



Texas Trails Council

2019

UNIT POPCORN

KERNEL LEADERS GUIDE



Prepared. For Life.™



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## Different Methods of Selling Popcorn

☞ **Take Order**—is the traditional form of popcorn sales that the Texas Trails Council uses. The Scout along with a parent or Unit Leader takes the order form door to door and asks neighbors to support Scouts by buying popcorn. The customer places the order of popcorn with the scout, afterward the unit places the order with the council. When the popcorn is delivered the scout will take the popcorn to the customer. Take Order accounts for 35% of our gross popcorn sales. Keep your take order sheets so you know who to go back to next year. Those sheets are a base of customers that is familiar and can be built from each year.

**Support our Troops Military Sales**—is the same as the take order except for one small thing, when the customer purchases the popcorn, and the order is placed, the popcorn will be sent to troops defending our country. These are very easy for those that do not want to deliver popcorn, or those customers that want to support Scouting but do not want popcorn. You can also use the donations that you receive to go towards military popcorn sales.

☞ **Show and Sell**—is a sales method used by the council. Your Scouting unit will order a certain amount of popcorn (be conservative) before **August 13, 2019**. The Scouting unit will be responsible for **ALL POPCORN once the order has been placed**. It is the Units responsibility to make sure the popcorn is not lost or damaged for any reason. Any unsold popcorn is the responsibility of the Unit.  
**On August 30<sup>th</sup>, 2019**, the units will be able to pick up the popcorn that was ordered. (Locations TBA)

At locations set by the unit leaders (for example: in front a store) your unit will ask Customers of the store to support Scouts by buying popcorn. **ALL Show and Sell money are due to the Council office no later than November 1st, 2019**. The Unit should use any unsold Show and Sell Popcorn to fill their Take Orders before placing the Unit Take Order in the Popcorn System.

**Online Popcorn Ordering**— this is the easiest method of selling popcorn. Each UNIT LEADER will need about 5 minutes per Scout to set up the Online Popcorn Sales System. Once the account is set up, the scout and his parents will be able to email all of their friends and family asking them to support the Scouting program by buying popcorn. You will also be able to do this on Facebook or put it on your Scout unit's website. Popcorn purchased online will be shipped directly to the customer. Please make a push and enter your Scouts into the system. Every sale counts!!

**\*\*\*BONUS TO THE TOP ONLINE SELLING UNIT! \*\*\*SEE THE SALES STRUCTURE PAGE FOR MORE DETAILS! \*\*\***



## ***FUND YOUR BEST YEAR OF SCOUTING WITH POPCORN***

As a leader, you are charged with the responsibility to make sure your youth members have a fun and exciting program that will capture their imagination and build memories and friendships that will last a lifetime.

### ***Keys to Funding Your Best Year of Scouting***

- Step 1:** Gather the information from your “Program Preview Meeting”, and/or information on your “Annual Program Planning”, then develop a 2019-2020 plan.
- Step 2:** Build a calendar of monthly events for the upcoming year. Brainstorm by involving your Scouts, parents, leaders, etc.
- Step 3:** With the information from steps 1 & 2 and with support from other adult leaders, **develop a unit budget for the upcoming year.**  
Calculate the amount of funds needed to make your “Best Year of Scouting” a reality.  
Put your plan on paper.
- Step 4:** Print a calendar and share it with everyone in your unit.
- Step 5:** Set Your Unit goal based on the activities your Unit would like to do thru-out the year. The Popcorn sale is the best way to make your plan a reality without having parents use their own money every month.
- Step 6:** Set your “Per Boy” goal
- Step 7:** Utilize the Tips from a Pro and SELL, SELL, SELL!!!

Thank you for helping young people in your unit build better friendships, memories and positive Scouting experiences.



## **Fund your Best year of Scouting (continued) For your Scouts**

Begin with your immediate family members:

Mom, Dad, Brothers, Sisters, Cousins, Grandparents, Aunts, Uncles, Close Neighbors..... Whoever purchased popcorn from YOU last year. You can do this as soon as you receive your 2019 "take order forms"...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. Other possible customers are: Teachers, Church friends, Business that support the community, Civic and Service Clubs, VFW and American Legion.

### **SELL THE ADVENTURE**

- Remember we are selling the Scouting **Program**, not Popcorn.  
Selling popcorn as a fundraiser enables a unit to have the funds to deliver their "program".
- We are selling Scouting, and people will support scouting if asked. The Popcorn is just a thank you.
- The Public needs 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".

### **OVERCOMING OBJECTIONS FROM POTENTIAL CUSTOMERS**

- "The popcorn costs too much."  
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 allowing youth to earn their own way and learning skills and personal development they will use the rest of their life.
- Our pack, troop, crew, or post has another fundraiser and we do not have a need to "sell popcorn".  
If this is the case, then consider allowing the "total unit commission" to go directly into a "Scout's account" for weekend campouts, field trips, summer resident camp, Cub Scout day camp, etc. Many units find the "Popcorn Sale is adequate for both their Unit and individual Scout annual needs...and parents appreciate not having to come up with funds (dues) every week, month, etc.



