

2018 Popcorn Campaign

Black Swamp Area Council, Boy Scouts of America

Kernel Handbook

The Popcorn Calendar

District Popcorn Kick-off:

-Arrowwood.....	August 9, 2018
-Chinquapin.....	August 9, 2018
-Great Oaks.....	August 9, 2018
-Old Sycamore.....	August 14, 2018
Special Popcorn Training at Camp Berry	August 18, 2018

Popcorn Campaign Starts.....September 15, 2018

Show & Sell Sale (Information on Page 2):

-Orders Due to Council (Page 2).....	August 25, 2018
-Pickup Popcorn at District Warehouse (Page 5).....	September 14 or 15, 2018
-Additional Popcorn pickup.....	By appointment
Payment of Show & Sell Order Invoice.....	November 8, 2018 (Old Sycamore is encouraged to pay by this date but payment will be accepted at the Nov. 13 District Roundtable without penalty)

Popcorn Campaign Ends.....October 27, 2018

Popcorn Return Day.....October 27, 2018

Prize Order Forms Due (Additional information on page 6)....October 27, 2018

Take Order Sale:

-Orders Due to Council.....	October 27, 2018
-Pickup Popcorn from District Warehouse.....	November 16 or 17, 2018
Payment of Take Order Invoice.....	December 14, 2018

Performance bonus commission will be paid based on net invoice. If unit's orders are not submitted by due dates, product return dates are missed AND all payments are not made in good to Council by due dates, the Unit will forfeit their performance bonus commission. Commission will be deposited into your Unit account, unless a prior request has been made. Payment will be deposited approximately December 21, 2018. (Additional information on page 4)

*Invoices will be received in early November & December.

Show & Sell Information

Show & Sell is a great way to introduce new and younger Scouts to the popcorn sale. You show the popcorn to customers and sell it at the same time. It is a great way to introduce Scouts to selling popcorn. They are with their peers and it is not as intimidating as going door-to-door. During Show & Sell, they can sell with their buddies and build confidence for the Take Order sale while heightening Scouting awareness.

Show & Deliver simply means you take popcorn with you door-to-door and “deliver” it on the spot of the sale. This offers the opportunity to increase Unit’s overall sales, and complete the transaction in one step.

Orders:

- ✿ Popcorn orders are due to the Scout Service Center on **August 25, 2018.**
- ✿ **To save time:** you can use online ordering, mail it or bring it to the Service Center, fax it to 419-422-4681 or e-mail it to *kimberly.davis@scouting.org*.
- ✿ All product for Show & Sell must be ordered by **cases only.**
- ✿ Individual Unit Show & Sell orders are subject to adjustment based on total Council need.
- ✿ **Resupply:** Popcorn will be available at the Findlay Scout office and Camp Lakota in cases only.

Distribution:

Distribution will be **Friday, Sept. 14 or Saturday, Sept. 15.** District Popcorn Kernel will contact you with your popcorn pick up time at warehouse. We will inventory the popcorn and have volunteers help separate/sort orders for your pickup. You need to ensure enough space in your vehicle, as well as, enough help to load and unload. Please bring additional adults to help with picking up your order.

Returns:

- ✿ Products will be returned to District warehouses.
- ✿ Re-Sellable Quality: melted/damaged product, dented items, ripped boxes, single item cases with NO box, etc. will **NOT** be accepted.
- ✿ Repack tins and containers in original boxes – disorganized products delay the process and create unnecessary work by the volunteers receiving the return.
- ✿ Do **NOT** put different containers in same box – Example: Several cases returned where ALL boxes have “mixed” products.
- ✿ Tip: Collapse boxes and keep in storage until end of sale. If needed you have them, otherwise, please recycle.

Account Modifications:

All slips should be double checked before leaving the distribution center. Any changes in accounts will come from these forms ONLY.

Show & Sell Information

Show & Sell consists of three sales methods:

1. Setting up a product display at a local store, bank or business and selling product.
2. Taking product door to door and selling. (Show & Deliver)
3. Parents taking a case of product to work and selling from their desk.

By participating in both the Show & Sell and Take Order sales, your unit can increase its overall sale.

