

## **CUB SCOUT PACK 1776 Popcorn Committee General Guidelines and Procedures**

### **Popcorn Chair Volunteer Assignment**

- Committee Chair should secure volunteer to chair Popcorn fundraiser before Kickoff Meeting in July.
- Email notification of Popcorn Kickoff Meeting from Counsel usually goes out to Committee Chair or prior Popcorn Chair in May.
- Popcorn Chair should start looking at securing store locations to sell popcorn over the next couple of months.
- Discuss with Committee Chair and determine if other incentives in addition to those offered by Trail End or other initiatives would help encourage more sales, including:
  - Den prize incentive for selling over a minimum average dollar amount per cub.
  - \$25 (or some dollar amount) cash refund of annual pack fees for family's that sell a minimum of \$120 (or some dollar amount) of popcorn. The amount of refund should be less than the incremental profit from minimum targeted sales.
  - Door to Door sales incentives

### **Popcorn Show and Sell**

#### **Sales Location**

- Select a Supermarket or other retail location(s) to sell popcorn at store front. It is highly recommend to choose the Gale Ranch Safeway. As early as possible, the Popcorn Committee should:
  - Contact Safeway Store Manager and inform them of desire for weekend sales and intent to get written permission from Shapell Industries
  - Contact Gale Ranch Plaza Owner Shapell to obtain permission to sell at the Safeway location (see contact information at the end of this document)
- Obtain liability insurance from Event Committee Chair or Boy Scout Council to fax to Shapell.
- Note: If Safeway and Shapell are not contacted early in the process, the best dates and times may not be available.

#### **Timing & Shift Scheduling**

- Select a 3 to 4 Week period in months Sept, October or November, depending on when Popcorn Committee is organized for the fiscal year, and when the store location is available. Weekend afternoon was ideal for sales traffic at Safeway in 2009 and 2010.
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- Schedule by dens, making den leaders responsible to find who can work within their den.

- Committee needs to have den leaders keep track of which cubs worked in order to:
  - Determine who gets at Popcorn patch and more importantly,
  - Which cubs get the allocation of Show and Sell Sales that go towards prize awards. This amount gets added to the Door-to-Door and Online Sales for that cub scout.
- Schedules should be created by the Popcorn Committee to schedule dens, track daily sales and track which cubs worked on the day. Excel examples of 2009, 2010 are included on the website

### **Popcorn Inventory**

- If popcorn has not already been ordered by the Event Committee Chair, work with Event Committee Chair to determine appropriate inventory order quantities. It would be helpful to review prior year's results. In 2009, sales approximated \$100 per hour at Gale Ranch Safeway during the 1<sup>st</sup> weekend.
- Popcorn ordered should be enough to cover the 3 or 4 weeks of scheduled sales
- Popcorn should favor the lower priced popcorn as they were the ones that sold well in 2009 and 2010.
  - 2009 - Microwave Lite popcorn sold very well
  - 2010 - \$10 Popcorn sold the best; Microwave size increased from \$15 to \$18, so it became more expensive in 2010.
- The Median Counsel may have extra popcorn on hand from other packs or troops that did not sell all their popcorn. If you find you are running out, ask Anne Wine or the Meridian Popcorn chair if they have extra inventory

