

# NORTHERN STAR COUNCIL



Fall 2016 Kickoff Presentation





*Popcorn Crew 2016*

**"SNACK ON THE SEVEN SEAS"**

## **DOOR PRIZES**

When you see a picture of a 2016 Adventure, we will draw door prizes.



# DATES TO REMEMBER



- § **Fri. Sept 2** Home Delivery Info Due to [popcorn@nsbsa.org](mailto:popcorn@nsbsa.org) 12:00 p.m.
- § **Sept. 12-16** District Show and Deliver Pick Up (see page 7) Varies by District
- § **Sept. 14-21** Free Home Deliveries Dropped off Varies
- § **Fri. Sept 23** "SUNSET MADNESS" SALE STARTS! 5:00 p.m.
- § **Sun. Oct 9** Early Return 11:00a.m.-3:00p.m.
- § **Sun. Oct 30** SALE ENDS! 11:59 p.m.
- § **Wed. Nov 2** Return Excess S&D in Metro 3-7:00 p.m.
- § **Thurs. Nov 3** Return Excess S&D in Eagle River and Trailblazer 3-7:00 p.m.
- § **Fri. Nov 4** Take Orders Due
- § **Nov. 14-19** Take Order Distribution Varies
- § **Dec. 15** Payments Due to Council Office



ADVENTURES



STAR  
ROGUE ONE  
WARS



# THE WHO



# IT'S FOR THE SCOUTS!



Scouts stay in Scouting longer when they have a **QUALITY PROGRAM** to enjoy with their friends.

That is what we're raising funds for...

so you, and your fellow Unit Leaders, don't have to chase families down for money all year long or charge dues.





## **EARN YOUR WAY IN SCOUTING**

Character Development

Gain Confidence

Goal Setting

Money Management

Life Lessons

Public Speaking



# GUEST SPEAKER



§ Testimonial from a volunteer about how Popcorn has affected their Scout.





# ADVENTURES



# THE WHY



# IDEAL YEAR OF SCOUTING



1. Plan Unit's program year:
  - § Get Scouts engaged ... it's **THEIR** program
  - § Scout families **ENJOY** an organized Unit
2. Determine the **budget**
3. Set the **goal** - for the Unit and each Scout
4. Have a thought out **communication** plan
5. Obtain funds from **one fundraiser**
6. Then enjoy the activities planned and **HAVE FUN**



# MESSAGE TO SCOUT PARENTS



- § No out-of-pocket-expense to enjoy 12 months of Scouting activities.
- § Do one fundraiser a year; more time enjoying Scouting.
- § Scouts ...
  - § Earn their own way
  - § Learn life lessons and responsibility
- § All Scouts will enjoy the Unit's program.
- § Consumers are motivated to purchase based on the cause.
- § We should ask our boys and parents to go out and be confident that our communities WANT to support Scouting. They will IF we ask them to.
- § We are NOT selling Popcorn. What are we selling?



## COMMUNICATE

- § Teach your Scouts how to sell safely.
- § The Kickoff Party is a great opportunity to present a lot of important information.
- § Utilize the communication tools on [sell.trails-end.com](http://sell.trails-end.com).
- § Send **weekly or bi-weekly emails** to families with timely information.
- § Talk popcorn at all Unit and Den/Patrol meetings throughout the sale.
- § Post a sale tracker / thermometer so everyone can see sale goal status.
- § Keep momentum going and provide encouragement.

## RECRUIT A TEAM

- § You can do this on your own but it's not a good idea.
- § Ask your fellow leaders and parents to help you with...
  - § **The Kickoff Party** – look for someone with enthusiasm.
  - § **Distribution** – to pick up and transport the popcorn.
  - § **Communication** – to keep everyone informed and motivated.
  - § **Storefront Sales** – to book and coordinate storefront shifts for your unit.
  - § **Popcorn Chief (a Scout)** – ask your top selling Scout to serve as your Co-Kernel.



# WE ARE SELLING ADVENTURES



Consumers are  
**2x more likely**  
to support a  
cause they  
believe in!



# ADVENTURES



# THE ESSENTIALS





# COMMISSION STRUCTURE

**32%** Base Commission - All units who sell popcorn in 2016 will receive a Base Commission of 32% of their total sales. Example: If a unit sells \$1,000, \$320 will go back to the selling unit.

