Welcome to W. D. Boyce Council’s 2017 Popcorn Sale!

Unit Popcorn Kernel

The Popcorn Kernel is responsible for the overall organization and implementation of the Unit’s Popcorn sale. This person ensures promotion, timely reporting of Unit sales and order(s), Popcorn pick-up, Popcorn payment, and prizes.

Responsibilities Include:

Developing A Plan:
Establishe Show-n-Sell sites, such as business locations or local events, in cooperation with Unit parents and leaders. Define a canvassing area for Show-n-Deliver or Take Orders that is both comprehensive and easy for Scouts and Scout parents to execute (i.e. neighborhood blitz).

Setting Unit Sales Goals:
Determine an overall sales goal for the Unit and goal per Scout with help from your Unit Leaders.

Promotion:
Market the 2017 Popcorn Season Sale to the Unit’s Scouts and Scout parents via informational flyers, weekly emails, and meeting notices throughout the Popcorn Season.

Attending Popcorn Trainings:
Learn valuable information and skills for the 2017 Popcorn Sale.

Holding a Unit Popcorn Kickoff:
Schedule a Unit Popcorn Kickoff to get your Scouts and Scout Parents excited for the 2017 Popcorn Season! For additional supplies and support, please contact your Unit Serving Executive.

Record Keeping:
Use the Popcorn System to organize accurate records of each Scout’s sales, each Scout’s prizes earned, and payments due and made by the Scouts in your Unit.

Product Organization:
Keep track of placing orders, Popcorn inventory, picking up Popcorn, distributing Popcorn to Scouts, and returning excess Popcorn, if necessary, by the return date.

Ordering Prizes/ Patches:
Work with Scouts to choose a prize level goal, order prizes and distribute upon delivery.

Top 10 List for Unit Popcorn Season Success

- PLAN your Unit’s Popcorn Season & SET Unit Popcorn Goals
- HOLD a Unit Popcorn Season Kickoff (role play the Popcorn Script)
- ATTEND Popcorn Training and District Roundtables
- INVOLVE & INFORM Scouts and Scout Parents about Popcorn Season
- DEFINE a Unit Incentive Program
- ENGAGE all Unit Scouts in the Popcorn Season Sale
- ADVERTISE Popcorn Season within your Unit and community
- RECOGNIZE Scouts with Popcorn achievements at each Unit meeting
- UTILIZE all sales methods: Show-n-Sell, Take Order, Online, Show-n-Deliver
- CONTACT your Unit Serving Executive for guidance and questions

Suggested Scout Script
“Hi, my name is (first name ONLY). I’m a Scout with Pack/Troop/Crew_____. I’m selling POPCORN to help fund_____. Would you like to support my Scouting activities? Thank you!”

Be safe, courteous & successful!

Unit Popcorn Kernel Quick Guide 2017
Popcorn Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 13 &amp; 20</td>
<td>District Roundtables – Program &amp; Popcorn Planning Kickoff. Submit completed Program Plan by 6/30/17 for bonus commission. See Unit Popcorn Commissions for more information.</td>
</tr>
<tr>
<td>June 30</td>
<td>INCENTIVE DEADLINE- Program Planning &amp; Membership Initiative.</td>
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<tr>
<td>July 13</td>
<td>District Roundtable – Popcorn System Training &amp; Popcorn Kickoff.</td>
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<tr>
<td>August 10 &amp; 17</td>
<td>District Roundtable – Popcorn System Training &amp; Popcorn Kickoff. Kickoff Kits will be provided to RSVP’d attendees.</td>
</tr>
<tr>
<td>August 28</td>
<td>Show-n-Sell Orders Due</td>
</tr>
<tr>
<td>September 15</td>
<td>POPCORN SALE BEGINS</td>
</tr>
<tr>
<td>September 15 &amp; 16</td>
<td>Show-n-Sell Distribution Weekend</td>
</tr>
<tr>
<td>September 29</td>
<td>INCENTIVE DEADLINE- Program Planning &amp; Membership Initiative.</td>
</tr>
<tr>
<td>October 27</td>
<td>LAST DAY to Return Popcorn</td>
</tr>
<tr>
<td>October 30</td>
<td>Take Order, Orders DUE Prize/ Patch Orders DUE</td>
</tr>
<tr>
<td>November 10 &amp; 11</td>
<td>Take Order Distribution Weekend</td>
</tr>
<tr>
<td>November 22</td>
<td>LAST DAY for invoice correction/adjustments</td>
</tr>
<tr>
<td>December 1</td>
<td>Popcorn Payment DUE</td>
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Popcorn Product Mix