### **Popcorn Take Order (Door-to-Door)**

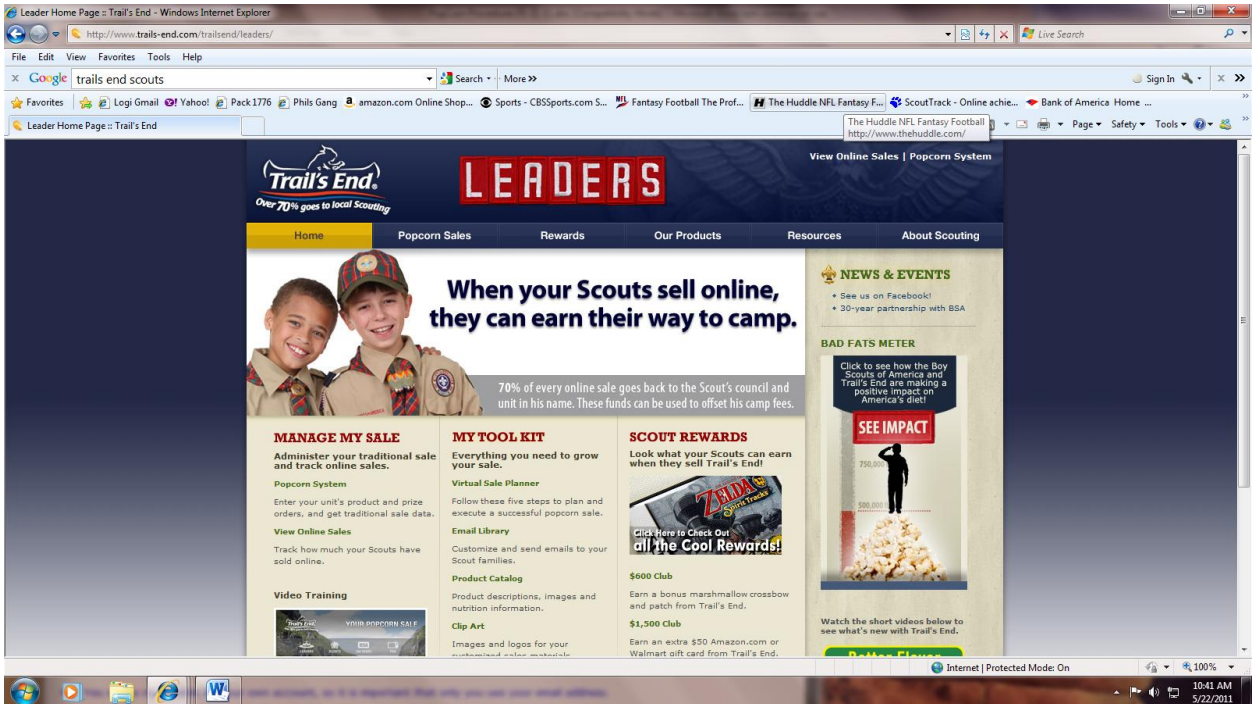
#### **Announcement and Distribution of Forms**

- Event Committee Chair and Cub Master should announce the start of the Popcorn sales drive at the September pack meeting.
- Door to Door forms should be made available and handed out at the end of the meeting.
- Extra forms should be given to Den Leaders at the Den Leaders meeting
- Popcorn Committee should go to Sept. Den Leaders meeting to give status and encourage more participation in door to door sales. Explain various prize awards to Den Leaders to pass along to den as incentive to sell. (i.e. Traditional Sales Prizes (included with forms), Fill it Up, \$1,500 Sellers Club, etc.)

