

POPCORN LEADER'S GUIDE 2019



BOY SCOUTS OF AMERICA®
NARRAGANSETT COUNCIL

ncbsa.org/popcorn



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Thank you for your participation in the Narragansett Council 2019 Popcorn Sale. Each year the sale achieves some very important objectives. First, the sale raises over \$180,000 in profit for our units, an average of **over \$1,400 per unit that participates**. Second the sale gives us the opportunity to instill a strong work ethic in our youth, encouraging Scouts to learn the value of earning their own way.

Thanks to the fact that more than 70% of the entire sale stays local, our annual popcorn sale is a huge resource for our local Scouting programs.

Benefits of participating in the sale:

- A reliable revenue stream for your unit
- Lower prices for programs (such as subsidizing summer camp)
- Services and training for your leaders
- Scouts learn life skills

On behalf of all our members, thank you for your leadership and involvement in this important program.



Popcorn Sale Calendar

June Kickoff	
BOOM Event	6/13
Venus De Milo – Swansea, MA	
August	
Youth Kickoff	8/1
United Skates of America - Rumford, RI	
Popcorn Sale Starts	8/1
Council Launch Party	8/8
Ramada Inn - Seekonk, MA	
Show-N-Sell Orders Due to Council	8/16
September	
Show-N-Sell Distribution	9/14
November	
Show-N-Sell Returns Deadline	11/2
Take Order Due to Council	11/2
Prize Order Deadline	11/2
Take Order Distribution	11/23
December	
Top Sellers Event	12/8
Dave & Busters – Providence, RI	
Final Payments Due	12/13
Providence Bruins Scout Night – TOP 10 Sellers	12/15

Contact Information

Narragansett Council
 P.O. Box 14777
 10 Risho Ave.
 East Providence, RI 02914
 (401) 351-8700 **or** (508) 402-7060

Email:
 546popcorn@Scouting.org



UNIT POPCORN KERNEL RESPONSIBILITIES

1. Develop a unit fundraising committee to share responsibilities for Take Order, Show-N-Sell: Storefront and Door-To-Door, Prizes, and Unit Kickoff, and to ensure effective and efficient sales program. Responsibilities should not fall to one person.
2. Attend popcorn sales training to prepare for a successful sale (see page 2 for date).
3. Work with the unit committee to develop a unit sales goal then divide that goal into a "per Scout" goal.
4. Develop a unit incentive plan for your Scouts in addition to the Council prize program.
5. Arrange Show-N-Sell Storefront locations (i.e., Local Supermarkets, Dunkin Donuts, any other high traffic areas). Use the online calculator to help decide how much product your unit needs and place the order by **August 16th**.
6. Establish unit deadlines for Returns, Take Orders, money, and prize forms. Orders are due to the Council by **November 2nd**.
7. Prepare for unit kickoff meeting for both leaders and Scouts. Be sure to share:
 - Timeline showing sale dates and date orders are due
 - Unit goal and per Scout sales goal
 - At least 1 order form and 1 prize flyer per Scout (*electronic copies available ncbsa.org/popcorn*)
 - Display highlighting the Prize Program to motivate families
8. Hold a unit kickoff to discuss sales techniques, money collection, safety suggestions, unit recognitions, and per Scout goals.
9. Collect Scout order forms and total up the amount of product to order prior to due date.
10. Submit all popcorn and prize orders through the Camp Masters website by **November 2nd**.
11. Pick up popcorn at the designated site on pickup day. Make sure to bring vehicles large enough to accommodate your order.
12. Distribute popcorn to your Scouts to deliver to their customers.
13. Remind Scouts of money due dates. Make sure checks from customers are made **payable to your unit**. The Council office will only accept checks from unit checking accounts made payable to Narragansett Council.
14. Collect and tally money by due date, and submit a check made payable to Narragansett Council, BSA to the Council Administrative Office at P.O. Box 14777, East Providence, RI 02914 no later than **December 13th**. **Units with balances after this date will be assessed a 3% late fee. This goes up 3% each month its late.**

Additional Sale Information

Additional materials are available at campmasters.org and ncbsa.org/popcorn. Log on to find additional flyers, handouts, and presentations to help you give your unit the best popcorn kickoff.



OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

ZZ Support the Military and Scouting Too!



\$30
Military
Donation

Choose Item ZZ and **CAMP MASTERS** will send \$30 worth of popcorn to our military personnel.

Choose Item WW and **CAMP MASTERS** will send \$50 worth of popcorn to our military personnel.

WW

\$50
Military
Donation

A

*5 Way Chocolatey Treasures Tin



A Chocolate Lovers Dream. Our best Chocolatey products that will be a great treat for any occasion. Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Frooted Caramel Corn, and delicious morsels of Chocolatey Covered Peanut Brittle Bites
— 74 oz 🍿

\$60

ZA

*3 Way Premium Tin



A rich sampling of some of our most decadent products that include Sweet & Salty Kettle, Chocolatey Caramel Popcorn and our rich Butter Toffee Caramel Corn — 31 oz 🍿

\$45

P

*3 Way Cheesy Cheese Tin



Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a sexy Cheesy Salsa (3 Big Bags)
— 15 oz 🍿

\$35

E

*Supreme Caramel Crunch with Almonds, Pecans, and Cashews



Ridiculously sweet gourmet caramel corn with white and crushed nuts
— 20 oz 🍿

\$25

MM

22 Pack Movie Theater Extra Butter Microwave Popcorn



Popcorn perfectly seasoned with EXTRA Butter flavor just like the movie theaters. America's #1 selling flavor! 🍿

\$25

VV

*Chocolate Drizzled Caramel Popcorn



Ridiculously gourmet caramel popcorn w/ chocolate drizzle — 15 oz 🍿

\$25

G

14 Pack EXTRA BUTTER Roasted Summer Corn



If you, like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn! 🍿

\$15

V

Purple Popping Corn Jar



This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything. 🍿

\$15

SS

*Sea Salt Tin



Delicious Light and Crispy Sea Salt Popcorn are perfect with every bite. No Artificial Anything. ONLY 25 CALORIES per cup!
— 2.5 oz 🍿

\$15

KK

*Cinnamon Crunch Popcorn Tin



Lightly sweet popcorn with warm, spicy cinnamon
— 13 oz 🍿

\$20

YY

12 Pack Sweet & Salty Kettle Corn Microwave Popcorn



A sweet and salty old fashioned kettle corn taste. 100% the popcorn of old time county fairs! 🍿

\$15

NN

*White Cheddar Cheese Tin



Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn!
— 5 oz 🍿

\$20

L

*Caramel Corn



Mouth-watering taste of delicate and crazy gourmet caramel corn kept fresh in a decorative collectible tin
— 8 oz 🍿

\$10

* Package and tin design may change - subject to availability.

** Some popcorn varieties are lighter than others. Popcorn weight is measured in ounces. Volume of air is measured in gallons.

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

— Feather Light / Low Calorie



Thank you for supporting scouting

2019 PRIZE PROGRAM

In addition to the prizes offered by Camp Masters (prizes and prize levels are listed on the prize form), Scouts may qualify for the following additional special prizes provided by the Narragansett Council.

Fill a Sheet Incentive

Any Scout who fills an entire take order sheet will be entered into a drawing for \$20 in Dave & Buster's Power Cards. The more sheets you fill the more entries you get. Must email your form to popcorn staff advisor. Your entries remain in for each drawing so you can add to your chances to win all sale long! There will be 10 weekly drawings. 1 held each Friday. Starting Aug. 30th - Ending Nov. 1st

\$750 Club

All Scouts can qualify for the \$750 Club just by **selling \$750 worth of popcorn**. Each Scout whose sales qualify will receive an invite to our Top Sellers Event in December where the Scouts will earn additional prizes. **Amount is subject to verification through the Camp Masters system so be sure to enter each Scouts sales.**

Camp Masters \$3,000+ Club

Scouts who sell \$3,000 or more will receive:

