

2022 Great American Popcorn Race



START





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 2022 Middle Tennessee Council's popcorn sale will kick off **August 15!** This year's popcorn theme, "2022 Great American Popcorn Race." The 2022 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 under the "Special Events" tab to fill out the 2022 Unit Commitment Form. If you have questions, inquire about "best selling" practices, or need assistance please feel free to contact myself at rsmith1865@gmail.com or Kevin McMurrian, Director of Finance Services, at kmcmurrian@mtcbsa.org or (615) 516-9065.

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

Ryan Smith

2022 MTC Popcorn Kernel



2022 POPCORN SALE IMPORTANT DATES

July

July 9 – Council Popcorn Kickoff/Orientation 10:00 a.m. (In Person or Zoom)

July 16 – Council Popcorn Kickoff/Orientation 10:00 a.m.

August

August 1 – Popcorn Online Sales Period Starts

August 11—All Unit Show & Sell Orders Due into Trails- End system

August 15 – Popcorn Sale Starts

August 27 – Show & Sell Popcorn Distribution

September

September 10-11 – Kroger Selling Locations Weekend #1

September 10-23 – \$450 Popcorn Blitz Sales Period

September 17-18 – Kroger Selling Locations Weekend #2

September 24-25 – Kroger Selling Locations Weekend #3

October

October 14– Popcorn Sale Ends

October 14 – All Show & Sell monies due

October 14 – All Take Orders and Prize Orders Due in Trail's End system

November

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










November 5 – Take Order Popcorn Distribution (Depending on location)

December








December 2—All popcorn monies are due if you owe anything

December 31—Online Sale Ends

2022 Trails End Product Mix

	<p>\$15 <u>Classic Caramel Corn</u> (9oz)</p> <p>A traditional favorite full of rich caramel corn</p>		<p>\$25 <u>Salted Caramel Popcorn</u> (20oz)</p> <p>A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt</p>
	<p>\$17 <u>Popping Corn Jar (28 oz)</u></p> <p>Trail's End plain kernels for those who like to make popcorn from scratch</p>		<p>\$23 <u>Sweet and Salty Kettle Corn</u> (6oz)</p>
	<p>\$42 <u>Kettle Corn & White Cheddar Gift Box</u></p> <p>White Cheddar Cheese (9oz) Kettle Corn (20oz)</p>		<p>\$30 <u>Chocolatey Pretzels</u> (12oz)</p>
	<p>\$25 <u>Unbelievable Butter Popcorn</u> (12 Pack microwave)</p>		<p>\$25 <u>White Cheddar Cheese Popcorn</u> (9oz)</p> <p>The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite</p>
	<p>\$30 / \$50 American Heroes</p> <p>POPCORN FOR OUR TROOPS</p> <p>Send a gift of popcorn to our military men and women, their families and veteran organizations.</p>		

2022 Trails End Online Direct Only

	<p>\$30 <u>Original Beef Jerky</u> (2.6oz)</p> <p>Online Direct Only</p>		<p>\$40 <u>Dark Choc Salted Caramels</u></p> <p>Online Direct Only</p>
	<p>\$30 <u>Honey Roasted Peanuts</u> (18oz)</p> <p>Online Direct Only</p>		<p>\$30 <u>Salted Peanuts</u></p> <p>Online Direct Only</p>
	<p>\$65 <u>Campfire Blend K-Cups</u> (32 count)</p> <p>Classic all-American, medium roast</p> <p>Online Direct Only</p>		<p><u>Frosted Snowflake Pretzels</u></p> <p>Online Direct Only</p>
	<p><u>Peppermint Bark</u></p> <p>Online Direct Only</p>		<p>Online Direct Only</p>



SELLING THE SCOUTING PROGRAM

Remember to Sell your Fun & Adventure!

Remember we are selling the Scouting Program, popcorn is part of the fundraiser! The fundraiser enables the Scout and Scout 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.

THE POPCORN SALE 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 YOUR 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 programs needs. Parents appreciate not having to come up with additional Scouting 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
- ▶
- ▶ Close Neighbors, etc...
- ▶ Who purchased from you last year

You can do this as soon as the popcorn sale begins... 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.



THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 62771 to download.

Required to register:

Council: _____ District: _____ Unit: _____



1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Scouts?

- Each Scout must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the Scout name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Every Scout can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader) - Type in the customer's card information.

