

Pack 28

2007 Popcorn Program



The popcorn program has been modified again this year. Changes have been made at the pack level as well as at the Council level. Hopefully, these changes will encourage better participation and increased overall sales. Because of our success over the past few years we have been able to offer a very strong program at very little additional cost to pack families. This year's program will return even more of the popcorn profits back to the boys so we will need strong sales to match the success from last year.

Program Changes

- ❖ The only new product this year is a 26 oz. Caramel Light tin. Like the other medium sized tins (Caramel w/ Almonds & Pecans and Chocolatey Caramel Crunch) this product sells for \$16 (this is \$1 increase over last year). You should also note the increase in the cost of microwave Kettle Corn from \$15 to \$20. I'm not sure why there was such a large jump in the price of this item but it is sure to affect sales.
- ❖ Note the column on the order form where \$25 donations can be made to send popcorn to soldiers overseas. (Rumor is that this was added after Council reviewed our "Take a Soldier to the Movies" program from last year.)
- ❖ The order form shows all of the neat incentive prizes that the boys can earn through Trails End. Due to the expansion of this program we are also making some changes to our program. These are described later in this guide.

Key Dates

- Wednesdays (until November 7) – order "Show and Deliver" and "Show and Sell" popcorn from Mr. Clifton (to be picked up after 6:00 the following Friday)
- September 24 – first popcorn report due to Mr. Clifton - reports to be made by den coordinators using Excel spreadsheet.
- September 27 – first Popcorn Bowl award.; Money collected to date turned in to Mr. Clifton – should match September report
- October 22 – second popcorn report due to Mr. Clifton - reports to be made by den coordinators using Excel spreadsheet.
- October 25 – second Popcorn Bowl award; Money collected to date turned in to Mr. Clifton – should match October report
- November 7 – final day to order "Show and Deliver" and "Show and Sell" popcorn
- November 26 – final popcorn report due to Mr. Clifton - reports to be made by den coordinators using Excel spreadsheet
- November 29 – final Popcorn Bowl award; **copies of ALL order forms and ALL popcorn money due to Mr. Clifton**
- November 30 – Pack popcorn order, money and incentive sheets due to Council (by Mr. Clifton)
- December 8 – distribute popcorn to the dens

December 20 – final Popcorn Bowl award / distribution of pack incentive awards / top seller awards

Patches

Every scout that sells at least one item will receive a Trails End patch.

Boys that completely fill up at least one order form (25 orders) will also receive a special “Fill the Form” patch and certificate from Trails End.

Pack Incentive Program

Scouts must sell at least \$200 worth of popcorn to be eligible for an incentive award from the pack.

Pack Bucks - Eligible scouts will receive 2 Pack Bucks for every \$25 increment of popcorn they sell. Pack Bucks can be used like cash for pack activities and/or expenses. A catalogue sale may be held in January (if a coordinator is identified) to allow the boys to use their Pack Bucks to purchase items from the Scout shop catalogue. Purchases will be distributed at the Blue and Gold banquet. Please remember that Pack Bucks cannot be redeemed except with the pack. Second year Webelos are able to turn in any left over Pack Bucks when they crossover. The pack will then transfer an equivalent amount of money to the boy’s Troop account so that he may use that money for Troop expenses.

Popcorn Bead – Boys selling \$300 or more worth of popcorn will be given a special “popcorn” bead to put on their arrowhead necklace. This bead will be presented at the first pack meeting after achieving this goal.

Monthly Prizes – To encourage participation throughout the entire sales period, we will offer monthly incentive awards. These will be small prizes that will be awarded based on sales for that reporting period. These will be announced and given at the September, October, and November pack meetings based on the den reports. Up to 3 awards will be made each month. A boy may receive only one of these awards.

Top Seller Program - Three top prizes will be awarded to the pack’s best salesmen. These awards will be of approximately equal value with the top seller getting the first choice of the prizes and the second top seller getting second choice, etc. The value of the top seller prizes will be less than in the past; however, these boys will also be eligible to participate in the Bonus Prize drawing.

Bonus Prize - This year we will do a drawing for a bonus prize. Every boy that sells at least \$300 worth of popcorn will have a chance to win the bonus prize. Boys that sell \$300 worth of popcorn will be eligible for the drawing and will get one entry in the prize raffle. Boys will get an additional entry for every \$100 worth of popcorn they sell after that. For instance, if John sells \$350 worth of popcorn then he will get 1 raffle ticket. If Bobby sells \$642 worth of popcorn then he will 4 raffle tickets, thus giving him 4 times as many chances than John to win the third prize.

The bonus prize is yet to be determined but will likely be a Trek 3700 mountain bike from Bike Beat in Newport News or something of equivalent value.

Council Incentive Program

See the last page or your order form for the Council incentive program for this year.

The top seller in the Chesapeake Bay District will ALSO receive a stereo system and a trophy in addition to any incentive prizes.

The top seller in the Council will ALSO receive a Ninetendo Wii game system and a trophy in addition to any incentive prizes.

Trails End also offers a scholarship program for top sellers. Trails End will put 6% of the gross sales of an eligible scout into an interest bearing account. The money can be collected when the boy enrolls in college. To get into the scholarship program a boy must sell at least \$2,500 worth of popcorn in a single selling season. Once in the program all future sales count toward the program. We currently have three boys in the pack already in this program.

Sales Methods

In addition to our normal sales method of taking orders and delivering later, we have a few additional sales options again this year:

Show and Sell: This involves reserving a spot at a store and setting up a display with the popcorn to sell to customers entering and/or exiting the store. This should be done as a group but can be done as an individual. Contact Mr. Clifton for more information if you are interested in setting up a show and sell.