A Camping Package — Camping Package (2 person tent, 6-in-1 Grilling tool, Hammock, Aluminum Tactical Flashlight, set of Walkie-Talkies, Swiss Army Backpack)

or

5% of total sales in American Express Gift Cheques

*Gift Cheques are rounded up to the nearest \$10. Must submit High Achiever Form to Council by **November 2, 2019**. Form can be found under High Achiever prizes at campmasters.org*

\$3,000+
Sales Achievement
(choose one prize item below)



\$3,500 Super Seller Bonus Prize Level

All Scouts can qualify for the \$3,500 Super Seller Bonus just by **selling \$3,500 worth of popcorn**. Each Scout whose sales qualify will receive their choice of:

- Nintendo Switch with 1 game
- Garmin VIRB Action Camera
- Six Flags Family Pack of Tickets
- 1 Free Week of Camp

Amount is subject to verification through the Camp Masters system so be sure to enter each Scouts sales.

Commission Structure

Base Commission: 35%

Online Sales Commission: 50%

Bonus Sales Commissions: +2%

Units with increased sales of more than 10% over 2018 sales will receive an additional bonus commission.

(units new to the sale exempt)

Late Payment Fee: -3%

Units with a balance after December 13th will be assessed a 3% late fee. This goes up 3% each month its late.

POPCORN SALE TIMELINE

The Popcorn Sale is made up of two components: Show-N-Sell and Take Order. Units are strongly encouraged to participate in both components to maximize their return. During the Show-N-Sell portion, units sell popcorn on hand in front of businesses and at events or by selling door-to-door with product in tow. During the Take Order portion, Scouts go door-to-door collecting orders and return in November to deliver the product and collect money.

August

- Encourage Scouts to attend Council youth kickoff
- You will receive your order forms at the Launch Party
- Decide with your unit leaders your Show-N-Sell Storefront locations and dates.
- Take Order and Online Sale begin August 1st.
- Log on to campmasters.org and order your Show-N-Sell product no later than **August 16th**.



September

- Create a sign-up sheet for your Show-N-Sell: Storefront and Door-To-Door sales and have unit parents and youth sign-up for time slots.
- Share and post a chart with your unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses, be sure to update the chart.
- Pick up your Show -N-Sell popcorn at your distribution site on **September 14th** (the Council will notify you of your pick up time the Tuesday before). Be sure to bring a large enough vehicle to haul your order and be on time to insure timely distribution.
- Conduct a Unit Kickoff and set a unit and per Scout goal.
- Store product in a cool and clean location
- Conduct Show-N-Sell events.

October

- Conduct Show-N-Sell events.
- Return product to the Council no later than **November 2nd** or keep extra product to fill take orders. Early returns are accepted and encouraged.
- Each week show the unit goal chart and check on your Scouts progress. Make sure to submit any full sheet take order forms for the weekly drawing.
- After the final week of sales, collect all popcorn order forms and prize orders. Total all the orders onto a single order form to make entering the orders online simpler.
- Enter take orders and prize orders online no later than **November 2nd**.
- Be sure high selling Scout sales are recorded in the Camp Masters system to be eligible for bonus prizes.



November

- Pick up your popcorn at your distribution location on **November 23rd** (the Council will notify you of your pick up time the Tuesday before). Be sure to bring a large enough vehicle to haul your order and be on time to insure timely distribution.
- Distribute the popcorn to your youth at a pre scheduled time, no more than 2 weeks from the pick up date. Make sure you have copies of your Scouts' orders.

December

- Collect payments from your Scouts and make payment to the Council by making one check payable to Narragansett Council no later than **December 13th**. Payments can be submitted by mail, at the office, or either Scout Shop.
Narragansett Council
P.O. Box 14777
East Providence, RI 02914

* Units with outstanding balances after December 13th will incur a 3% penalty. That will increase 3% each month payment is late.