Magstripe Reader (Android) - Swipe reader plugs into headphone jack.

Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC (contactless) cards, and Magstripe cards.



When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers

Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

Wagon - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

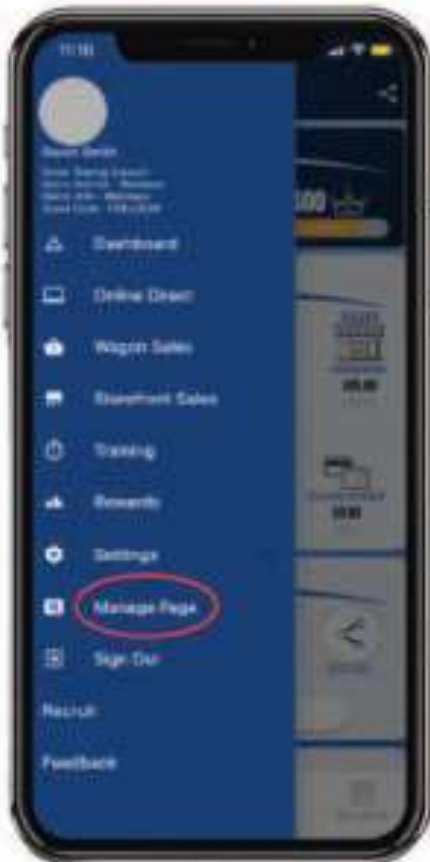
HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Trail's End Parent Facebook Group www.facebook.com/groups/TEParents

*Screenshots subject to change

MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE:

Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.



Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



RECRUITMENT

RECORD A WAGON SALE



Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!



Tip: Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items so you know where to deliver the product later! Lastly, don't forget to update the status when delivered!



Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

Available SAME DAY only for kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

IT'S IMPORTANT TO REGISTER YOUR UNIT FOR THE FALL 2022 SALE.

Even if you aren't sure who the Popcorn Kernel will be, register now and you can add them as a team member later. Register today so you don't miss out on important communications, and sale updates!

After you register, if you do not have a TE account, a request to create one will be sent to your Council for review and approval. Once signed in, make sure your Unit's information is up to date.

Update Unit Info: This should be your Chartered Organization information, not your Unit Kernel's personal address. When entering your bank information the organization's contact information must be filled out as well.

Unit Team Members: View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'. Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. **DO NOT use Unit Type / Number as username.**

The image shows a screenshot of a web application interface. On the left, there is a sidebar menu titled 'UNIT INFO' with several options: 'Poster', 'Storefront Settings', 'Unit Team Members' (circled in red), 'About My Unit', 'Manage Unit US Info', and 'Manage Unit Bank Ac...'. A red box highlights the 'Unit Team Members' option, and a red arrow points from it to a 'Delete Leader' button in the 'Actions' section at the bottom. Another red arrow points from the 'Delete Leader' button to a 'GO' button. On the right, there is a form titled 'Editing a Unit Leader'. The form contains several fields: 'Leader Title' (dropdown menu), 'First Name' (text input), 'Last Name' (text input), 'Username' (text input), 'Email' (text input), 'Primary Phone' (text input), 'Confirm Email' (text input), 'Address Line 1' (text input), 'Address Line 2' (text input), 'City' (text input), 'State' (dropdown menu), 'Zip' (text input), and 'Country Code' (dropdown menu). At the bottom of the form, there are two buttons: a blue 'Cancel' button and a red 'Save' button.

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



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



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

\$12,600	/	28	=	\$450
Annual Budget		Number of Kids		Budget Per Kid
\$450	/	35%	=	\$1,286
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!

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.

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.

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 2022.

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. KEEP IT SIMPLE & 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 until take order)

Arrange to pick-up popcorn at Averitt Express on August 27

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 2, 2022** at the Council Service Center. Don't forget to take out the unit's commission before you write the "**TOTAL AMOUNT DUE**" check to council.

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 **Monday July 18.**

- 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 (Class A).
- DO NOT BLOCK DOORS!!!!
- Please clean up your area of all trash before you leave the store.
- If you have any questions or problems 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 to sign up for 2022 Kroger Selling Dates & Times.