Pre-Show & Sell

- ✦ Contact sales locations early to ensure and confirm sales dates.
- ✦ Set up a schedule for Scouts with specific times to work (example: 4 Scouts per 2 hour shift).
- ✦ Your Unit needs to always follow Youth Protection guidelines & minimum two-deep leadership.
- ✦ Popcorn orders for the Show & Sell must be submitted by **August 25, 2018**. Any product leftover may be used to fill your Take Order sale; however, please order conservatively.
- ✦ Pick up your popcorn order on **September 14 or 15, 2018 depending on your District**. Watch for an e-mail from your District kernel for your Unit's specific location and time.
- ✦ Gather pictures of an event you have participated in or are planning to attend. People are more willing to purchase if they know what the money is being used for.
- ✦ Make banners for advertisement and point of sale excitement. This is a great craft or activity for a Den or Pack meeting.
- ✦ Have the Scouts practice what they are going to say to customers.

Show & Sell Day

- ✦ You will need to have the following items: product, tables, chairs, posters, activity displays, tape, product for samples, sample cups, cash box and starter cash to make change.
- ✦ Advertise the Take Order Dates.
- ✦ On each container, tape a paper with the Unit's popcorn chair's phone number. Many customers will buy again and this gives them the opportunity and your unit the profit.
- ✦ Make sure Scouts are in their uniforms.
- ✦ Have samples of the chocolate and caramel popcorn for the people to taste. It is easier to sell the higher priced items if they can be tasted.
- ✦ **DO NOT ENTER THE STORE** to approach customers.
- ✦ **DO NOT HAVE MORE THAN FOUR SCOUTS AT A TIME.**
- ✦ **DO NOT SELL ANYTHING EXCEPT FOR POPCORN** (examples: baked goods, crafts, etc.)
- ✦ **EVERY ESTABLISHMENT HAS ITS' OWN RULES THAT NEED TO BE FOLLOWED.**

What to say

- ✦ Focus on Scouting instead of the product. "Would you like to support Scouting by purchasing popcorn today? The money raised will help our entire Pack/Troop go to summer camp."
- ✦ Be specific on what the money is going to be used for. People will be more willing to purchase if they know where the money is going.
- ✦ Remember, you are selling Scouting. The popcorn is the "thank you" to the support.

Show & Sell Information

Door to Door: Show & Deliver

- ✿ Distribute an allotted amount of popcorn to each Scout. Scouts cover a specified neighborhood to sell and fill the order on the spot.
- ✿ Parents can use a Show & Sell method at their desks or areas at work.

The left over product from the Show & Sell can be cleaned up by the Take Order sale needs. Reduce the amount that you order for the Take Order sale by what you have left over.

2018 Commission Schedule/Bonus

When the Unit Popcorn Kernel and Join Scouting Night Chairperson attend the District kickoff together, your Unit will earn an extra popcorn commission!
Please be sure to sign in so we can verify there were 2 people attending.

Bonus commissions will be paid to Units approximately Dec. 21, 2018, via store credit unless a prior request has been made. **Units with outstanding balances on Dec. 14th will forfeit their bonus commissions.**

NEW Commission structure 2018: opportunity to receive 36% (In 2017, maximum was 33.5%)

2018 Black Swamp Base Commission	
Pct.	
25	Base Commission
1	Bonus for committing to Fall sale by May 31, 2018
2	Bonus when Unit Membership Champion attends membership training session, and Unit conducts and/or actively participates in a Join Scouting Night.
3	Bonus when Unit Popcorn Kernel attends a popcorn training session (Aug. 9, 14 or 18 – see Pg.1)
31	Base Commission Maximum
Performance Bonus Commission (PBC)	
2	\$350 per Scout sales average*
3	\$500 per Scout sales average*
*NOTES: 1.) Unit can earn both PBC (5%). 2.) To be eligible for PBC, unit's orders must be submitted by due dates; product return dates AND all payments made in good to council by due dates. 3.) Unit Scout membership number, as of July 30, 2018.	
5	Performance Bonus Commission Maximum
36	TOTAL COMMISSION Maximum (base plus bonus)

DISTRIBUTION LOCATIONS

SHOW & SELL

Distribution locations for show & sell for each District are:

Arrowwood

Hancock/Seneca Counties
Ohio Logistics facility
(east side, to right/rear of Wolfe Brothers)
6000 Fostoria Ave., (E. State Route 12)
Findlay, OH 45840

Chinquapin

Fulton/Henry/Defiance/Paulding/Williams Counties
Keller Warehousing & Distribution
24862 Elliott Road
Defiance, OH 43512

Great Oaks

Allen/Hardin/Putnam Counties
Lane's Records & Storage
245 E Murphy St
Lima, OH 45801

Old Sycamore

Auglaize/Mercer/Van Wert Counties
Manco Mfg.
2411 Rolfes Road
Maria Stein, OH 45860

- ✦ Please note that "Additional Pickups" will only occur at the Scout Service Center in Findlay and Camp Lakota in Defiance. Limited popcorn will be transferred to the Lima Service Center as needed.

