

2016 FALL POPCORN SALE LEADER GUIDE



Popcorn Crew 2016

"SNACK ON THE SEVEN SEAS"



NORTHERN STAR COUNCIL
BOY SCOUTS OF AMERICA

Prepared. For Crunchtime.

www.buyscoutpopcorn.com

Fall 2016 Popcorn Sale Calendar

See Pages 12-15 for calendar templates to help you plan your sale

Pre-Sale Prep

Aug. 1-31	Attend Popcorn Training	
Aug. 1-31	Set Unit & Scout Goals. Set Popcorn Kickoff Date for Sept.	
Aug. 1-31	Set up Store Front Sale Locations and Blitz Days	
Fri. Sept 2	Show & Deliver Order Due at trails-end.com	12:00 PM
Fri. Sept 2	Home Delivery Info Due to popcorn@nsbsa.org	12:00 PM
Sept. 12-16	District Show and Deliver Pick Up (see page 7)	Varies by District
Sept. 14-21	Free Home Deliveries Dropped off	Varies

During the Sale

Fri. Sept 23	"SUNSET MADNESS" SALE STARTS!	5:00 PM
Sun. Oct 9	Early Return	11:00AM-3:00PM
Sun. Oct 30	SALE ENDS!	11:59 PM

After Sale Wrap Up

Mon. Oct 31	S&D Transaction Invoices emailed out	12:00 PM
Wed. Nov 2	Return Excess S&D in Metro	3-7:00 PM
Thurs. Nov 3	Return Excess S&D in Eagle River and Trailblazer	3-7:00 PM
Fri. Nov 4	Last Day to Dispute S&D Invoice	
Wk of Nov 8	Online Sale Commissions credited to invoice	
Fri. Nov 4	Take Orders Due at trails-end.com	5:00 PM
Fri. Nov 4	Home Delivery Info Due to popcorn@nsbsa.org	5:00 PM
Fri. Nov 18	Prize Order Due for Dec Delivery	5:00 PM
Nov. 14-19	Free Home Deliveries Dropped Off	Varies by District
Nov. 14-19	Take Order Distribution	Varies

Popcorn Sale Commission Structure (By retail sale price)

Base Commission	32%	
<u>Attend Popcorn Seminar</u>	<u>3%</u>	
Total	35%	
<u>Cash Option (no prizes)</u>	<u>4%</u>	(Available for Troops and Crews by request)
Cash Option Total	39%	

Top 11 Things to do as a Popcorn Chair

As a Unit popcorn chair, you are a vital piece of each youth's Scouting program. The popcorn program you help organize helps Scouts to earn money for their Scouting experience.

1. Attend District Popcorn Rally and Training.
2. GET HELP! Form a committee of helpers to assist with the kickoff, storefront sales, pickup days or email blasts.
3. Work with your committee to set Unit and then a per Scout or Family Sales Goal.
4. Create your own "Unit Incentive Plan." Buy and give away items for top seller of the week, weekly drawings, etc.
5. Host unit kickoff rally. See below for ideas.
6. Give leadership to leaders and families to achieve unit sales goal. Do weekly email blasts.
7. Make arrangements to pick up popcorn at your distribution site and immediately distribute to Scouts for selling.
8. Promote sales throughout the duration of the campaign. Have a mid-October rally or "Poptoberfest"!
9. By end of Oct, collect all extra popcorn and take orders from all Scouts. Use leftover Show & Sell product to fill take orders before returning up to 15% leftover to Council on Nov 2. Place your "Take Order" at the website by November 4 at noon.
10. Submit Prize order through the website before Nov 18 for December delivery.
11. Collect the balance of monies from leaders/Scouts and turn one check in to Northern Star Council by December 15.

Your Unit Kick Off

Importance of the Kick Off—The Kickoff sets the tone for your popcorn sale. Motivated Scouts and more importantly motivated Parents are the key to a successful sale. Have fun! Give away Prizes!

