

# 2013 Scout Popcorn Sale Guidebook



Let the  
Adventures Begin.



**SCOUT**  
**POPCORN**

A WINNING COMBINATION

**Trail's End**  
Over 60% stays with Scouting

# Welcome

TRAIL'S END  
POPCORN SALE

# 2013

At Trail's End, our singular focus for over 20 years has been to increase the return to local Scouting. Our entire product line of microwave popcorn and ready-to-eat items helps to increase this return every year. With all of the new and unique products for 2013, youth will be excited to sell and consumers will be anxious to purchase.

Trail's End provides all of the tools you need to raise more money to fund programs for your youth: from new and improved products, to multiple selling methods.

This guidebook is just one of the tools we've designed to help you and your youth have a successful popcorn sale. Don't forget to visit [scoutpopcorn.ca](http://scoutpopcorn.ca) for additional tools and tips for your popcorn sale.

Let the adventures begin!



## Steps for Success

Each page of this guidebook is dedicated to helping you and your youth have a successful popcorn sale. Don't forget to visit [scoutpopcorn.ca](http://scoutpopcorn.ca) for additional important tools and tips for your popcorn sale.

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# Let the Adventures Begin.

# Scout Popcorn Products

Scout Popcorn is committed to bringing you and your customers the most flavourful and healthiest products possible.

## Unique NEW Products.

- Bacon Ranch
- Dark & White Chocolatey Drizzle
- Jalapeño Cheddar Cheese
- Sour Cream & Onion

## Healthy Products.

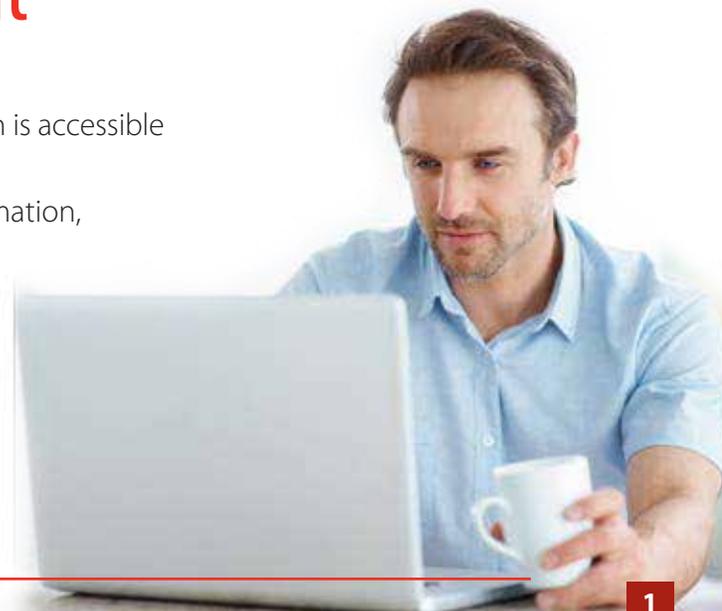
- 0 g trans fat.
- Our microwave popcorn and cheese corn products are made with canola oil, which replaces bad saturated fats with good unsaturated fats.
- All popcorn products are 100% whole grain.



## Online Sale Management

### Ordering product for paper order form sales

- Product is ordered through the Popcorn System, which is accessible through [scoutpopcorn.ca](http://scoutpopcorn.ca).
- If you do not have your Popcorn System sign-in information, contact your council.



# Plan Your Program

Enter all of your activities and costs by month to determine your total activity cost for the year.

September 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

October 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

November 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

December 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

January 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

February 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

March 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

April 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

May 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

June 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

July 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

August 2014	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

**Total Activity Cost:** \$



## Plan Your Program (cont.)

### Complete the Virtual Sale Planner on scoutpopcorn.ca:

#### 1. Know your program costs

- Use our program planner spreadsheet to help determine your program costs.

#### 2. Finalize your unit incentive program

- Customize our Youth Incentive handout to showcase sale incentives for your group.

#### 3. Build your best popcorn kickoff ever

- Customize the downloadable PowerPoint presentation and refer to the room layout on page 4.

#### 4. Communicate effectively with youth families

- Use the parent handout to communicate with your youth and parents throughout the sale. Repetition and follow up are key to effective communication with youth families!

#### 5. Achieve your sales goal

- Make sure your youth take advantage of all the different ways to sell Scout Popcorn.



### What else can I find on scoutpopcorn.ca?

- Click on the Virtual Sale Planner link to download a copy of this Program Planner.
- Promotional images to help you plan your program.
- Top selling youth and groups from 2012.
- Trail's End product catalog.

## Set Your Goals

Once you've planned your group's program, set your group and youth popcorn sale goals.

$$\begin{array}{r}
 \$ \\
 \hline
 \text{Total Activity Cost} \\
 \text{(pg. 2)} \\
 \hline
 \end{array}
 \div
 \begin{array}{r}
 \hline
 \text{Group Commission \%} \\
 \hline
 \end{array}
 =
 \begin{array}{r}
 \hline
 \text{Group Sales Goal} \\
 \hline
 \end{array}$$
  

$$\begin{array}{r}
 \$ \\
 \hline
 \text{Group Sales Goal} \\
 \hline
 \end{array}
 \div
 \begin{array}{r}
 \hline
 \text{Number of youth} \\
 \text{in your group} \\
 \hline
 \end{array}
 =
 \begin{array}{r}
 \hline
 \text{Youth Sales Goal} \\
 \hline
 \end{array}$$



# Plan and Host a Scout Popcorn Kickoff

## Motivate your youth and parents.

- Keep it fun! Keep it moving! Keep it short!