+

**3%**

Bonus Commission - If YOUR unit has someone attend a popcorn seminar, whether it be Super Saturday, a District make up seminar or a one on one with your District popcorn team, it earns 3% for your unit.

=

**35%**

35% Total Commission - The total commission a unit can earn is 35%, if a unit qualifies for the bonus commission, and elects to do the cash option.

+

**4%**

Cash Option Commission - If YOUR unit elects not to take part in the prize program, your unit will receive an additional 4% commission. Please note, all of the youth in your unit will still qualify for the council's incentives.





## **BEST PRACTICES**

Set Goals

Unit Incentives

Unit Kickoff Party

Communicate

Recruit a Team

**HAVE FUN!**



# SET GOALS



- § Set goals for your unit and for each Scout.
- § Scouts who set goals sell **twice as much** as Scouts who do not set a goal... same is true for units.
- § Goals should be based on your budget to fund the Scouting year.
- § If a Scout runs out of product, encourage him to continue to **SELL to his goal** by taking orders to be filled later!

Sales Goal Worksheet				
\$ 9,450	/	35%	=	\$ 27,000
Budget Goal		Unit Commission		Unit Sales Goal
\$ 27,000	/	30	=	\$ 900
Sales Goal		Number of Scouts		Scout Goal
\$ 900	/	\$ 17.50	=	51
Scout Goal		Avg. Price per Container		Container Goal



# A SCOUT'S PLAN TO SELL \$600...



Show your families how easy it is to hit their goal. It's as easy as 1, 2, 3!

\$200

1. Start with family, friends, Mom and Dad's co-workers, closest neighbors, etc.

\$200

2. Participate in two storefront shifts with an average of \$100 sales per shift

+ \$200

3. Canvas your neighborhood by going door-to-door.

\$600

Don't forget to...

Create an online sales account and send emails to family and friends who live faraway, as a way to help you get to \$600 even EASIER!



# UNIT KICKOFF PARTY



§ The single most important thing is...

## *ENTHUSIASM!*

- § If it's not you, then find that person!
- § Dress up the room, pop popcorn.
- § Have games for Scouts to play the minute they walk in the door.
- § Role play a "sale" either at a storefront or at the neighbor's door.
- § Families should walk out excited, informed, and ready to sell.



# UNIT KICKOFF PARTY



- § MAKE IT A FUN EVENT!
- § Play games, have snacks, offer door prizes, etc.
- § Review the following...
  - § Planned activities for the upcoming year.
  - § Costs for every activity and the cost for the year.
  - § Sales goal for every Scout and demonstrate how a Scout can earn his own way.
  - § The selling methods
  - § The safety tips
  - § The incentives and prizes the Scouts can earn!



# UNIT INCENTIVES



- § Scouting activities that THEY planned
- § Experiences – field trips, weekend getaways, sporting events, etc.
- § “Little Things” for selling \$100, \$200, \$300, etc.
- § Fishing poles and gear
- § Camping equipment
- § Video games / small dollar gift cards
- § Pizza party & Ice Cream socials
- § Pie in the Face →
- § Ask your Scouts what they want... you might be surprised!



# UNIT KICKOFF KIT



- § Tote Bag
- § Sales Guides
- § Shirt
- § Business Cards
- § Sample Carmel Corn with Nuts
- § Sample Jalapeno Cheese
- § 3 Bags of Unbelievable Butter
- § Night Zone Frisbee