SAMPLE Agenda

Welcome and Introductions-Do a Popcorn Cheer or Skit. Have Leaders dress up!

Review Pack's Planned Program

- a. Highlight Activities
- b. Pack Meetings and Awards

Pay For It All with Popcorn

- a. Family/Scout Goal
- b. Pack Goal
- c. Unit Budget

What the Family Gets Out of Popcorn

- a. Free Activities
- b. Free Camping
- c. Free Registration
- e. Nothing Out of Parents' Pocket

Divide Group into Parents and Scouts

Parents

Why We Chose the Popcorn Program
 Parent Packet or Guide (in the sales guides)
 Lessons Your Son will Learn & Advancements
 Pack Calendar and Budget
 Sales Date, Order Forms and Money Collection

Come up with your own prizes/incentives for the Scouts. Popular ones in the past have been:

- Gift Cards
- Pie in the face of a leader
- Camping Gear
- Special seat/chair
- Pile of Prizes to pick from weekly



Scouts

Tasting Kit
 Sale Forms
 Safety & Selling Tips
 Prize Program
 Role Playing

Recombine Group

- a. Recognize Last Year's Top Selling Scouts
- b. Generate Enthusiasm
- c. Extra Incentives
- d. Give away some prizes!

IF YOU NEED HELP WITH YOUR KICK OFF THIS YEAR (PACK/TROOP OR CREW) CONTACT YOUR DISTRICT POPCORN CHAIR OR EMAIL POPCORN@NSBSA.ORG AND REQUEST SOMEONE FROM THE KICK OFF CREW TO HELP WITH YOUR EVENT!

Three Types of Sales—Use all three for maximum success!

Show and Deliver Sale...orders due Friday Sept 2 at Noon.

The "Show and Deliver" sale provides units the opportunity to order popcorn before the start of the sale. This is an optional part of the sale, but is a proven method to boost sales!

Scouts will have product available to deliver at the point of sale and will not need to return at a later date to deliver product or collect money. Scouts simply record the sale on the "Take Order" form and mark the delivered and paid columns. Spend more time selling and less time delivering and collecting (no multiple visits to houses). As part of this method, consider store-front sales. This will take some prior planning to establish relationships with local store managers to determine if you can do this, and when. No upfront payment is required. See the Return Requirements on Page 6 for information on returning product during and after the sale.

Take Order Sale...orders due Friday November 4

Units will be able to order popcorn products based on the orders received from individual Scout "Take Order" forms, without having the product in hand. The "Take Order" sale has been used very effectively and will most likely continue to represent at least part of your unit's total sale.

Online Sale

Scouts can go to www.trails-end.com and register an account to sell popcorn online. Scouts can use Twitter, Facebook and emails to sell popcorn across the country. No product handling for the Scout and the payments come in automatically. This sale technique is great to use with relatives and friends who cannot easily have product delivered to them during the fall sale. A great way for older Scouts to earn money using social media and technology.

NEW THIS YEAR:

- Exclusive Online only products. None of the products in the sales guide will be available online.
- Increased commission. All Scouts will get a 50% commission on all non-military donation online sales.

Product Update

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

For a complete list of the products available, please refer to the sales guide.



For more detailed information on how to place your order, track sales by Scout, etc., please refer to the left navigation panel in the Popcorn System.

How to place your Show and Sell Order

Sign in to your [Popcorn System](#) account (login information provided by your council)








Click on the Unit Orders menu

Click New Unit Order, and select the Campaign (eg. Fall 2016) and the Order from the dropdown menus

Enter the quantity of cases needed next to each product (column in red below)

Click on Save Changes

When your order is complete, click on Submit to Council

Product	QTY Interval	Order Adj(+ or -)	Council Order
 \$50 Military Donation	1:1	<input type="text" value="0"/>	cs: 0
 Chocolate Lover's Collection Tin	1:1	<input type="text" value="0"/>	cs: 0
 18pk Unbelievable Butter Microwave	6:1	<input type="text" value="0"/>	cs: 0
 18pk Butter Light Microwave	6:1	<input type="text" value="0"/>	cs: 0
 Premium Caramel Corn w/ Almonds, Cashews & Pecans	12:1	<input type="text" value="0"/>	cs: 0
 Jalapeno Cheddar	12:1	<input type="text" value="0"/>	cs: 0
 White Cheddar Cheese	12:1	<input type="text" value="0"/>	cs: 0

Total:

Save Submit

Ordering Denominations

Depending on the order, you may have the option to order in just cases, or possibly even cases and containers.