## Tips from a Pro

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- 1) **Be Neat!** - You will make a great impression if you are in your class A uniform. Wearing your uniform when selling gives an impression of professionalism and shows people that you are proud of what you are doing.
- 2) **Be Prepared:** Learn the presentation below and don't change it. Your first questions should never be, "Do you want to buy some popcorn?" That question all too easily leads to the one word answer, "NO". People will not be purchasing from you because you asked them to. They will be buying from you because YOU will have created a relationship with them very quickly and they will want to help you and the scouts.
- 3) **Maintain Eye Contact!** This is very important. Maintaining eye contact shows that you have confidence in yourself, your product, the program, and your group.

## The Presentation

Tell them who you are: "**Hi sir / ma'am, my name is \_\_\_\_\_ (First name only!)**

Continue with the group you are representing: "**and I'm a scout with pack / troop \_\_\_\_\_**"

Tell them what you are doing: "**We're selling popcorn to help raise money for our Pack / Troop.**"

Tell them what they can do for you: "**You can help us by buying some of our delicious popcorn.**

Now get the sale by telling them to buy in a question: "**You'll help us out, won't you?**"

**Hi sir / ma'am, my name is \_\_\_\_\_,**

**and I'm a scout with Pack / Troop \_\_\_\_\_.**

**We're selling popcorn to help raise money for our Pack / Troop.**

**You can help us by buying some of our delicious popcorn.**

**You'll help us out, won't you?**

- 4) **Always Be Polite & Courteous:** You will be surprised by how many people who will tell you "NO" just to see how you handle the rejection. You will be even more surprised by how many people who will change their answer to "YES", just because you were polite and professional in the face of rejection.
- 5) **Thank Everyone:** Even the people who don't buy. Just saying, "Thanks for listening", will often cause people to change their mind.
- 6) **Keep Moving!:** If you are selling at one of the commercial locations (Lowe's, Wal-Mart, Grocery Store, Truck Stop, ect.), you must continue to move and talk to people. Don't assume that they will walk up to you, they won't! The more people you approach, the more you will talk to, and the more sales you will make.
- 7) **Keep Smiling:** Do you like grumpy people? Neither does anyone else. Keep a smile on your face.



## Tips for Leaders

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- 1) **Locations:** Find locations with a high traffic of people throughout the day. Speak to the manager, co manager, or assistant manager to secure the location. Most will limit the amount of time you can be there and that's ok. Once they see how professional the kids are, they will be willing to extend the dates or times.
- 2) **Be Prepared:** You should know the presentation that the scouts are using and listen to make sure that they do not change it. If they start to make changes, they will eventually forget what they were going to say or stammer through a presentation. They and you will want to make every minute count when they are out there and they don't want to lose sales due to a poor presentation.
- 3) **DO NOT CREATE COMPETITION BETWEEN THE Youth!** This is very important. All sales should be fairly distributed amongst the boys working at a location. Keeping tabs of what each boy sells individually can become extremely difficult and creates a competitive situation that could have the boys in arguments or fighting over customers. This is a team effort!

## The Presentation to Obtain Locations

Tell them who you are:

**"Hi, my name is \_\_\_\_\_"**

Continue with the group you are representing:

**"and I'm a leader with pack / troop \_\_\_\_\_"**

Tell them what you are doing:

**"We will soon be participating in our annual popcorn fund raising drive."**

Tell them what they can do for you:

**"We would appreciate it if our youth members could set up out front to sell popcorn. Our youth have been trained to be professional and it will give them an opportunity to practice their communication skills while taking responsibility to support our Pack / Troop and the programs it offers to the community."**

Close the deal:

**"The dates are \_\_\_\_\_. You'll help us out, won't you?"**

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### 4) **DO NOT Sell the Popcorn for the Youth:**

Let them do it. You will find that they will back each other up, assist each other, develop increased and additional skills and develop new levels of self-confidence. You should be there as an advisor and motivator. Use two cash bags with zippers to control money. Allow the boys to keep control of one and handle all sales dollars. You should keep the other in the car and from time to time clean out the excess cash. At the end of each selling period, do an accounting and let the boys know how well they did.