UNIT TIPS FOR A SUCCESSFUL SALE



Before the Sale

1. Set a unit budget and establish a unit goal.
2. Identify locations that have high foot traffic and are safe for your unit's Show -N-Sells.
 - Contact store or event organizer to gain permission.
3. Sign your unit up to accept credit card payments for your popcorn sale

The Kickoff

1. Hold a big unit kickoff
2. Educate parents of the direct benefits to them (i.e., Johnny/ Sophia sells \$ amount and gets to go to camp). Explain why this is such an important fundraiser. Explain High Achiever's Program, Bonus Awards Program, Achievements that can be earned, etc. Share how this fundraiser gives more back to their child than other fundraisers.
3. Set up a schedule for Scouts and parents to run the Show -N-Sell: Storefront and neighborhood Door-To-Door Blitz Days.
3. Have Scouts practice what they are going to say to customers. Make sure they always mention Scouting in their sales pitch: *"Would you like to support my Scouting adventure and help me go to camp by purchasing delicious popcorn today?"*
4. Write a letter that all your Scouts can use which explains the popcorn sale, why they are selling it, the dates of delivery, and the benefits for your unit and Council.
5. Pass out items for the sale including order forms
6. Make parents aware of important dates and deadlines.
7. Highlight prizes and products.



UNIT TIPS FOR A SUCCESSFUL SALE

Begin the Sale

1. Make sure Scouts are always in uniform or at least class B shirts and appear neat and clean.
2. Conduct your Show-N-Sell: Storefront and Door-To-Door events. When you arrive on site:
 - Arrive early and check in with store manager.
 - Be sure to organize product in a neat and orderly fashion. Do not set up any chairs or tables. **Stand in front of your display.** (*Tables create unnecessary barriers between the Scouts and the customers*).
 - Let the youth do the selling. It's easy for adults to say no to adults, but very tough for adults to say no to Scouts in uniform.
 - Display pictures of Scouting events you have participated in or are planning to attend. Be specific on what you are fundraising for.
 - Display banners advertising your sale and what will be done with the money earned.
 - Be sure to pickup and be done on time. Clean up after yourselves, take all garbage with you, and be sure to thank the store manager when leaving.
 - Have Scouts send a handwritten thank you note
5. Have a unit Show-N-Sale: Door-to-Door Blitz Day.
6. Ask parents to take Popcorn Order Forms to work.
7. Use any remaining product from the Show-N-Sell to fulfill some of your Take Order needs. Just reduce the amount that you order for the Take Order Sale by the amount remaining.
8. Always emphasize safety. Review the safety information provided in the sales materials and online at campmaster.org. Adult supervision is required for all aspects of the sale.

After the Sale

- Send thank you's to buyers for their support.
- Find a public way to thank the community (i.e., photo in the local town paper).
- Identify a Popcorn Kernel and team for next year.
- Save popcorn forms for next year and start a database of past supporters.



CREDIT CARD READER PROGRAM

Accept Credit Cards During Your Popcorn Sale!!

Why use a credit card reader? Because over 50% of customers don't normally carry cash!

The readers will allow you to accept credit card payments from any smartphone or tablet. The opportunity for people to use a credit card increases your sales and fundraising opportunities.

Funds from transactions will be posted to your unit's checking account and both you and your customer can receive a real time receipt for your transaction.

Benefits:

- Card readers allow you to accept payments beyond cash and check...anywhere!
- Accept all major credit cards
- Most swipe card devices are offered for FREE
- Devices connect right to your Android or iOS (Apple) device
- Provide a fast and secure method of payments for your customers
- Some readers even accept mobile wallets such as Apple Pay

1.5 Inches





My prize goal is:

My popcorn goal is:

CHOOSE A PRIZE AND GO FOR IT!

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize

\$4,500 LEVEL 12

46 - Camera USA Ferrari Trophy
Slot Car Racing
47 - HEXBUG VEX IQ Raptor
48 - Coleman Back Home
12x10 Instant Screen
49 - \$200 Walmart Card

\$3,500 LEVEL 11

42 - Jet Boil Joule
43 - LEGO Technic Porsche
911 RSR
44 - HEXBUG Battlebots
Bite Force
45 - \$165 Walmart Card

\$2,750 LEVEL 10

38 - Eureka! Tetragon HD
3 Person Tent
39 - North Face Recon Backpack
40 - LEGO Friends Heartlake
City Amusement Pier
41 - \$125 Walmart Card

\$2,000 LEVEL 9

34 - LEGO Harry Potter's Hogwarts
Clock Tower
35 - Camp Package
36 - LEGO Friends Rescue
Mission Boat
37 - \$90 Walmart Card