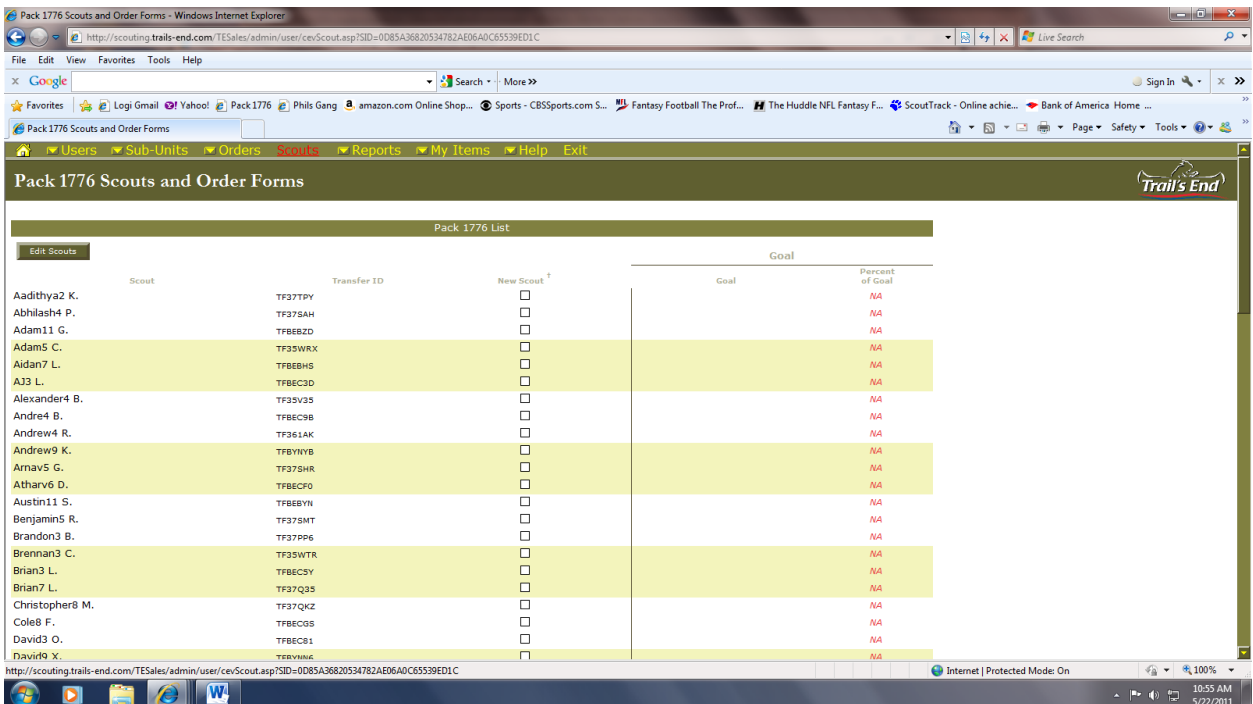
#### **Collection of Forms**

- Determine when the Boy Scout Committee deadline is for submitting and entering all Door to Door submissions and announce that forms should be submitted at least a week before that date. This is to give ample time for entering information online for submitted forms.

**Input information on <http://www.trails-end.com/trailsend/leaders/> Website**



- Click on “Popcorn Systems” on upper right corner, a new window will pop up, Popcorn System Login Page. Input your Username and Password. If you are new to the system, Anne Wine will have to set you up.



- Click on the “Scouts” menu on top, and a list of previous year’s scouts will be listed.

- Update this list for current scouts who participated in sales and input their total sales (Show and Sell portion, Take Home sales and Online sales). This will determine the prize award for each scout.

## Popcorn Pick-Up

- Determine when the pickup of Door-to-Door Popcorn is available and arrange to have it picked up when orders arrive. In 2009 and 2010, pickup was at the Pleasanton Fairgrounds on Friday in mid November.

## Popcorn Online Ordering

### **Announcement**

- Event Committee Chair and Cub Master should announce the start of the Popcorn sales drive at the September pack meeting.
- Popcorn Committee should go to Sept. Den Leaders meeting to explain how online sales works and encourage participation in online sales. Explain various prize awards to Den Leaders to pass along to den as incentive to sell (i.e. Online Selling Rewards).
- Online orders get shipped directly to the customer, not to the cub scout
- Online orders still need to be tracked to determine which cubs get credit for sales

Review information on <http://www.trails-end.com/trailsend/leaders/> Website

The screenshot shows the Trail's End Leaders website. The main heading is "LEADERS". Below the navigation bar, there is a large banner with the text "When your Scouts sell online, they can earn their way to camp." and a sub-headline "70% of every online sale goes back to the Scout's council and unit in his name. These funds can be used to offset his camp fees." The page is divided into several columns. The left column has "MANAGE MY SALE" (Administer your traditional sale and track online sales), "MY TOOL KIT" (Everything you need to grow your sale), and "SCOUT REWARDS" (Look what your Scouts can earn when they sell Trail's End!). The right column has "NEWS & EVENTS" (See us on Facebook!, 30-year partnership with BSA), "BAD FATS METER" (Click to see how the Boy Scouts of America and Trail's End are making a positive impact on America's diet), and "SEE IMPACT" (Watch the short videos below to see what's new with Trail's End.). The bottom of the page shows the Windows taskbar with the date 5/22/2011 and time 10:41 AM.

- (Part on how to input sales information by cub on website)
- Click on “View Online Sales” on upper right corner, a new window will pop up, Input your Username and Password.

