

Highlights of the 2010 Popcorn Sale Northeast Georgia Council

1. Weekly drawing for Scouts who “Fill It Up” Take Order Form. Seven different prizes will be available with the first week winner selecting the prize he/she wants.
2. Grand Prize for TV drawing at the end of the sale
3. Drawing for adult volunteers at Popcorn Kick-off – rewarding attendance at all trainings. Give away one mini HD flip video camcorder in each district
4. Additional training to be held at Program Preview on Budget Planning
5. “How to Conduct Your Popcorn Sale” at August and September Roundtable Breakouts
6. “*Popcorn Sale In A Box*” for all units that attend September 15th Kick-off meeting. Will contain a Marshmallow Crossbow, various sales posters, product samples, a sales banner and much more.
7. Opportunity for customer to donate \$25 or \$40 in popcorn products to be delivered to the men and women of the military
8. Commission schedule. Payment received by December 7th keeps 35%. Payment on or after December 8th – keep 25%
9. Trail Mix has been dropped from the sale
10. Chocolatey Caramel Corn is back
11. Thirty lines on each Take Order form
12. Sale will be managed online using the Trail’s End Popcorn System
13. Prizes for Scouts will be ordered online in the Trail’s End Popcorn System. They will be delivered to the home of the popcorn chairman for the popcorn sale. (no more purple/blue prize sheets)
14. All payments will be made when popcorn is picked up. Units will write a post-dated check for December 7, 2010 for all popcorn that is picked up on November 18th (or 19th in Gwinnett)

What Is New and Improved in the 2010 Popcorn Campaign Trail's End Popcorn

1. Improved Product Value - from 8 to 37% more product per package – an average of 20% across all products

2. Improved Flavor – Better for you
 - Microwave made with Canola Oil and New Butter Burst Flavoring
 - Caramel now uses all natural sweeteners
 - Chocolate has new rich chocolate flavor
 - Cheese is made with Canola Oil and real cheese
 - 0g trans fat in all products
 - Fewer calories
 - Low saturated fat
 - Low sodium

3. Improved Packaging
 - Increase awareness of Scouting on every item
 - Resealable to keep product fresh
 - Packaging is strong and durable – thicker than a soda can (no more damages)
 - Unbelievable Butter and Butter Light now have 18 packs per box
 - Chocolate and Caramel Corn will have 8 packages per case, while Classic Caramel Corn will have 12 packages.
 - Cases will be glued, not taped
 - 3.8 million pounds of packaging will be eliminated nationwide

4. Improved Prizes
 - \$600 Club – Every Scout who sells \$600 will receive a Marshmallow Crossbow and Patch from Trail's End (ordered online by the popcorn chairman)
 - Amazon or Wal-Mart Gift Cards will be awarded to Scouts dependant on their sales. The more they sell the higher value card they receive. Scouts will be able to choose their own prizes
 - Traditional door to door sales and Online sales (through Dec 31, 2010) will be combined for prizes

5. Better Program Support from Trail's End –
 - One Popcorn Sale In A Box to every unit that attends the kick-off and stays until the end of the program
 - New Online Trail's End Popcorn System for managing the sale, placing unit orders and Scout prize orders
 - Scout prizes will be sent to the popcorn chairman

What Has Not Changed for the 2010 Popcorn Campaign

Units will continue to:

1. Select a Unit Popcorn Chairman
2. Set a Popcorn Sales Goal
3. Set a per Scout goal (\$350 is suggested)
4. Set a den/patrol goal
5. Receive a 35% commission if all accounts are settled by December 7
6. Choose their own recognition plan (at least 5% of the total sale)
7. Communicate all phases of the sale to all of the Scouts and parents – all important dates, the sales goal, “Make sure everyone understands how all Scouts have the opportunity to “Earn Their Own Way”
8. Attend as many Popcorn Training Meetings as possible
9. Plan a Unit Kickoff
10. Scout’s will receive two Take Order Forms in the mail at home
11. Encourage all Scouts to “Fill Up” a Take Order Form so that they can be entered into drawings for Bonus Prizes from the Council
12. Collect Scouts Take Order Forms
13. Place the Unit Popcorn Order (only they will place it online)
14. Pick up the unit popcorn at a local warehouse
15. Distribute popcorn to Scouts
16. Distribute prizes to Scouts