



# UNIT POPCORN KICK-OFF AGENDA: 50 MINUTES

## Conducted by Unit Kernel

- I. Gathering:  
(Have popcorn for everyone to eat, display popcorn samples, and Scout items for people to look at)
- II. Opening (5 minutes)
  - A. Pledge of Allegiance
  - B. Welcome Parents
- III. Why Popcorn? (5 minutes)
  - A. Make the case for popcorn, why is our unit selling popcorn this year.
    1. To reduce the number of fundraisers we do each year.
    2. Money for new equipment.
    3. So parents don't have to write a check for everything their son does.
    4. So your son can learn to earn his way.
    5. To go to camp, field trips, and other activities.
  - B. Make sure every family has a copy of the Unit Calendar & Unit Budget
- IV. So What's the Plan (5 minutes)
  - A. Review popcorn timeline
    1. Use Popcorn Timeline for dates to communicate
    2. Popcorn Orders & Prize Requests back to Unit Kernel
    3. Unit Popcorn Distributions (set after Popcorn is picked up from Warehouse)
    4. Money due to Unit Kernel (set enough time to make payment to Council on time)
- V. So What's our Goal? (5 minutes)
  - A. Our unit goal is \$\_\_\_\_\_ in total sales
  - B. Our per Scout goal \$ \_\_\_\_\_
- VI. Prizes (review prize brochure) (10 minutes)
  - A. Review prize plan
  - B. Ask each Scout to pick what prize they want to earn
  - C. Review Top District/Council Sales Prizes
  - D. Review Keller Marketing Prize Plan



# PICK UP LOCATIONS

## FRANKLIN/COLUMBIA/PULASKI

Huskey Truss & Building Supply

424 Lewisburg Ave.

Franklin, TN 37064

Show & Sell: Saturday, August 24  
from 8-11am

## COOKEVILLE/ MCMINNVILLE

Averitt Express

1199 Salem Road

Cookeville, TN 38501

Friday, August 23 from 5-7pm

## CLARKSVILLE

Innovative Storage

1521 Tylertown Rd

Clarksville, TN 37040

Show & Sell: Saturday, August 24  
from 8-11am

## NASHVILLE – SOUTH/DICKSON

Averitt Express

1 Averitt Express Drive

Nashville, TN 37211

Show and Sell: Saturday, August 24  
from 8-11am



# 2024 POPCORN SALE KEY CONTACT LIST

## Council Staff Director

Kevin McMurrian

(615) 516-9065

kmcmurrian@mtcbsa.org

## Popcorn Administrator

Annie Traver

(615) 383-9724

atraver@mtcbsa.org

## Council Popcorn Kernel

Garry Allison

(618) 315-8042

garry\_allison@hotmail.com

## DISTRICT POPCORN CHAIRS

<u>District</u>	<u>Name</u>	<u>Phone</u>	<u>E-mail</u>
<b>Bledsoe Creek</b>			
<b>Caney Fork</b>	Carolina Barnes	602-663-2813	carolina@beroza.com
<b>Centennial</b>			
<b>Cogioba</b>	Shannon Vail	931-561-8336	mexchica124@gmail.com
<b>Cumberland River</b>	Stephanie Jensen	615-430-0999	Stephanie.jensen731@gmail.com
<b>Elk River</b>	Rick Schleicher		rickkrik@charter.net
<b>Frontier</b>	Ryan Smith	731-514-2357	rsmith1865@gmail.com
<b>Highland Rim</b>	Mary Pentecost	615-892-0633	mary.pentecost@yahoo.com
<b>James E. West</b>	Chris Thorpe	615-299-8353	c.thorpe274@gmail.com
<b>Natchez Trace</b>	Gina Conrad	615-516-8781	g4yanks@gmail.com
<b>Percy Priest</b>	Gina Conrad	615-516-8781	g4yanks@gmail.com
<b>Trail of Tears</b>	Mary Fox	615-653-9932	foxmary91@yahoo.com



# Helpful Links

**Trails End Support:** <https://support.trails-end.com>

**New and Returning Kernel Webinars:** [www.trails-end.com/webinars](http://www.trails-end.com/webinars)

**Trails End Facebook Community:**

[www.facebook.com/groups/tepopcorncommunity](http://www.facebook.com/groups/tepopcorncommunity)

**Kevin McMurrian:** 615-516-9065 or

[kmcmurrian@mtcbsa.org](mailto:kmcmurrian@mtcbsa.org)

**Annie Traver:** 615-383-9724 or [atraver@mtcbsa.org](mailto:atraver@mtcbsa.org)

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kmcmurrian@mtcbsa.org

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Annie Traver

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atraver@mtcbsa.org

## Council Popcorn Kernel

Garry Allison

(618) 315-8042

garry\_allison@hotmail.com

## District Executives

<u>District</u>	<u>Name</u>	<u>Phone</u>	<u>E-mail</u>
Bledsoe Creek	James Gaddis	865-603-4149	james.gaddis@scouting.org
Caney Fork	James Gaddis	865-603-4149	james.gaddis@scouting.org
Centennial	Exavier King	404-323-4472	eking@mtcbsa.org
Cogioba	Jack Wilkerson	615-707-2622	jwilkerson@mtcbsa.org
Cumberland River	James Gaddis	865-603-4149	james.gaddis@scouting.org
Elk River	Ruby Outlaw-Keith	202-360-9858	ruby.outlaw-keith@scouting.org
Frontier	Tim Spurbeck	931-629-9538	tim.spurbeck@mtcbsa.org
Highland Rim	Scotty Harrell	931-622-3600	scotty.harrell@scouting.org
James E. West	Nick Trogdon	615-957-7435	ntrogdon@mtcbsa.org
Natchez Trace	Mack Smith	678-644-4445	smith@mtcbsa.org
Percy Priest	Bradford Holladay	615-939-8222	bholladay@mtcbsa.org
Trail of Tears	Jared Jones	615-428-1261	jjones@mtcbsa.org