- $60.00 Chocolate Lover’s
- $40.00 Classic Trio
- $40.00 Cheese Lover’s
- $25.00 Peanut Butter Cup
- $25.00 Sea Salt Splash
- $25.00 Milk Chocolate Pretzels (Sports tin)
- $20.00 Cheddar Cheese
- $20.00 Jalapeño Cheese
- $20.00 Mic. Butter (18 PK)
- $20.00 Mic. Sea Salt Peppercorn (18PK)
- $20.00 Mic. Kettle Corn (18PK)
- $15.00 Carmel Corn
- $15.00 Mud Puddles
- $10.00 Popping Corn
- $25.00 Military Donation

Unit Popcorn Commissions

<table>
<thead>
<tr>
<th>25%</th>
<th>BASE COMMISSION</th>
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</thead>
<tbody>
<tr>
<td>5%</td>
<td>PROGRAM PLANNING &amp; MEMBERSHIP INITIATIVE</td>
</tr>
<tr>
<td></td>
<td>Program Plan</td>
</tr>
<tr>
<td></td>
<td>Unit Succession Plan</td>
</tr>
<tr>
<td></td>
<td>Unit Budget to support 2017-2018 calendar.</td>
</tr>
<tr>
<td></td>
<td>Completed Unit Popcorn Commitment Form</td>
</tr>
<tr>
<td></td>
<td>Scheduled Unit Popcorn Kickoff before October 1, 2017.</td>
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Membership Growth Initiative

- FOR PACKS – Recruit 15 new youth* with submitted, defect-free, paid applications by September 29, 2017. NEW youth must be recruited during April 1 – September 29, 2017.

*Higher market share areas will be reviewed on a one-on-one basis. Contact your USE if you have questions.

3% TRAINING

The Unit Popcorn Kernel/Co-Kernel Attends the following Roundtable Training session AND Submits entry for Kickoff Contest.
- Roundtable July 13/August 10 & 17 – Popcorn Season Kickoff
- Popcorn Kickoff Contest Entry – Hold a Unit Popcorn Kickoff and complete and submit your Kickoff Contest Entry Form by October 9, 2017 to Popcorn@WDBoyce.org. Winners receive $250 and will be drawn at October Roundtables.

Unit Popcorn Kernel MUST RSVP to Roundtable Training session AND Sign-up upon arrival at Roundtable Training to gain credit. ONLY one date is required, not all three dates. Popcorn Kickoff Contest Entry MUST be submitted by October 9, 2017, midnight.

2% SALES INCREASE

Or
3% 3% awarded – Increase Unit Popcorn Sales by 30% based on your 2017 total Unit Popcorn Sale.

36% Total Potential Commission (Prize Option Units)

4% Cash Option

(For Units that select Cash over participation in the Prize Program. Units who choose Cash Option are still eligible for the Council’s Top Seller Incentive.)

40% Total Potential Commission (Cash Option Units)

Popcorn Scout Top Seller Incentives

ALL Scouts are eligible for the W. D. Council’s Top Seller Incentive Program, regardless of Incentive Option selected (Prize Option – or – Cash Option) by their Unit.

- $3,000 – Choice of Prize
- $2,000 – Golden Kernel Club – All $2,000+ Sellers will be welcomed into the Golden Kernel Club. Members will be ‘inducted’ into the Club at the annual Council Recognition Dinner and Club Membership lasts for 1 year. A variety of opportunities will be available to and/or presented to the Scout throughout the membership year.
- $1000 – An Experience above all others. Details will be released at Popcorn Order System Training or before.
- $650 – Instant Prize.
- PopcornPatch – Scouts are eligible to earn their 2017 Popcorn Season Patch.

For more information, check out: www.wdboyce.org/popcorn