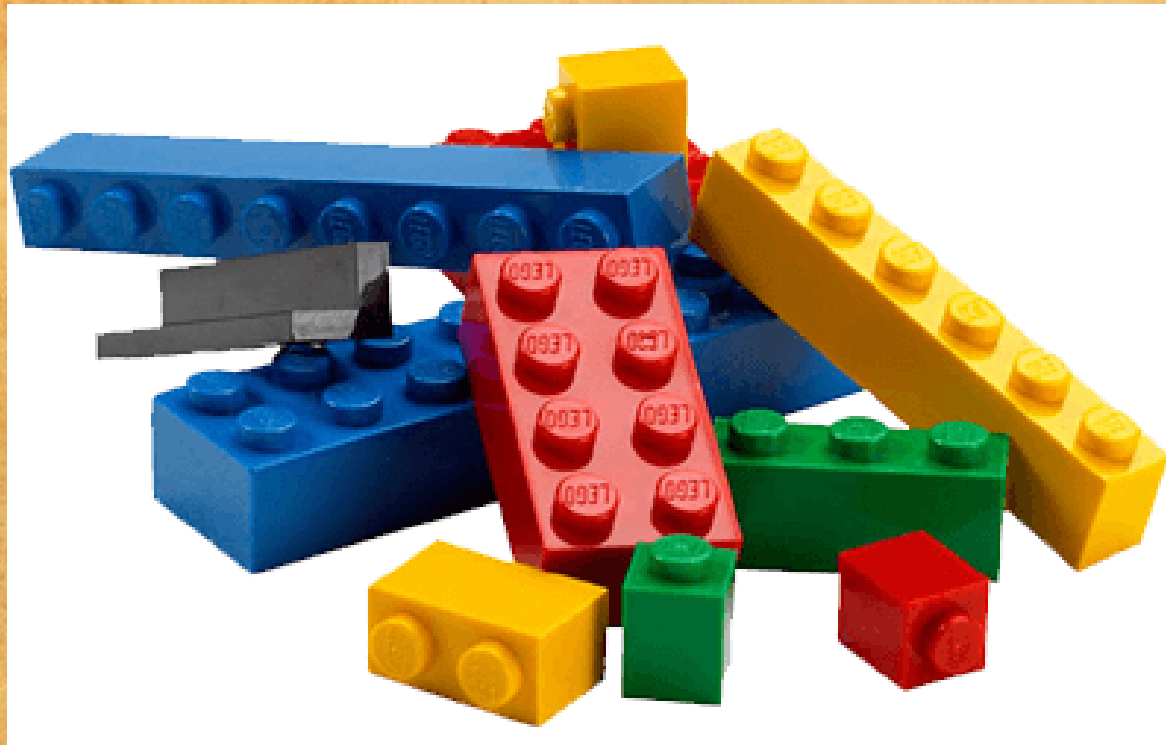
# BREAKOUT



Unit Kick Offs  
What works and what hasn't?



# ADVENTURES



# THE HOW



# PRODUCT LINE

§ New for 2016 & Product Changes

§ *Cheese Lovers Mix*

§ Bags inside box will be SILVER style bags. Cannot open and sell separately.

§ *Chocolate Caramel Crunch*

§ Now comes in a bag for \$20

§ *Jalapeno Cheddar*

§ Now comes in a bag for \$15





## WAYS TO SELL

Storefront

Door-to-Door

Online Sales

Family & Friends

Co-Workers

Church Congregation

Sporting Events



# DOOR-TO-DOOR WITH PRODUCT

also known as Show and Deliver



- § All of the advantages of door-to-door and you don't have to go back and deliver.
- § Fill a red wagon or the family van with popcorn and go door-to-door.
- § Don't take low-end items to the door, let the consumer choose off the form like a vending machine.
- § Door-to-door yields more sales per hour than any other sales method.



# STOREFRONT SALES

also known as Show and Sell



- § Ask store manager for permission several weeks in advance.
- § Assign Scouts (2) and parents in two hour blocks. 2-2-2
- § Keep Scouts engaged with customers... not sitting or staying behind the table.
- § DO NOT open up microwave boxes.
- § Create and display banners | signs. The best signs are the ones made by Scouts to show what they do for the community and to highlight their program.
- § Divide sales equally among Scouts who participate.
- § Apply donations received towards your military sales.
- § Be courteous!



# STOREFRONT SALES

also known as Show and Sell





# GUEST SPEAKER



§ Testimonial from a volunteer about how Storefronts have helped their sales



# DOOR-TO-DOOR

also known as Take Order



- § Practice the sale script with your Scouts.
- § Have your Scouts start out covering their own street first, and expanding outward from there.
- § Sell as a Unit
  - § Have a unit “Blitz Day” to kick off the sale (award prizes).
- § Remind your Scouts to wear their Class A uniform.
- § New Mobile App will simplify the order taking process.
- § Set “time goals” or “neighborhood goals.”