- If you are new to the system, Anne Wine will have to set you up with a new Username and Password
- View Online sales by Scout. Take these numbers to add to your total sales by scout in the Popcorn System.
- Online sales postings are delayed, so confirm with Anne Wine as to accuracy.

The screenshot shows a web browser window displaying the 'trails-end.com' website. The page is titled 'SCOUT REWARDS REPORT' and 'ONLINE SALES HISTORY'. The 'SCOUT REWARDS REPORT' section includes a 'Download Report' button and a summary of online sales for May 2010. The 'ONLINE SALES HISTORY' section includes a table of individual scout sales for May 2010.

**SCOUT REWARDS REPORT**

Unit Sales & Commission Summary | Sales by Scout - May 2010

Each Scout's online sales between August 1 and November 3 count toward his Fall Sale Rewards. You will enter these sale amounts for each Scout on the Unit Prize Order screen in the Popcorn System. Download this CSV report to view each Scout's online sales that count toward Fall Sale Rewards.

[Download Report](#)

**ONLINE SALES HISTORY**

Orders will not appear in your online sales history until they have shipped, which can take up to two business days.

Select Fiscal Year: 2010

Pack 1776 : Online Sales by Scout for May (4/24/2010 - 5/21/2010)

Online Sales from 12/26/2009 - 12/31/2010:

Online Sales Total:	\$381.60
Number of Customers:	7
Total Earned for Unit:	\$122.81
Total Earned for Council:	\$143.08

Select Fiscal Month: May 4/24/2010 - 5/21/2010

SCOUT NAME	SCOUT ID	ONLINE SALES	CUSTOMERS	EARNED FOR COUNCIL	EARNED FOR UNIT
Austin S	9881461	\$0.00	0	\$0.00	\$0.00
Brian L	8043584	\$0.00	0	\$0.00	\$0.00

## **CONTACT INFORMATION:**

### **Boy Scouts of America, Mt. Diablo Silverado Council:**

- | <b>Name and Postion</b>   | <b>Contact Info</b>  |
|---|--|
| <ul style="list-style-type: none"><li>• Anne Wine, Field Secretary</li></ul>  | <ul style="list-style-type: none"><li>▪ <a href="mailto:anwine@bsamail.org">anwine@bsamail.org</a><br/>925-674-6115</li></ul>  |
| <ul style="list-style-type: none"><li>• Julie Graham, Meridian Council Popcorn Chair -2011</li><li>• Tim Welty, Counsel Popcorn Coordinator -2010</li><li>• Rand Mahony, Meridian District Committee ASM &amp; OA Advisor</li></ul> | <ul style="list-style-type: none"><li>▪ <a href="mailto:popcornchair@bsa-meridian.org">popcornchair@bsa-meridian.org</a><br/><a href="mailto:twelty@bsamail.org">twelty@bsamail.org</a><br/><a href="mailto:rand.mahony@gmail.com">rand.mahony@gmail.com</a></li></ul> |

### **Shapell Industries:**

100 N. Milpitas Blvd., Milpitas, CA 95035

- | <b>Name and Postion</b>   | <b>Contact Info</b>   |
|---|---|
| <ul style="list-style-type: none"><li>• Shawnie Samaniego, Assistant to Asst. Prop. Mgr</li></ul> | <ul style="list-style-type: none"><li>▪ <a href="mailto:SSamaniego@shapell.com">SSamaniego@shapell.com</a><br/>408-582-1949</li></ul> |
| <ul style="list-style-type: none"><li>• Smiley Sandhu, Assistant Property Mgr.</li></ul>          | <ul style="list-style-type: none"><li>▪ <a href="mailto:SSandhu@shapell.com">SSandhu@shapell.com</a><br/>408-946-1550 x139</li></ul>  |

### **Safeway at Gale Ranch Plaza:**

11060 Bollinger Canyon Rd., San Ramon, CA 94582

- | <b>Name and Postion</b>   | <b>Contact Info</b>  |
|---|--|
| <ul style="list-style-type: none"><li>• Bill, Store Manager</li></ul> | <ul style="list-style-type: none"><li>▪ 925-359-2005</li></ul> |