

*For: \_\_\_\_\_ and family*

# Unit \_\_\_\_\_ Fall 2010

## Popcorn Sale Instructions

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Thank you for helping to make our popcorn sale such a success! The money earned from popcorn sales helps to pay for many of our activities throughout the year, and we need and appreciate your support.

### **In this packet you will find the following items:**

- **Instruction Sheet** (this sheet)
- **Prize Program Details**
- **5 Best Selling Practices from Trail's End**
- **Popcorn Sales Summary Sheet** –This form is to be completed by you at the end of the sale (Oct. 31) and turned in to the Popcorn Chair \_\_\_\_\_, together with order form(s), money collected, and any unsold product by \_\_\_\_\_.
- **Trail's End Order Forms (2)**

### **Instructions & Information**

Our unit receives a \_\_\_\_\_% commission on this fundraiser. Of that money, \_\_\_\_\_% will go into the individual's scout account, and the remaining \_\_\_\_\_% will go to the unit. We have set a sales goal of \$\_\_\_\_\_ for each scout in our unit.

Trail's End recommends that you try these five different selling methods:

1. Take Order
2. Show & Deliver
3. Selling Online
4. Selling at Work
5. Show & Sell

Each of those methods is explained on the following pages, with the specifics for our unit. Payments to you can be made by cash or check; however any cash collected will need to be converted into a check when final orders are turned in to the Unit at the end of the sale. Checks should be written to "\_\_\_\_\_". If you want to have checks written in your name, you may. However, before you turn in your money at the end of the sale, you will have to write a check to the unit for the amount you collect in your name. In addition, collection for checks written in your name will be your responsibility.

Sometimes people may want to support the organization with a monetary donation, but are not interested in any products. You can encourage them to take advantage of the \$25 or \$40 donations for the Troops, which send the popcorn to American military members and their families. (These can be recorded on the order form.) If they want to make a smaller donation, you can accept a check or cash in any amount. At the end of the sale, we can turn these in as a unit, and the council will combine all the smaller donations into one large donation to the Troops. (The scout will be able to credit these smaller donations toward his sales goal, but they should not be written on the Trail's End order form.)

At the end of the sale, please complete the "Popcorn Sales Summary Sheet" and turn it in to the Popcorn Chair \_\_\_\_\_ along with all order/sales forms and money collected (checks only) **by** \_\_\_\_\_. *(You are welcome to turn them in earlier, if you know that you are finished selling.)*

## Sale Timeline

- \_\_\_\_\_ Popcorn Kick-off
- **Saturday, Sept. 25<sup>th</sup> at 8 am** - SALE BEGINS
- **Before Oct. 1<sup>st</sup>** – as soon as your Scout reaches \$250 in sales, go online to this web page: [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com) and fill in the form. The first 200 scouts get "Buy One, Get One" tickets to the Dec. 5<sup>th</sup> Vikings game, and there is a drawing for the remaining 50 BOGO tickets.
- **Before Oct. 13<sup>th</sup>** – as soon as your Scout reaches \$500 in sales go online to this web page: [www.buyscoutpopcorn.com](http://www.buyscoutpopcorn.com) and fill in the form. You'll qualify to attend the Mid-Sale Rally at the MN Zoo on Oct. 16<sup>th</sup>. (Scouts must bring their sales sheet to the zoo as confirmation.) All qualifiers go into a drawing to meet Minnesota Viking, Phil Loadholt. (You'll get 2 free tickets to the Zoo, and the day will be full of prizes & special activities for the Scouts.)
- **Sunday, Oct. 31<sup>st</sup> at 11:59 pm** - SALE ENDS - Unit Popcorn Chair \_\_\_\_\_ begins to collect orders from Scouts.
- \_\_\_\_\_ – deadline to turn in forms, money, and excess product to the unit Popcorn Chair
- **Nov. \_\_\_\_** – Unit members can pick up final order
- \_\_\_\_\_ – final deadline for scout families to turn in final checks received for delivered popcorn

## Questions?

Call or e-mail: \_\_\_\_\_