TAKE ORDER

Arrowwood

Hancock/Seneca Counties
Ohio Logistics facility
(east side, to right/rear of Wolfe Brothers)
6000 Fostoria Ave., (E. State Route 12)
Findlay, OH 45840

Chinquapin

Fulton/Henry/Defiance/Paulding/Williams Counties
Keller Warehousing & Distribution
24862 Elliott Road
Defiance, OH 43512

Great Oaks

Allen/Hardin/Putnam Counties
Lane's Records & Storage
245 E Murphy St
Lima, OH 45801

Old Sycamore

Auglaize/Mercer/Van Wert Counties
J D Construction
435 W Wayne
Celina, OH 45822

POPCORN PRIZE INFORMATION

- ✿ Prizes are awarded based on total sales dollars on a tiered system. A Scout may choose from their earned reward level or a reward level LOWER than the earned level.
- ✿ Every Scout earns a patch for selling one item in the popcorn sale.
- ✿ Prize levels begin at sales of \$125 for all Scouts.
- ✿ \$2,500 Winner's Circle for Pecatonica River product sales.
- ✿ Online sales will have its own unique reward system.

ADDITIONAL REWARDS

- ✿ **Fill It Up:** Fill an entire order form and qualify for entry into a drawing for 2 tickets to Cedar Point for the 2019 season. There will be one set awarded per District.

SELLERS CLUBS

- ✿ **\$650 Club:** \$650 earns you a \$20 Scout Shop Gift card. Kernel's please be sure to order these when placing your prize order.
- ✿ **BRONZE Sellers Club:** \$800 earns you the benefits in the above Sellers Club and a special patch. This level also gives the Scout 1 ticket to the Sellers Club Event – a Private screening of a Scout appropriate movie feature.
- ✿ **SILVER Sellers Club:** \$1,500 earns you the benefits in the above Sellers Clubs. The Scout will also earn a ticket for one parent to attend the Sellers Club event.
- ✿ **GOLD/WINNERS CIRCLE Sellers Club:** \$2,500 earns you the benefits in the above Sellers Clubs. At this level the Scout will also earn a Snack Pack for the Sellers Club Event. The Scout will also earn their choice of one item from the Winners Circle prizes. The Winners Circle prizes will need to be submitted through the Pecatonica website. An email will then be sent to the parent's email address to choose/claim prize once verification of sales is confirmed. Please note, Winners Circle prizes are based on the Pecatonica River popcorn sales.
- ✿ **PLATINUM Sellers Club:** \$10,000 earns you benefits in the above Sellers Clubs, a special medal, a private pizza party for 25 guests and special recognition at the Council Recognition Banquet.
- ✿ **Number One Sales Person in Council:** The Scout, Explorer or Venturer with the highest sales in the council will be recognized at the Annual Council Dinner.

ELIGIBILITY/ADDITIONAL INFORMATION

- ✿ Prize Order Form and Prize Registration Forms must be completed in their entirety and returned to either Scout Service Center on or before October 27, 2018. Please make sure your forms are completely filled out and legible. These forms will be used to verify eligibility in **ALL** incentive programs, so please have them in on time. All Scouts must be a registered youth with the Black Swamp Area Council to take part in any of the prize programs.
- ✿ All prize order forms turned in later than October 27, 2018 will not be guaranteed. The council will do its best to accommodate any additions or corrections to Prize Orders. However, prize costs and shipping charges may be passed onto the Unit for any changes made after Nov. 13, 2018. All prizes are subject to substitution by the prize company; all substitutions will be of an equal or greater value.
- ✿ Rewards dollars are not transferable and are for **YOUTH ONLY!**

Popcorn Sale Parental Consent and Responsibility Form

MUST BE FILLED OUT BY RESPONSIBLE PARENT OR GUARDIAN, THEN GIVEN TO UNIT POPCORN KERNEL

Please carefully read the Parental Consent and Responsibility form below. This form must be signed and returned to your Scout's Unit Leader before the Scout can sell/take orders for the 2018 Popcorn Sale. Please save the top portion of this form and keep in a safe place for further reference. By signing the form below, you are giving your Scout permission to participate in the Popcorn Sale and accepting responsibility and agreeing to the terms below.

- ✿ To accept responsibility for all popcorn received and for all popcorn money due. I also understand in the event payment for Scout's popcorn is in default, the amount due will be submitted to a collection agency and I will be held responsible for payment of all collection charges and/or attorney fees.
- ✿ To ensure the Scout has adult supervision at all times.
- ✿ I realize popcorn is NOT RETURNABLE. Popcorn cannot be returned for a refund or exchange once sold.
- ✿ My Scout is on his/her honor not to take orders prior to **Saturday, September 15, 2018**.

