

2011 LaSalle Council Fall Sale Guide



Unit Popcorn Chairperson's Guidebook

www.lasallecouncilbsa.org www.trails-end.com

See the Popcorn page of the LaSalle Council website for electronic forms to make your sale easier!
Trail's End's website has lots of great ideas and help with your sale, and sales training assistance.

2011 Fall Sale Contact Information

No calls after 9 pm please.

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This is how each purchase benefits Scouting:

Unit Benefit – 36% (potentially 41% with bonus)

30% - Commission (stays with the unit) - This goes to the local Pack, Troop, Crew, or Post to use for camping equipment, awards, program materials, outings, Boy's Life Magazine, & Re-Chartering.

6% Scout Rewards - Goes to the youth salesmen in the form of prizes. This includes the \$600, \$1,000, \$1,250, \$1,500 club, and Scholarship prize programs. *There is a cash prize option for Scout Troops, Venture Crews, or Explorer Posts (4% of their gross sale – reflected in the Unit invoice).* Be sure you credit your Show and Sell salesmen with \$ sold toward their prize orders (if 4 boys sell \$500 at a location, you can give them each \$125 sales credit). **No prizes for adults.**

Potentially 5% Bonus* - If your Unit achieves an average sale of \$600 per registered youth (as of 10/31 membership – including all new youth from Fall Roundup), you will receive an additional 5% of gross sales as a bonus. **You must attend your District's kickoff, hold a unit kickoff with published unit and individual youth sales goals, and settle on time to qualify. Bonus check or deposit to unit account will be issued by December 31st.*

Council Share – 30%

Goes to the LaSalle Council, Boy Scouts of America, to support our 260 Packs, Troops, Crews, and Posts, three camp properties, the Scout Center, recruiting and training programs, outdoor activities, and much more.

Expenses – 4%

Trail's End Portion – 30%

Goes to the Weaver Popcorn Company to pay for the product.

PRODUCT PRICES, COST AND UNIT PROFIT

"Item" amount is the retail amount the customer pays.

"Cost" amount is the amount the Unit owes the Council.

"Profit" is the amount the unit keeps from each product sold.

\$50 Military Donation			
	\$50.00 Item	\$35.00 Cost	\$15.00 Profit
\$30 Military Donation			
	\$30.00 Item	\$21.00 Cost	\$9.00 Profit
Sweet & Savory Collection — Gourmet Caramel/Chocolatey Triple Delight/Gourmet Cheddar (1 per case)			
	\$40.00 Item	\$28.00 Cost	\$12.00 Profit
Cheese Lovers Collection – (2) bags of Gourmet Cheddar & (1) White Cheddar Cheese Corn (1 per case)			
	\$30.00 Item	\$21.00 Cost	\$9.00 Profit
White Chocolatey Pretzels (8 per case)			
	\$25.00 Item	\$17.50 Cost	\$7.50 Profit
18 Pack Kettle Corn Microwave (6 per case)			
	\$20.00 Item	\$14.00 Cost	\$6.00 Profit
18 Pack Unbelievable Butter Microwave (6 per case)			
	\$18.00 Item	\$12.60 Cost	\$5.40 Profit
18 Pack Light Microwave (6 per case)			
	\$18.00 Item	\$12.60 Cost	\$5.40 Profit
Chocolatey Triple Delight (8 per case)			
	\$20.00 Item	\$14.00 Cost	\$6.00 Profit
Gourmet Caramel Corn with Almonds, Pecans and Cashews (8 per case)			
	\$20.00 Item	\$14.00 Cost	\$6.00 Profit
Butter Toffee Flavor Caramel Corn (8 per case)			
	\$18.00 Item	\$12.60 Cost	\$5.40 Profit
Classic Caramel Corn (12 per case)			
	\$10.00 Item	\$7.00 Cost	\$3.00 Profit
Popping Corn (6 per case)			
	\$10.00 Item	\$7.00 Cost	\$3.00 Profit

www.orderpopcorn.com

This website is available during the entire sale. This is an opportunity for those out of reach of our regular sale (or those who want additional product after the sale) to order popcorn and have it shipped directly to them from Trail's End (shipping charges will apply). **Orders are credited to your unit through individual Scout's codes issued through the Trail's End system that the Scouts share with their customers.** The customer enters that code when ordering on www.orderpopcorn.com to ensure your unit and that youth receives credit. **You receive the same 30% sale commission, and all orders will count toward your unit sale totals and toward Scout Rewards totals for youth.**

*We will send a check or notify you of deposits into your unit account when Trail's End issues the profits to us (the orders you submit for pickup will not include www.orderpopcorn.com orders, as they are ordered, paid for, and delivered through the www.orderpopcorn.com website). Youth can send e-mail invitations to out-of-town family & friends), **using the key numbers assigned to them by the website and encourage them to use the built in e-mail message function** by entering out-of-town e-mail addresses for friends & family, who will be invited to visit www.orderpopcorn.com. You will also have the ability to monitor (through new reporting protocols Trail's End is developing to inform units) individual youth orders (to use for prize \$ credit) and total unit \$ sold.*

2011 Popcorn Sale Calendar

August All Scouts receive a Family Sale Guide with prize information, and a popcorn order form via USPS mail.

District Popcorn Kickoffs - DM 8/16, AL 8/22, PT 8/23, PO 8/25

Aug 31 **Show & Sell Orders Due** (*please consider submitting this online*)

Sept 16 **Show & Sell popcorn distribution**

Oct 29 **Popcorn Super Saturday**

- Unsold Show & Sell popcorn must be returned
- Super Saturday Settlement-Order Fall 2011
- Unit Scout Rewards Form (*please consider submitting online*)
- Show & Sell settlement money due (*Payment must be made in the form of one unit check, no credit cards.*)

NO POPCORN MAY BE RETURNED AFTER OCTOBER 29.