## Show parents and youth the benefits of selling popcorn.

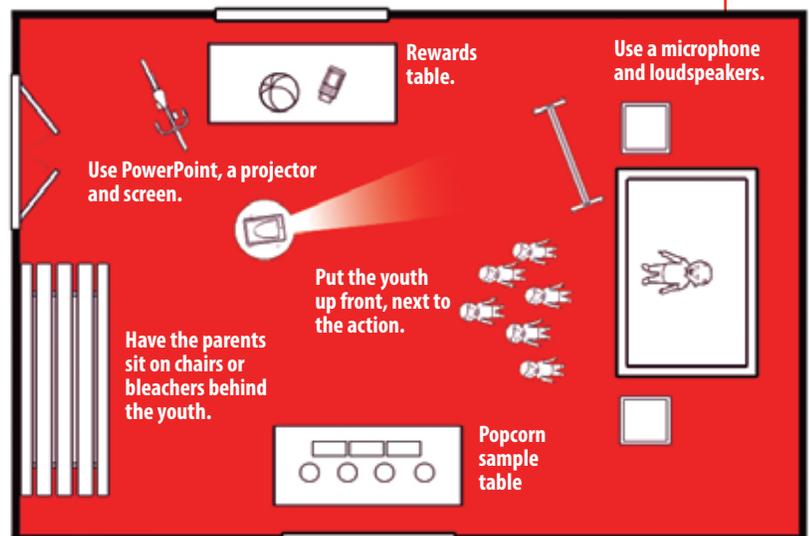
- Lay out the exciting youth program you have planned for the year.
- Tell families how they can eliminate out-of-pocket expenses by reaching their goal.
- Explain that youth will have fun while learning to earn their own way.

## Kickoff Agenda (40 minutes)

- **Grand Opening** (5 minutes)
  - Make a dramatic and energetic entrance.
  - Play music, dim the lights and have fun!
- **Explain the Scout Popcorn program and key dates** (10 minutes)
  - Make sure your families understand the benefit of selling popcorn to pay for their youth program.
  - Highlight key dates important to the popcorn sale.
- **Train your youth** (10 minutes)
  - Outline the different selling techniques that youth can use to sell Scout Popcorn.
- **Showcase your youth rewards** (10 minutes)
  - Introduce your group incentive program, starting with the pie in the face!
- **Big Finish** (5 minutes)
  - Have the top sellers from last year throw pies in the faces of the leaders.
  - Send everyone home motivated to sell!

## Kickoff Floor Plan

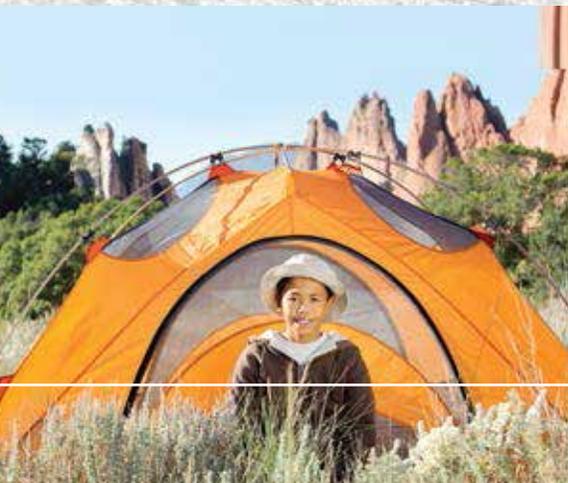
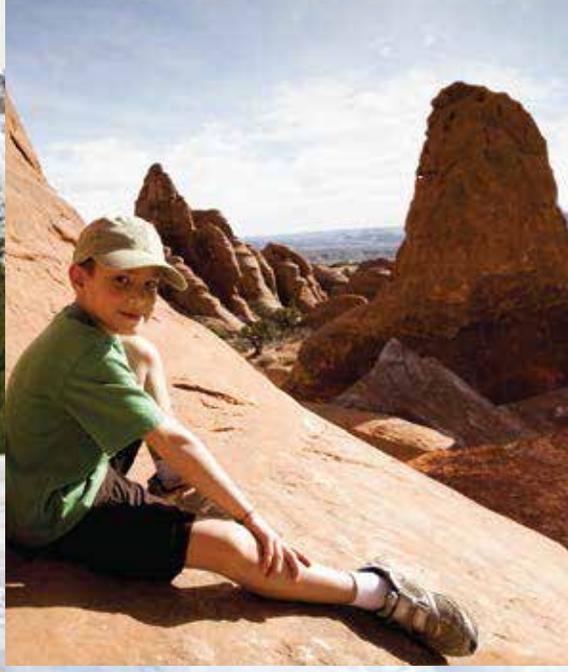
- Have a rewards table showing the cool items youth can earn.
- Hang colorful Scout Popcorn banners and posters.
- Have door prizes for both youth and parents.
- Set up a table with a popcorn popper and other Scout Popcorn snacks.





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