POPCORN KERNELS BE AWARE SCOUTS SELLING POPCORN MUST BE REGISTERED WITH THE BSA

My Scout, _____, a member of (circle one)

Pack/Troop _____ has my permission to participate in the 2018 Scout Popcorn Sale.

I agree:

- ✿ To accept responsibility for all popcorn the Scout receives and for popcorn money due. I also understand that, in the event that payment for Scout's popcorn is in default, the amount due will be submitted to a collection agency and I will be held responsible for payment of all reasonable collection charges and/or attorney fees
- ✿ To ensure that the Scout has adult supervision at all times
- ✿ I realize popcorn is not returnable & cannot be returned for a refund or exchange once sold
- ✿ My Scout is on his/her honor not to take orders prior to **Saturday, September 15, 2018**

Parent/Guardian Name: _____

Signature: _____

Address: _____ City: _____ State: _____ Zip: _____

Date: _____

Phone (day): _____ Phone (evening): _____

E-mail: _____

On My Honor, I _____ (youth name), promise not sell/take orders for ANY popcorn before **Saturday, September 15, 2018**.

Youth Signature: _____

Where to turn for answers

These folks are your first line of support in your Unit product program. If you have a question, just give them a call. You can also contact your Scouting Professional at the Scout Service Center

District	District Kernel	Scouting Professional
<u>Arrowwood</u> Serving Hancock & Seneca Counties	Ted Blum 419-306-4153 tblum1@woh.rr.com	Alice LaLone 567.208.5286 alice.lalone@scouting.org
<u>Chinquapin</u> Serving Defiance, Fulton, Henry, Paulding & Williams Counties	Teresa Browning 419-237-2853 tbottbrowning@gmail.com	Erika Dutcher 567-226-4962 erika.dutcher@scouting.org
<u>Great Oaks</u> Serving Allen, Hardin & Putnam Counties	Sara Stevenson 419-604-0293 sarastevenson5@gmail.com	Sydni Winkler 567-208-5903 sydni.winkler@scouting.org
<u>Old Sycamore</u> Serving Auglaize, Mercer & Van Wert Counties	Michelle Peters 567-356-1847 Chellepeters1977@gmail.com Pat Nieberding (warehouse only) 419-925-4152 manco@bright.net	Brian Botti 567-226-4967 brian.botti@scouting.org
Council Product Kernels	Rodney Blackburn 419-819-0386 rodneyblackburn@findlayoh.com	Jim Mason 567.208.5304 jim.mason@scouting.org

Scout Service Center 419-422-4356 phone
2100 Broad Avenue 419-422-4681 fax
Findlay, OH 45840

Please ONLY use the forms found at www.BlackSwampBSA.org (Council popcorn sale webpage). The forms at the Council site have been customized to support our campaign. Forms at PRpopcorn.com website are generic and ARE NOT TO BE USED FOR OUR SALE.

Popcorn Sale at a glance

Important Dates

- Aug. 9 & 14 – District kickoffs/kernel training
- Aug. 18 – Kernel training Camp Berry
- Aug. 25 – Show & Sell orders due to Council (Page 2)
- Sept. 14-15 – Show & Sell popcorn pickup (Page 2)
- Sept. 15 – POPCORN SALE BEGINS
- Oct. 27 – POPCORN SALE ENDS
 - Take order sales due to Council
 - Popcorn return day
 - Prize order forms & prize registration forms due (Page 6)
- Nov. 8 – Show & Sell payment due to Council
- Nov. 16-17 – Take Order sales pickup
- Dec. 14 – Take Order payment due to Council
 - Units with outstanding balances will forfeit bonus
- Dec. 21 – Unit commissions deposited into Unit account (Page 4)

NEW Commission structure 2018

opportunity to receive 36% (In 2017, max was 33.5%)

Pct. Base Commission – Full details Page 4

- 25% Base Commission
- 1% Early-bird bonus; commit to sale by May 31
- 2% Bonus when Unit Membership Champion attends membership training & Unit actively participates in a Join Scouting Night
- 3% Bonus when Unit Popcorn Kernel attends a popcorn training session

31% Max. Base Commission

Pct. Performance Bonus Commission (PBC)

- 2% \$350 per Scout sales average
- 3% \$500 per Scout sales average

5% Max. Performance Bonus Commission

36% Total Commission Max. (base plus bonus)