\$1,650 LEVEL 8

30 - LEGO Star Wars Major Vonreg's
TIE Fighter
31 - XtremE Bots Guardian Bot
32 - HEXBUG VEX OffRoad
Truck
33 - \$75 Walmart Card

\$1,100 LEVEL 7

26 - Ultra Portable Compact Chair
27 - Leatherman Rev Multi-Tool
28 - Camp Stove w/ Regulator
(Fuel not included)
29 - \$40 Walmart Card

\$850 LEVEL 6

22 - LEGO Ninjago Shuri Copter
23 - High Sierra 15-Function
Multi-Tool w/ Case
24 - 2-Person Waterproof Tent
25 - Grab Bag G

\$600 LEVEL 5

18 - Swiss Army Classic Knife
19 - Zing Sportz Hyperstrike
20 - Bitty Boomers Wireless
Bluetooth Speaker -
Fortnite Skulli Trooper
21 - Grab Bag F

\$400 LEVEL 4

13 - Hanging Hammock
14 - 4" Rosewood Knife w/ Case
& BSA® Branding
15 - Cooler Chair w/ Backpack
16 - HEXBUG Nature Babies -
Snow Leopard
17 - Grab Bag E

\$300 LEVEL 3

9 - 3-Watt - 200 Lumen COB
LED Headlamp
10 - Squat Lock Blade Knife w/
Clip & BSA® Branding
11 - Adventure Duffle Bag
w/ BSA® Branding
12 - Thinking Sand - Castle

\$200 LEVEL 2

1 - High Sierra Carabiner Knife
2 - Cinch Backpack w/
BSA® Branding
3 - 6-COB Utility Light w/
Magnetic Back &
Carabiner
4 - Mood Watch Pedometer
5 - 2-3/8" Brass & Rosewood
Handle Knife w/ BSA®
Branding
6 - Slurpees Silme Sucker
w/ Silme
7 - Metal Campfire Mug
w/ BSA® Branding
8 - 6" Sitting Slotch w/
BSA® Branding

LEVEL 1

0.1 - Popcorn Sale Patch
Sell any Item
0.2 - Online Sale Pin
Sell One Online Order
0.3 - Military Sale Pin
Collect One Military Donation
0.4 - Top Seller Pin
Sell over \$1,000



Grab Bags - Be surprised - Each Grab Bag is valued at 50% more than the other prizes within that level. The prizes included in each Grab Bag may not be pictured on this brochure. Grab Bags within each shipment to each Unit will be identical.

Descriptions of Prizes Available at www.boyscouts-gcc.com

CAMP MASTERS 2019 High Achiever Prizes

\$3,000 & Up Club

NEW Camping Package!
(2 person tent, 6-in-1 Grilling tool, Hammock, Aluminum Tactical Flashlight, Set of Walkie-Talkies, Swiss Army Backpack) OR American Express Gift cheque for 5% of total sales.

Example: \$3000 - \$150 gift cheques. Gift cheques rounded to the nearest \$10.



CM High Achiever prizes are **not** cumulative. Select only **ONE** prize. See prize form for more details at campmasters.org.

DID YOU KNOW?

Scouts Online Sales at PopcornOrdering.com count towards your prizes!

SELL \$400 ONLINE EARN \$10 GIFT CARD!

Narragansett Council

Council ID: 546NC

Council Phone Numbers:

401-351-8700 or 508-402-7060

GUIDELINES to Select Prizes

- Prizes earned based on individual sales. No combining of sales with other Scouts.
- Sell any item receive the Popcorn Sale Patch.
- Sell \$200 & select your choice of prize at the \$200 level.
- Sell \$300 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$600 in popcorn, you may select ONE prize from the \$500 Level or ONE prize from the \$400 Level and ONE prize from the \$200 Level.
- Parent's permission required and a Whittling Chip or Totin' Chip to order a knife.
- All prizes will ship to your Unit Leader.
- If a prize is no longer available a substitute of equal or greater value will be shipped.
- Turn in your prize order with your popcorn order.