## INTERESTING FACT

Two out of three people will buy when asked, but **less than 20%** of households are contacted every Fall.



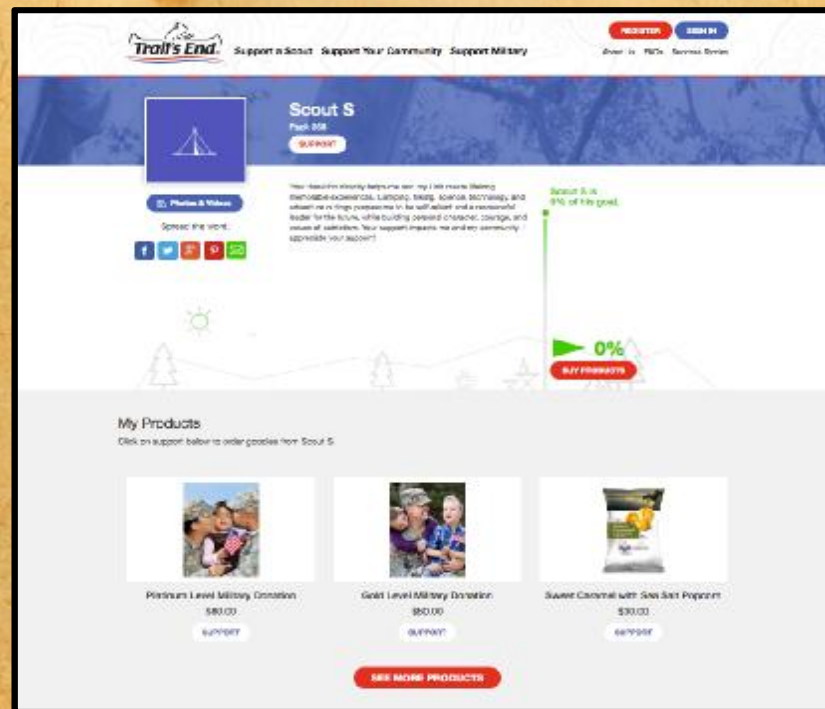
# SELL ONLINE

UNITS EARN 50% COMMISSION!



## New Online Selling System

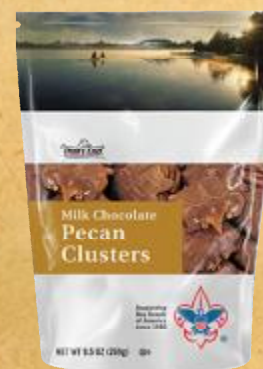
- § Scouts tell their story with personalized fundraising pages:
- § Upload photos and videos
- § Write a short bio about their Scouting adventures
- § Go viral! Send emails, texts, and post to social media.



# ONLINE SALES PRODUCT MIX

Different products and prices from the order form:

Coffee, Chocolate Pecan Clusters, Caramel Corn with Sea Salt, and more...



# SELL ONLINE

UNITS EARN 50% COMMISSION!



Experience John T. and his adventures

A little about the Unit I serve in...

Home  
About Us  
FAQ's  
Success Stories  
National Information

Find a Scout Community Support Military

## Quick & Easy

- § **No Product Delivery** – Products ship directly to consumers.
- § **No Money Collection** – Supporters make purchase with credit cards.
- § **Minimal Time Commitment** – Can be used in addition to any existing fundraiser.
- § **Available Year Round** – Earn money when you need it!



# SELL ONLINE

**UNITS EARN 50% COMMISSION!**



- § Convenient way to sell to family and friends who live faraway.
- § Higher commission for online sales vs. traditional sales.
- § Single Sign-On syncs with Popcorn System
  - § One login will get you all reports
  - § One email address for families, but separate logins for each
- § Encourage all Scouts to create an online selling account and send 10 emails.
- § Online sales count toward Scout Rewards and ALL Incentives!  
(starting August 1 through your council's fall sale end date)
- § \$7.50 flat-rate shipping and handling, independent of recipient's zip code.
- § FREE Shipping for orders with 3 or more items
- § In 2015, the average online order was **\$48**.



# HOMETOWN HEROES



# HOMETOWN HEROES



§ Last year, over \$80,000 in popcorn was delivered to local Police, Fire, EMS, Military and more in our communities!