Exceptions will not be made, as we cannot adjust our order with Trail's-End once it is placed.

Nov 18 **Take order popcorn distribution**

Nov 30 **Deadline for late or additional Scout Rewards orders**
(*After this date, the unit is responsible for paying for these orders*)

Dec 8 or 13 **ALL popcorn money due for 30% commission**

Dec 15 Commission decreases to 25%

Jan 1 Commission decreases to 20%

Jan 15 Commission decreases to 15%

Feb 1 Commission decreases to 10%



LOCATIONS FOR POPCORN PICKUP

ALGONQUIAN

S & S Companies / Midwest Distribution Headquarters, 28812 Phillips St., Elkhart, IN 46514

DATES: Show & Sell 9/16, 4:00 PM – 7:00 PM

Super Saturday 10/29, 8:00 AM – 12 noon

Take Order 11/18, 4:00 PM – 7:00 PM

DUNES MORAIN

DATES: Show & Sell 9/16, 4:00 PM – 6:00 PM

Von Tobel Lumber & Hardware, 256 S Washington St, Valparaiso, IN 46383

Super Saturday 10/29, @ Porter County Expo Center, (4H Building), 215 E. Division, Valparaiso, 9:00 AM – 12 noon

Take Order 11/18, 4:00 PM – 6:00 PM

Von Tobel Lumber & Hardware, 256 S Washington St, Valparaiso, IN 46383

PIONEER TRAILS

S & S Companies / Midwest Distribution Warehouse

DATES: Show & Sell 9/16, 4:00 PM – 7:00 PM
@ 28812 Phillips St., Elkhart, IN 46514

*Super Saturday 10/29, 8:00 AM – 12 noon
@ 28812 Phillips St., Elkhart, IN 46514*

Take Order 11/18, 4:00 PM – 7:00 PM
@ 28812 Phillips St., Elkhart, IN 46514



POTAWATOMI

DATES: Show & Sell 9/16, 3:00 PM – 6:00 PM
House of Fara, 4747 W St Road 2, LaPorte, IN 46350

*Super Saturday 10/29, @ Dan Carpenter's Home, 3714 W. SR 2
LaPorte, IN, 46350, 8:00 AM – 12 noon*

Take Order 11/18, 3:00 PM – 6:00 PM
House of Fara, 4747 W St Road 2, LaPorte, IN 46350

PRIZES *IN ADDITION* TO SCOUT REWARDS

\$100 Military Club

Youth who reach \$100 in Military donations earn a \$100 Military club patch from Trail's End (*ordered on Scout Rewards order form*).

\$600 Club

Youth who reach \$600 in sales earn a Zyclone Shooter and \$600 club patch from Trail's End (*ordered on Scout Rewards order form*).

\$1,000 Club

The first 60 registered youth who reach \$1,000 in sales will receive an invitation and 2 tickets to a special Notre Dame sporting event and Stadium Tour. ***For this special award, the leader must submit completed \$1,000 Club form verifying each Scout who sells \$1,000.***

\$1,250 Club

The first 40 registered youth who reach \$1,250 in sales will receive a custom designed LaSalle Council \$1,250 seller jacket patch (***also submitted on the \$1,000 Club form***).

\$1,500 Club - Bonus \$50 Gift Certificate

Each Scout who sells \$1,500 or more will receive a \$50 gift certificate from Trails End (*ordered on Scout Rewards order form*).

Scholarship Program

Scouts selling \$2,500 or more qualify for a college scholarship (*forms are on the Trails End website and need to be sent directly to the address on the form*).

Please note that ALL PRIZES LISTED ON THIS PAGE are in addition to the regular Scout Rewards Program. Remember that ***each Scout chooses only one Scout Reward level gift card*** for the sales level the youth reaches in the Scout Rewards Program. Every Scout who sells at least one container of popcorn earns a 2011 Popcorn Participation Patch or Pin in addition to all other prizes. Be sure to order these on your ***Scout Rewards order form!*** ***The unit popcorn chair must complete the appropriate forms for the Scout to qualify.***

SHOW & DELIVER SALE

MAXIMIZE your sale and proceeds! Eliminate the need to deliver product and collect money later! Allow your scouts to spend more time making sales! We strongly suggest that in addition to using the Show and Sell and Take Order methods, you combine BOTH methods to create a Show & Deliver method! Have the product on hand (from the Show & Sell order), and when the Scout takes orders, he can fill the order and collect for the delivery right then!

SHOW & SELL SALE

The Unit Popcorn Chairperson, with Committee assistance, determines an amount of each kind of popcorn to order. Scouts sell the product and collect the payment at the same time. Scouts can sell at church, the bank, the grocery store, or at community special events. Scouts can also sell to family and neighbors using the Show and Deliver method. **Payment and product which is not sold and NOT damaged must be physically returned for full credit on Popcorn Super Saturday October 29.**

TAKE ORDER SALE

Scouts ask friends, neighbors, and relatives for their order of one or more of the 11 items available. Parents may also take an order form to work. Upon completion of the sale, the Unit Popcorn Chairperson tallies the individual order forms and then places the order with the Council. The products are delivered to the District distribution point and picked up by the Unit leaders. Product is then distributed to the Scouts who deliver it to the customers and collect payment. (Remember to save order forms for delivery and for next year!)