CS = Case

A case contains multiple selling units of any given Trail's End product (eg. There are six 18pk cartons of UnB Butter in one case)

CT = Container

An individual selling unit of any given Trail's End Product (eg. One 18pk carton of Unbelievable Butter)

Containers : Case

Each product line displays a case per container ratio (eg. 6:1). For example, there are six 18pk cartons of UnB Butter in one case

Distribution- Sept 12-16 for Show and Deliver, Nov 16-21 for Take Order.

Your district will have one date/location, please check the website for final specifics.

Step 1: Check with your District to see if they have assigned Pick Up times. Assigned times help each site manage the distribution process more effectively, and it lets them know which unit is coming at which time.

Step 2: Pick up your product at your assigned district location. If you cannot be at the location, please find another parent to pick up the product. We cannot store product longer than our agreements with the warehouses, that let us use their space for free. Use the following estimates to know how many cars/volunteers you will need:

Car: 20 cases SUV, Mini Van, Pick-up: 30-40 cases Full Size Van: 50-60 cases.

Step 3: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 4: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 5: Have a receipt for each Scout to verify the amount of product they received as well as the date that the payment is due back to the unit. (Check In/Check Out carbon sheets available at sites and home delivery)

Home Delivery—\$12,000 and up

- Units that sold over \$12,000 in the previous year are eligible.
- For Show and Deliver Home Delivery, Units that sold \$12,000+ in 2015 total have earned home Delivery in 2016. At least 50% of their 2015 sales must be ordered to qualify. S&D deliver information is due by Sept 2.
- Units will be contacted by the courier early Sept to schedule drop off.
- Units that sell \$12,000+ in take order will have it delivered free of charge.
- Due to rising costs in courier services, the criteria for home delivery will increase to \$12,000 in sales in 2016

Reordering Product During the Sale

- Reordering product during the sale this year will be done via an online order system through buyscoutpopcorn.com.
- All product availability questions will be handled through the Popcorn warehouse staff.
- Each warehouse (at press time, locations are TBA) will be staffed 16-20 hours per week, and open a schedule of days/evenings/weekend hours for maximum availability to volunteers. ordered, it keeps our inventory control correct. Warehouse schedule will be handed out at Distribution Sites/Home Deliveries, emailed to chairs and on website.
- Some product limits will be enforced if the warehouse team deems it necessary. Please do not take or ask for more than you

Return Policies

- Return dates for popcorn are scheduled as follows (subject to change, please check website for final details)

Sunday Oct. 9	Mid Sale Return	4-7pm at 2 locations, TBA at press time.
Saturday Oct. 29	University of Scouting	9am-11am
Wednesday Nov. 2	Four Locations in the TC metro area (locations TBA 3pm-7pm)	
Thursday Nov. 3	Eagle River (New Richmond) & Trailblazer (Willmar) Roundtables	
- We will have one “early return forgiveness” day mid sale, for units to return product that they over ordered. No percentage requirements to what you can return. That day will be Oct 9.
- Do NOT put stickers, tape or anything detailing pricing on product unless it comes off without a trace. Post it notes are ok.