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



2022 POPCORN COMMISSION STRUCTURE

Unit Prize Program (units select their own prizes)

- Base Commission Starts At: 33%
- Attend 1 popcorn orientation/kickoff on July 9 or July 16—earn additional 2%.
- Exceed 2022 unit sales goal, meet all deadlines including payment—earn additional 2%

2022 total possible unit commission—37%

Trail's End Prize Program

- Base Commission Starts At: 28%
- Attend 1 popcorn orientation/kickoff on July 9 or 16— earn additional 2%.
- Exceed 2022 unit sales goal, meet all deadlines including payment—earn additional 2%

2022 total possible unit commission—32%

NOTE: All commission plans require on-time payment





EARN MORE WITH
ONLINE DIRECT

trails-end.com/app

1.25 PTS Per \$1 Sold

App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



TRAIL'S END REWARDS*

KIDS BUY THE PRIZES THEY WANT WHEN
THEY EARN AMAZON.COM GIFT CARDS



WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!



WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
 - No collecting orders from families or distributing prizes.
 - Simplified sale management.
 - The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
 - Orders are tracked automatically for leaders when kids sell with the App and online.
 - It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
 - Trail's End helps train and motivate kids through the App.
 - Leaders can wrap up the fundraiser and get back to Unit adventures faster!
- *Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



trails-end.com/rewards

Scan now and see more rewards and learn
about reward levels.



2022 POPCORN SALES INCENTIVES

In addition to the Trail's End Prize Program.

TOP DISTRICT REWARD



Wireless Earbuds,
Bluetooth 5.1 Earbuds HiFi
Stereo with 36H Playtime,
IPX6 Waterproof True
Wireless Earbuds with
Microphone, Bluetooth
Headphones for Sport and
Working

TOP ONLINE SELLER REWARD

Custom Middle Tennessee Council
Skateboard



TOP COUNCIL REWARD

\$500



Sell
\$750



\$750 sales Blitz Winners will get to attend a day at
Nashville Motor Speedway – additional details to
come

Sell
\$450



\$450 sales Blitz Winners will receive Pinewood
Derby Car Kit

Unit Popcorn Kickoff Agenda: 50 minutes

Conduct by Unit Kernel

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

VII. HOW TO SELL POPCORN – (REVIEW TAKE ORDER FORM, 1 PER SCOUT) (15 MINUTES)

- A. Ask family, friends, neighbors
- B. Ask parents to bring form to work and sell to co-workers
- C. Sell door to door in our neighborhood
- D. Be Safe

1. Sell with a buddy or an adult
2. Don't sell after dark
3. Don't go into a stranger's house
4. Obey street and traffic signs

- E. Be Courteous

1. Walk on the sidewalk
2. Wear your uniform
3. Say thank you whether they buy or not
4. Bring extra pens

- F. When collecting money, keep cash and checks in envelope

- G. Count out loud when making change

- H. Make checks payable to unit

- I. Don't leave popcorn until customer has paid for it

VIII. QUESTIONS & ANSWERS (5 MINUTES)

IX. THANK EVERYONE FOR COMING AND WISH THEM GOOD LUCK



PICK UP LOCATIONS

Please note that some of these locations are not 100% confirmed. Once your order is placed you will receive a confirmation of your order along with a final map of where your popcorn will be delivered to.

FRANKLIN/COLUMBIA/PULASKI

Huskey Truss & Building Supply

424 Lewisburg Ave.

Franklin, TN 37064

Show & Sell: Saturday, August 27 from 8-11am

Take Order: Saturday, November 5 from 8-11am

CLARKSVILLE

Innovative Storage

1521 Tylertown Rd

Clarksville, TN 37040

Show & Sell: Saturday, August 27 from 8-11am

Take Order: Saturday, November 5 from 8-11am

COOKEVILLE/ MCMINNVILLE

Averitt Express

1199 Salem Road

Cookeville, TN 38501

Friday, November 4 from 5-7pm

NASHVILLE – SOUTH/DICKSON

Averitt Express

1 Averitt Express Drive

Nashville, TN 37211

Show and Sell: Saturday, August 27 from 8-11am

Take Order: Saturday, November 5 from 8-11am



POPCORN SALE KEY CONTACT LIST

Council Staff Director

Kevin McMurrian

(615) 516-9065

kmcmurrian@mtcbsa.org

Popcorn Administrator

Felicia Sudmeier

(615) 463-6311

fsudmeier@mtcbsa.org

Council Popcorn Kernel

Ryan Smith

(731) 514-2357

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DISTRICT POPCORN CHAIRS

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