§

§ Again this year we will offer product for units at the take order distribution centers to take for local hometown heroes deliveries.

§





# ADVENTURES



# POPCORN SYSTEM



# POPCORN SYSTEM

## WHAT YOU NEED TO RUN YOUR SALE...

### User Friendly

- § Built with latest technology to ensure functionality is current and intuitive.

### Single Sign-On

- § Syncs with online selling system and digital take order form.

### Enhanced Reporting

- § Improved reporting based on your feedback - including online sales.

### Mobile Enabled

- § Access everything you need from your Smartphone.



Stick around afterwards for a step-by-step tutorial on how to use the new Popcorn System.

A screenshot of the Trail's End POPCORN SYSTEM login page. At the top is the Trail's End logo, which includes a silhouette of a horse and rider. Below the logo is the text "POPCORN SYSTEM". There are two input fields: "Username" and "Password". Below these fields is a blue "SIGN IN" button. At the bottom left, there is a checkbox labeled "Stay signed in". At the bottom right, there is a link that says "Need help?".

# DISTRIBUTION



# DISTRIBUTION



## § Ordering Product

- § Show and Deliver Due Sept 2
- § Can do 100% of 2015 sales
- § Take Order Due Nov 4

## § Distribution

- § Check the Chart for your District
- § Emails sent out 2 weeks before the date

## § Home Delivery

- § \$12,000+ Units
- § Will be contacted directly via email to set up delivery



# DISTRIBUTION



## § Reordering Product

- § Able to order more product starting Tuesday 27
- § Warehouse locations Brooklyn Park and an East Side TBA

## § Returns

- § 15% of your total Show and Deliver inventory as of Oct 30 can be returned. Takes into account all orders, reorders, transfers and early returns.

## § Transfers

- § Units can transfer between Units, form must be signed by both units. Working on an online portal



**BREAKOUT**



# Inventory Management Strategies



# ADVENTURES





# PRIZES



# BONUS PRIZES



§\$450 Base Camp Extravaganza

§\$650 Club-Frisbee or SS Day or Slushie Cup

§\$900 Crayola Experience or Game Event

§New Adventure points!

§\$1800 Champions breakfast



# DISNEY TRIP



§ \$1300 in sales earns a Scout 1 entry into the drawing

§ Every \$500 earns another entry.



# EARN MONEY FOR COLLEGE



## STAY ON TRACK FOR COLLEGE.

Sell **\$2,500** in any calendar year and receive **6%** of your total sales invested in your own Trail's End Scholarship account.

Once enrolled, 6% of your sales each year will be added to your account. You only have to hit the \$2,500 minimum one time. Online sales count!



# ADVENTURES



§ New this year—Adventure Points

§ Earn 50 points at \$1300, then 10 points for each \$100 in sales after that.



# ADVENTURES



**CONQUER**  
**Ninja Warrior**



# ADVENTURES



**CONQUER**  
Ninja Warrior



# CAMP CASH



§ Boy Scouts and Venturers

§ Prizes can be traded for Camp Cash to be used at one of several NSC camps.

§ New for 2016





# BREAKOUT



Best practices on incentivizing youth. What's your best motivation technique?



# RESOURCES



# CREDIT CARD READERS



§ Credit Card readers can be a great way to increase your sales. Storefronts are a place where they are most handy. Some units have reported increased sales of over \$5,000 during the sale because they were able to take credit cards on site.

Some thoughts about using the Credit Card Readers are:

- § · Ability to take credit card payments
- § · Use multiple readers at different locations at the same time
- § · Most companies offer a “Salesman” mode, where you can invite others in your unit to the main account and keep track of sales they have via their credit readers. Be careful of fees with some of them. Turn them on or off.
- § · Fees are responsibility of the Unit.
- § · Remember, the fees are on sales you would not normally have gotten at a storefront, not all of your sale.
- § Square          Paypal          Intuit



REMEMBER...

# WE ARE SELLING ADVENTURES



Consumers want to know how their donation will help the charity or cause. One way to make a connection with customers is to have beneficiaries of the cause tell their stories.



**GOOD LUCK AND HAVE FUN!**

Stick Around for More Information...