2016 Returns—Units will only be able to return up to 15% of their TOTAL Show and Deliver order after Oct 4.

- Units will be able to return singles this fall. Singles in good condition will be accepted at return sites.
- Updated Product transaction reports will go out on Monday Oct 31
- Units will have 5 days to dispute them and send corrections into the Council office before Nov 4 at 2pm.
- Dispute procedure consists of emailing or calling the Council office if your S&D invoice is incorrect.
- The Oct 29 return date will be for units that have less than 15% to return and agree that their transaction report on that date is correct. Product will be returned to units if they end up being over the 15% threshold.
- On Nov 2 and 3 Return sites will have calculated amounts units can return via spreadsheet, any product leftover the 15% mark, the unit keeps and keeps trying to sell. For example, if the unit is \$200 over in product they can return, they can choose whatever \$200 in product they feel they can sell easiest.
- In 2015 the average return was 4.5%.

Inventory Control Help

- Use the business cards that you receive at training. Hand them out to other units in your area that you can trade with.
 - Communicate with your Scouts. Have them report back actual product still unsold and transfer it to Scouts who have waiting customers.
 - Visit the Popcornwiki page via www.buyscoutpopcorn.com. Transfer and Trade with other units in the Council.
 - Don't have your Scouts give their product out right away to easy sales to parents and immediate family. Use that at storefronts and door to door so you have popular items in stock for sales.
 - Have over 15% to return? Keep selling! Have an additional storefront. The key is to ask for help. Most of the 12 units that had leftover product were able to get rid of all of it before the end of the year because they let Council know they had it.
- 6 We get late ordered, new units and many other reasons we need that product. The key is to let us know, we can help!

2016 Distribution Sites as of 7-30-16. Check your email and website for final details

<u>District</u>	<u>Location</u>	<u>Address</u>	<u>Date</u>	<u>Time</u>
Chief Black Dog & Prairie Lakes	Dakota Electric	4300 220th St W, Farmington, MN 55024	9/16	12-5pm
Crow River	Olsen Chain and Cable	250 Olsen Blvd NE, Cokato, MN 55321	9/17	8:30-11am
Dan Patch	Freightmaster Plus	1980 Seneca Road, Eagan, MN 55122	9/14	4-7pm
Eagle River	Bending Branches	812 Prospect Court, Osceola WI 54020	9/14	10am-2pm
Eagle River	Coca Cola of River Falls	2814 Prairie Dr. River Falls, WI 54022	9/15	10am-3pm
Great Rivers	Custom Handling	2055 White Bear Ave, Maplewood, MN 55019	9/15	2-6pm
Kaposia, El Sol, Zulu, North Star, Silver Maple	TBA	TBA	9/15	
Lake Minnetonka & Mustang	TBA	TBA	9/15	
Metro Lakes & Northern Lights	Popcorn Warehouse	6840 Shingle Creek Parkway, DOCK DOOR 19 , Brooklyn Center, MN 55430	9/14	3-6pm
Northwest & Many Waters	CSM Warehouse	4817 White Bear Parkway, White Bear Lake, MN 55110	9/16	12-5pm
Rolling Hills	McDonough Trucking	3015 Industrial Driv, Faribault, MN 55021	9/15	2-6pm
Three Rivers	Anderson & Dahlen	1301 115th Ave NW, Coon Rapids, MN 55448	9/14	2-6pm
Trailblazer	Willmar Fabrication	2400 19th Ave SW, Willmar, MN 56201	9/15	12-7pm

Prize Program

Northern Star Council is excited to partner with Keller Marketing again this year for the popcorn prize program. What does this mean for your Scouts and you as the popcorn chair?

- Scouts get to choose from physical prizes (every level) or gift cards (certain levels).
- Keller will also be the website you order the Bonus Prizes and all Patches from.
- Adventure prizes will be ordered by the Popcorn chair via website. \$40 Bonus gift cards for \$3500+ sellers will be ordered through the Adventure Prize program, and handed out at the Champions Breakfast. One order, with everything shipped directly to the Unit Chair. Simple!
- Keller has the number, 1-888-351-8000, answered by a real person, dedicated to Scout volunteers.
- Keller will stand by its prizes 100%, replacing any defective or broken products.