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# 2019 Popcorn Timeline

**July 27, 2019 – Council Popcorn Pop-off First United Methodist Church—**

**1000 N Main, Cross Plains, Texas 10:30 am-1:00pm**

**Lunch will be provided**

- August 13, 2019 - Show and Sell Popcorn orders are due. TROOP commission choice due now. IF no choice is made, you will get the straight 33% & no Prizes**
- Mid to late AUGUST - Units hold popcorn kickoffs. Make it Fun!
- August 30<sup>th</sup> – DISTRIBUTION** - Location: **TBA** District Kernels will contact units
- August 31, 2019 - **START YOUR SHOW AND SELL!!**
- September 27, 2019 – **1<sup>st</sup> Popcorn weekly drawing**
- October 4, 2019 – **2<sup>nd</sup> Popcorn Weekly Drawing**
- October 5, 2019 – Neighborhood BLITZ DAY!**
- October 11, 2019 – **3<sup>rd</sup> Popcorn Weekly Drawing**
- October 18, 2019 – **4<sup>th</sup> Popcorn Weekly Drawing**
- October 25, 2019 – **5<sup>th</sup> Popcorn Weekly Drawing**
- October 19, 2019 – Neighborhood BLITZ DAY!**
- \$\$ November 1st-Show and Sell Money due to the council. \$\$\$**
- November 1, 2019 – **6<sup>th</sup> and FINAL Popcorn Weekly Drawing**
- November 15<sup>th</sup>, 2019 - Turn in Take Order Popcorn Order.**
- December 6<sup>th</sup> 2019- DISTRIBUTION** Location: **TBA** District Kernels will contact units
- December 14, 2019 Popcorn PARTY! Mr. Gatti's in Abilene. Time: 11:30am-1:00pm
- \$\$\$\$Popcorn money due to Council no later than December 16<sup>th</sup>!\$\$\$\$**
- December 16, 2019 - All units are closed out with Council.**
- December 23, 2019--PRIZES MUST BE ORDERED BY THIS DATE! Note: ALL popcorn MUST BE PAID BEFORE PRIZES WILL BE RELEASED TO SHIP! DO NOT MISS YOUR DEADLINE!**





## 2019 Popcorn Sale Commission Structure

**Cub Scout Pack commission is 30% + prizes.  
(NO EXCEPTIONS)**

**Troops get a choice!  
33% without prizes or 30% with prizes**

**\*\*\*Troop Popcorn Kernel MUST email Michele with their choice by August 13, 2019. The Popcorn System WILL NOT save your choice. It has to be put in the ordering system by the Council. IF you do not choose, you will automatically be enrolled in the 33% & no prizes\*\*\***

## **SALES UNIT BONUS COMMISSIONS FOR 2019**

***\$1,000* Bonus - Sell \$25,000 in Popcorn**

**OR**

***\$500* Bonus - Sell \$10,000 in Popcorn**

(In order to qualify for 2019 bonuses the unit must participate in the two Blitz days on October 5<sup>th</sup> and 19<sup>th</sup> (if you need to pick your own Blitz Day please give your Kernel the date change) and register your scouts for online sales.)

**\$250 BONUS to the UNIT that has the most internet sales.  
Must have a minimum of \$500 to qualify. Only ONE unit will  
get this BONUS! Time for some friendly competition!**



## Weekly Prize Drawings for \$650 club

For *EVERY* \$650 you sell, your Popcorn Kernel will turn in your name to be added to the drawing!

**Drawing dates are: September 27<sup>th</sup>, October 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> and November 1<sup>st</sup>.**



**OFF ROAD RC VEHICLES. ITEM MAY VARY IN STYLE AND COLOR FROM PHOTOS SHOWN**

You do not have to wait to fill up a sheet this year! Drawing is strictly based on 1 (one) entry for every \$650 sold. This **MUST** be turned in to your UNIT POPCORN KERNEL! Kernel will turn into office. Entries will only be accepted from the Kernels.



## **BONUS PRIZE**

**ALL SCOUTS RECEIVE THIS PRIZE FOR  
SELLING \$650**

**YES, CUB SCOUTS & BOY SCOUTS!!**

## **Nickelodeon Color Change Slime**



Unit Popcorn Kernels must order this when they place their prize orders. Troops, if you are NOT doing prizes, you must order this in the popcorn prize system, for the scouts who have earned it. **We do not have these at the office.**



**DECEMBER 14, 2019**

**Location: Gatti's Pizza**

**2665 Buffalo Gap Rd., Abilene**

**Time: 11:30am-1:00pm**

The \$1,000 club will be for those outstanding scouts, which sold \$1,000.00 or more in popcorn.

**ALL PRIZES WILL BE AWARDED AT THIS EVENT**

**Grand Prize**

**Top Seller**



Play Station 4 PRO 1TB



This will be a 40in or larger TV!

**Grand Prize drawing will include ALL names turned in by leaders that have been included in the weekly drawings, as long as their total sells are over \$1,000 ALL weekly winner's names will be placed back in the pot for the Grand Prize drawing. You do not have to be present to win Grand Prize. Please contact Michele Lewis (325-677-2688) with any questions.**