Show and Deliver: This is basically a door-to-door show and sell. Instead of taking orders for delivery in December, you deliver the popcorn at the time of the sale. Available items can be picked up from Mr. Clifton each week but must be requested by Wednesday so that he can pick up the items from Council on Friday afternoon. Contact Mr. Clifton for more information if you are interested in this sales method.

“Show and Sell” and “Show and Deliver” sales will be reported directly to Mr. Clifton and not to the den coordinator. Scouts will receive the same sales credit as for take-order sales. These methods are available through November 15. All Show and Deliver money and unsold popcorn MUST be turned in to Mr. Clifton by November 15. You will be responsible for paying for any popcorn not returned by this date.

Payment

Payment for orders should be collected at the time of the order. Payment for “show and sell” and “show and deliver” sales must also be collected at the time of the sale.

**PLEASE REMEMBER THAT ALL CHECKS MUST BE
MADE OUT TO “ CUB SCOUT PACK 28”**

What Great Prizes Do You Want This Year?!

Visit trails-end.com for prize images and descriptions

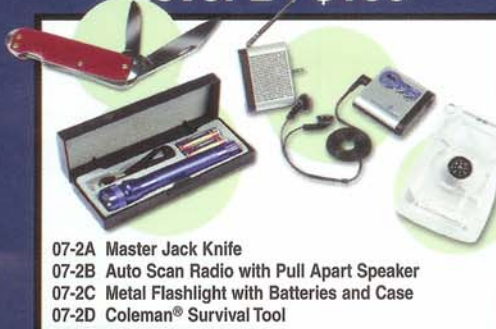
Level 1 - Sell 1 Item



Get this official 2007 Popcorn Patch or official 2007 Popcorn Pin!



Level 2 - \$150



- 07-2A Master Jack Knife
- 07-2B Auto Scan Radio with Pull Apart Speaker
- 07-2C Metal Flashlight with Batteries and Case
- 07-2D Coleman® Survival Tool

Level 3 - \$300



- 07-3A Clock Radio with Speaker
- 07-3B Deluxe Game Radio with Headphones
- 07-3C Survival Binoculars with Light
- 07-3D Single Blade Knife

Level 4 - \$450



- 07-4A Multi-Tool with Light
- 07-4B Soft Tip Dart Board with Darts
- 07-4C Trailworthy® Hiking Kit
- 07-4D Trailworthy® Telescopic Rod and Reel

Level 5 - \$550



- 07-5A Marshmallow Blaster
- 07-5B Trailworthy® 6-Piece Hiking Set
- 07-5C Buck® Mini Trapper Knife

\$13 Gift Cards



Level 6 - \$750



- 07-6A Meade® 5-Piece Outdoor Set
- 07-6B MP3 Player 128MB
- 07-6C Wenzel® 6' x 5' Nova Sport Dome Tent

\$22 Gift Cards



Level 7 - \$1,100



- 07-7A MP3 Player 256 MB
- 07-7B Coleman® Remote Control Lantern
- 07-7C Mitchell® Outback Fishing Kit

\$30 Gift Cards



Level 8 - \$1,400



- 07-8A Meade® Waterproof 10 x 25 Binoculars
- 07-8B Motorola® GMRS Radio Pair 8-Mile Range Rechargeable
- 07-8C Bear® Sharp Shooter Bow Set

\$45 Gift Cards



Level 9 - \$1,800



- 07-9A Pacific® Cycle 24" All Terrain Bike
- 07-9B Bushnell® Digital Camera 10 x 25 Binoculars
- 07-9C Phillips® CD Boombox / MP3 Player

\$65 Gift Cards



Level 10 - \$2,250



- 07-10A Coleman® Montana 16' x 7' Big Sky Tent
- 07-10B Bushnell® 700 x 60 Talking Telescope
- 07-10C Audiovox® DVD Home Theatre System

\$100 Gift Cards



Level 11 - \$2,500



- 07-11A Audiovox® 7-inch Portable DVD Player
- 07-11B Magellan® Explorerist 210 Handheld GPS
- 07-11C Sony® Network Walkman Digital Music Player 512MB

\$140 Gift Cards



Sell \$1,500 or more. Get an EXTRA prize from Trails End!

Choose from one of the \$50 Gift Cards shown here. Get the necessary form from your Leader, or download one from trails-end.com.

Sell \$2,500 or more. Earn a college scholarship!

Scouts who sell \$2,500 or more are eligible for a Trail's End scholarship. Money will stay in your account and grow until you're ready for college. Get the form you need from your Leader or at trails-end.com.



Earn a Wal-Mart® Gift Card! If you choose this Gift Card as your prize, you may go to your neighborhood Wal-Mart and make a purchase.



Earn a Coleman® Gift Card! If you choose this Gift Card as your prize you will make your purchase online at www.coleman.com/cashrewards



Earn a BSA Gift Card! If you choose this Gift Card as a prize you will make your purchase online at www.scoutstuff.org

Guidelines: (1) Prizes earned are based on individual sales. NO combining of sales with other Scouts. (2) Each Scout may select one prize from the sales level reached, or from a lower level, plus a patch or pin. (3) Turn in your prize order when you turn in your popcorn order. All orders and additions must be submitted through the Council. (4) Prizes will be sent to your Unit Leader. The Trail's End \$1,500 winner's prize will be sent to your Scout's home. (5) Prizes are subject to demand and availability. If the prize is no longer available, Trail's End reserves the right to substitute a prize or gift card of equal or greater value. (6) The \$1,500 sales prize is a reward from Trail's End in addition to the other prize the Scout earns. It does not count against the dollars needed for a chip. (7) Sell \$2,500 or more and also qualify for the Trail's End Scholarship Program. (8) Scouts need Whittling-Chip or Totin-Chip and parent's permission to choose a knife. (9) Scouts must have parent's permission to choose the bow and arrow prize.