When and How to Order Prizes

- Communicate a prize choice due date to your Scouts and Parents several times during the sale.
- Set a deadline, and have a "Default Choice" for each prize level if they don't have their choice into you by the due date. (Suggested are gift cards for \$700+, below that would be unit's choice).
- Use the Prize Tracker sheet (available on buyscoutpopcorn.com on 9/15) to help keep track of what Scouts choose.
- In order to receive prizes by your December Unit meeting, make sure to order at least 14 business days prior to your meeting.
- Log into the Trails End System, click on ORDERS, the UNIT PRIZE ORDER. It should take you to the Keller ordering site.
- You will need a separate login for the Keller site.
- Any questions or problems, contact Keller directly.

<p style="text-align: center;">Keller Marketing Login/Password</p> <p>My Login: _____</p> <p>My Password: _____</p>
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Cash Option-(No Keller Prizes)

Troops and Crews may choose to forgo the Keller Prize program and receive another 4% commission. This option is not currently available to packs. Your unit must inform the Council of this decision in writing by Oct 1, 2016. Send an email to Marge at mfrendt@nsbsa.org indicating your unit number, name and that your unit would like the cash option.

Payments

- Northern Star Council will work with units if they receive a bounced check from a popcorn buyer. See Bounced check policy on the website.
- Payments are due to the Council Office on or before December 15, 2016.
- Northern Star Council does front the cost of all product and does not ask it's units to pay their invoice right away. You can pay earlier if you want. Please be prompt with your payment.
- If you are having problems collecting funds from someone in your unit, after a reasonable number of attempts, please contact the Council office.
- Please submit one check to the Council office via mail or drop off. Make sure to include your Unit Number in the memo line.
- Checks can be mailed to:

Northern Star Council
393 Marshall Ave
St. Paul, MN 55102

Resources

- Kick Off Kits

Receive one when you attend a training, includes:

- Reusable Bag
- T-Shirt for the Unit Chair
- Sales Guides
- Tasting Kits—Product includes Caramel corn with nuts, jalapeno cheddar and 3 sleeves of Unbelievable butter.
- Prize information for Unit Kickoff Example of Night Zone Frisbee for Cub Scout Packs.
 Game Event/Shooting Sports Day Flyer for Troops/Crews
- Custom Business Cards to exchange with other Unit Chairs

- Postcard Mailings

1st Mailing—Kick off to the sale. .Goes out, encourages them to sign up for weekly tips

2nd Mailing—Goes out the 2nd week of the sale. Explains the Pirate Ship Patch.

- Website

buyscoutpopcorn.com has sales information, forms, tips and more for parents, unit chairs and Scouts.

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.



WIN GIFT CARDS FOR YOURSELF OR YOUR UNIT

Unit Chairs that achieve certain benchmarks will receive door prize tickets for a larger drawing of three \$400 Gift Cards provided by Trails End.

There are three ways to earn entry into the large door prize drawing :

1. Payment on or before Dec 15 earns 1 entry.
2. Returns are 10% or less of your entire S&D Order earns 1 entry.
3. Increase your units popcorn sale earns one entry using the chart below.

<u>Fall 2015 Sale Total</u>	<u>Goal</u>
\$0-999	\$1000 or 10% increase, whichever is greater
\$1,000-\$5,000	Increase by 10%
\$5,001-9,999	Increase by 5%
\$10,000-\$19,999	Increase by 3%
\$20,000-\$29,999	Increase by 1%
\$30,000+	Increase by \$1

August 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2 Show and Deliver Orders Due via website	

Popcorn Success List

- _____ Attend A Popcorn Seminar/Training (Earn 3% commission for your unit)
- _____ Schedule Storefronts and Blitz Saturdays
- _____ Recruit a Co-Chair or team of parents to help you
- _____ Meet with Unit Committee Chair and Treasurer to set Scout and Unit goals
- _____ Assess the # of Scouts that are Selling
- _____ Schedule your Unit Kickoff for a September Meeting
- _____ Plan your Unit Kickoff and recruit help to execute the kickoff
- _____ Start putting your Show and Deliver order together (Due Aug 29) using historical sales figures

