



Fall 2011 Popcorn Sale



We have some of the most exciting improvements that Trail's End has ever done set for this fall, with plenty of fun and a focus on training. **The combination of better product value, better flavor, better for you, better packaging, better program support and better scout rewards makes for a BETTER THAN EVER sale** (see detailed sale information on www.lasallecouncilbsa.org)!

With a simplified sale, your unit earns, 30% of the gross sale and **Scout prizes are valued at 7%** (new 5% bonus system with no penalty for previous sales amounts, but instead, more profit potential and stronger support). Studies show that 70% of people who answer our knock on their door will purchase product. The most effective and efficient way to sell is Show & Deliver – with product on hand to give to the customer when they decide to buy. Friends and Family can also order online!

Here are some of the features of this year's Trail's End sale:

- New Kettle Corn with canola oil, White Chocolate Pretzels and Popping Corn products!
- Improved, great looking Scouting branded packaging!
- You get a "Popcorn Sale Kickoff Kit" to help you do an exciting kickoff!
- Great prize value, also face to face & online sales are easily combined for prizes!
- New **Zyclone** shooter \$600 bonus in addition to \$1,500 top seller & \$2,500 scholarship!
- We offer a 4% cash option to Troops if they would rather earn money for camp and activities
- Early Bird Game & Tour Prizes for the first 60 youth who fax in \$1,000 of completed orders

IMPORTANT POPCORN DATES

DISTRICT	Kickoff and Training	Show & Sell Orders Due	Show & Sell Distribution	Super Saturday	Popcorn Distribution	Money due at Roundtable
Algonquian	Aug 22	Aug 31	Sept 16	Oct 29	Nov 18	Dec 8
Dunes Moraine	Aug 16	Aug 31	Sept 16	Oct 29	Nov 18	Dec 13
Pioneer Trails	Aug 23	Aug 31	Sept 16	Oct 29	Nov 18	Dec 13
Potawatomi	Aug 25	Aug 31	Sept 16	Oct 29	Nov 18	Dec 8

Trail's End products are delicious and easy to sell! Sign up early to be a part of the 2011 Fall Popcorn Sale! Fill out the form below and mail it to the Scout Center now. Unit Popcorn Chairs who sign up their units by the Program Kickoff will be awarded a custom designed Trail's End hat or mug.



District _____ Unit Type & Number _____ Date _____

2011 Fall Popcorn Sale Chairperson _____

Address _____ City _____ St _____ Zip _____

Phone # (day) _____ (evening) _____ cell _____

Email (please print clearly) _____

We want to participate in: Show & Sell Take Order Both Cash Option

Unit Leader or Committee Chairperson Signature _____

Mail to: LaSalle Council BSA, 1340 South Bend Avenue, South Bend, IN 46617
fax to 574-289-0336 or e-mail gwilkeson@lasallecouncilbsa.org