September 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Show & Deliver Orders Due <u>Home Delivery Information Due to Council</u>	3
4	5 <u>Labor Day</u>	6	7	8	9	10
11	12	13	14	15	16	17
				<u>Home Deliveries</u>		
<u>Show & Deliver Distribution-See Website for specific date/time for your unit</u>						
18	19	20	21	22	23 Sale Starts @ 5pm.	24
<u>Home Deliveries</u>						
25	26	27	28	29	30	
<u>Have Scouts sell door to door in their neighborhoods</u>						

Popcorn Success List

- _____ Create your own incentives for your Scouts to motivate them to sell.
- _____ Hold your Unit Kickoff.
- _____ Recruit someone to pick up the popcorn at distribution site
- _____ Have a plan to hand out the popcorn to Scouts before the sale starts
- _____ Start weekly communications with Parents about upcoming deadlines and prizes
- _____ Hold a Neighborhood Blitz on a Saturday morning. Meet at a park at 9am. Send the Scouts out selling door to door. Meet back up and celebrate the success with prizes and food!
- _____ Follow up with Scouts to ensure they are out selling, check if more inventory is needed.

October 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
				<u>Assess your inventory</u>		
2 Early Return Day	3	4	5	6	7	8
	<u>Hold a Mid Sale Rally</u>					
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
<u>Last week of the sale-finish strong -Assess your inventory, fill Take orders with S&D product. Collect Prize choices</u>						
30	31 Halloween					

Popcorn Success List

- _____ Hold a Den Challenge. Who can sell the most going door to door in your town/neighborhoods.
- _____ Hold a Mid Sale rally. Celebrate successes and motivate Scouts to finish strong.
- _____ Give Scouts encouragement and tips if they are having slow sales.
- _____ Assess your Show and Deliver Inventory. Call your Scouts. Have they sold their inventory?
- _____ Reorder inventory you are out of, be mindful of your return percentage.
- _____ Weekly communications with Parents and Scouts
- _____ Have all of your Scouts' order forms turned in by the end of the sale, or a day before that of your choosing.
- _____ Remind your Scouts when prize orders are due into you.

November/December 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Return Sites in Metro	3 Return Sites in Willmar and New Richmond	4 Take Orders Due	5
6	7	8	9	10	11	12
13	14	15	16	17	18 Prize Orders Due	19
<u>Take Order Distribution See Website for specific date/time for your unit</u>						
20	21	22	23	24	25	26
				<u>Thanksgiving</u>		
27	28	29	30	1 DECEMBER	2	3 Ship/Shop/ Share Event Maplewood
4	5	6	7	8	9 PAYMENTS DUE Dec. 15	

Popcorn Success List

- _____ Organize all of your orders. Fill remaining orders with leftover Show and Deliver product.
- _____ If needed, return product to one of return sites. Only 15% or less of your overall S&D order can be returned.
- _____ Order take order product via the website before or on Friday Nov 4.
- _____ Secure Prize choices from all Scouts. Submit prize order prior to Nov 18 for December delivery.
- _____ Secure someone to pick up any needed popcorn at the Take Order site.
- _____ Gather all funds from Scouts and submit one check to Northern Star Council before Dec 15.
- _____ Recognize Scouts for a job well done.

Credit Card Reader information

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.



While Northern Star Council or Trails End does not endorse any specific credit card reader company. Here are the most popular three units have used in the past. Make sure to research and see what matches up with your Unit's needs. The information below could have changed since the printing of this guide.

Square-www.squareup.com/

Swiping, dipping a chip, or using a contactless payment method with Square is 2.75 percent, no matter the credit card. The fee is higher than that of others, but it doesn't include hidden fees for minimum sales or rewards cards, so you always know what each card will cost to use. If you key in the transaction, it will cost you 3.5 percent + \$0.15. If you pay online, it's 2.9 percent + \$0.30.

Intuit-<https://payments.intuit.com>

Fees: Instead of just offering a flat rate for credit card payments, Intuit offers two plans, each with different transaction fees. The regular plan with no monthly fee will cost you 2.40 percent + \$0.25 per swiped transaction. It's lower than most credit cards, but it will definitely hurt if you're running a lot of small transactions. There are also additional fees if your customer uses a business rewards, Discover, or AmEx card, which range between \$0.07 and \$0.29 each. For \$20 a month, you can get the rate down to a mere 1.75 percent + \$0.25 per transaction, but you'll have to make at least \$3,000 a month for it to be worth the extra cost. If you key-in the transaction, it will cost you closer to 3.4 percent + \$0.25 and 3.15 + \$0.25 percent, respectively. There are also additional fees for chargebacks, a failed bank payment, or a returned check. None of this includes a QuickBooks Online subscription, though, which gives you full integration with QuickBooks accounting tools.

Paypal-www.paypal.com

Fees: When you use PayPal, you can accept credit cards, PayPal funds, and even checks. When you use credit cards, it's a flat fee of just 2.7 percent, no matter the type of card. If you accept payment by check, it's free, but you have to wait a few days for the money to clear. If you key in a transaction, you'll pay 3.5 percent + \$0.15. Non-U.S. cards also have an additional fee of 1 percent. If you receive micro payments, PayPal offers an attractive 5 percent + \$0.05 deal with a minimum volume, plus a reduced rate of 2.9 percent + \$0.30 for online transactions compared to the key-in rate.

NEW–The Pirate Ship Patch

New this year, the PICKAXE patch is meant to motivate and reward Scouts to accomplish certain things during the fall sale. Scouts can collect all 6 parts to the patch and earn a smaller version that they can hang on their uniform.

Set sail with the Northern Star Council Pirate Crew and earn all 6 pieces of the Pirate ship patch. Check with your popcorn chair for more details.

Top Seller-Pirate Flag topper
Be the Top seller in your unit OR
sell at least \$1000

\$650 Club-Pirate Captain
Sell at least \$650 in any
combination of products and HH

Build your Sale-Giant Squid
Sell one of each non-hometown
heroes items. There are 13 total
different items.

Hometown Heroes-2nd Sail
Sell at least \$25 in Hometown
Heroes (HH) popcorn donations.

Online Sales-Skeleton Bowsprit
Sell at least 1 item online.
Register at www.trails-end.com
and create you own
account. Online sales count
towards your price level!

Sell 1 Item-Ship and Main Sale
Sell 1 popcorn bag, box or HH using
any method, except online.

Final patch design will vary slightly from patch pictured above. Patches will be ordered by Unit Popcorn Chair.

Recap of what's new

Here is a quick recap of some of what is new, as a handy reference.

Online Ordering System-Make sure to have logged in before orders are due on Sept 2. Make sure to click around to get used to the system.

Cheese Lovers having Silver Bags-Do not open the Cheese Lovers to sell individually.

Jalapeno and Chocolate Caramel Crunch in single bags

No buffer week before returns-Sale ends on Oct 30, returns are on Nov 2 & 3.

Online Sales site revamped-Scouts will receive 50% commission on all online sales in 2016, except Hometown Heroes.

Exclusive Boy Scout Game Event-Board & Video Game event on Feb 4, for Boy Scouts only.

Storefront Paperwork-Insurance and Council information to give to any Storefront.

New Prizes and Adventures-Frisbees, Ninja Warrior, Valleyfair and more!

Contact Information www.buyscoutpopcorn.com

Need help? Have questions? Contact your District Popcorn Chair for answers for your District area.

<u>DISTRICT</u>	<u>POPCORN CHAIR</u>	<u>PHONE</u>	<u>EMAIL</u>
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Northern Lights	Zia McNeal-Unit Mentor		ziamcneal@gmail.com
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