



# The 2009 Hawk Mountain Council/ Trail's End Program



**Council Sale Guide**

**1st AND 2nd Sales**

## **THINGS TO KNOW**

Scout Councils throughout the United States having been partnering with Trail's End Popcorn, Indianapolis, Indiana for nearly fifteen years. Hawk Mountain has been one of those Councils.

One of the major goals of the sale is to have it done in such a way that it will be the only fundraiser that units will have to do. Trail's End and Hawk Mountain Council have structured the sale so that the entire process is as simple and easy as possible for units. For example:

- The basic sale structure is arranged for you. This Sale Guide will tell you nearly everything you need to know to be successful.
- All forms are provided to you at no cost.
- The Popcorn Pickup Sites are arranged for you. All you need to do is come and pick it up.
- For our Take-Order Sale, you pay for nothing up-front. You pay Hawk Mountain Council after you've delivered the popcorn and collected the money.
- The product is consistent in quality with a significant variety of items.
- Scouts can sell Trail's End Popcorn in uniform...and should do so! It is the only commercial product scouts are permitted to sell in uniform.

### **General Terms**

**Take-Order Sale** – Scouts are provided with a single page order form and take orders from family, friends, neighbors, and others in the community. The scouts' orders are combined into a single unit order and submitted to the Hawk Mountain Council. The sale has a specific start date, end date, unit order date, product pickup date, and product payment date. This is the primary way of selling and will generate the most money for your unit.

**Show & Sell** – Units purchase product (usually lower priced items not exceeding \$15 ea. retail) and sell it in front of local stores or in shopping centers. Units should make arrangements with the proper individuals well in advance of any intended sale to obtain the proper permission for the setup and sale.

**Show & Deliver** – Order product on your 1<sup>st</sup> Sale Order Date. Then when your scouts go out with their Take Order Forms for the 2<sup>nd</sup> Take Order Sale in November and a customer places an order, the scout can say "I have that product with me today, would you like it now?" If the customer buys it then, a return trip is saved and you have your money sooner. If the customer does not want it then, you can either set the product aside for them for later or sell it to someone else and buy more as part of the normal **Take Order Sale**.

### **Really Important Stuff**

Does your unit do a budget? If not, how do you know how much money you need to raise and how much Popcorn you need to sell? If you know the answer to that, do you then give each scout a goal? If not, why not? Scouting is all about having a goal and reaching it. Do the scouts a favor, teach them about GOALS.

## **COST & PROFIT**

For the 2009 Sale each unit will earn 30% of their total sales. **IN ADDITION**, Hawk Mountain Council is offering the 2010 Incentive Program giving Scouts the opportunity to earn Camp Fee Credit and a Reading Phillies Bonus Incentive (check the Bonus Incentive Information Packet for details). Selling prices and unit profits are as follows:

### **FIRST AND SECOND SALE ITEMS**

	<u><b>PRICE</b></u>	<u><b>PROFIT</b></u>
8 oz. Original Caramel Corn	\$ 9.00	\$2.70
15-Pack Butter Light Microwave	\$15.00	\$4.50
15-Pack Unbelievable Butter Microwave	\$15.00	\$4.50
18 oz. Butter Toffee Caramel Corn Light	\$18.00	\$5.40
23 oz. Gourmet Caramel Corn w/Almonds,Pecans,Cashews	\$18.00	\$5.40
18 oz. Chocolatey Triple Delight	\$18.00	\$5.40
18 oz. Trail's End Mix	\$25.00	\$7.50
21 oz. Cheese 3-Way Tin	\$27.00	\$8.10
MILITARY – Silver Level	\$25.00	\$7.50

### **PLUS SECOND SALE ONLY ITEMS**

MILITARY – Gold Level	\$40.00	\$12.00
Savory & Sweet 3-Way Tin	\$40.00	\$12.00
Chocolate Lover's 3-Way Tin	\$50.00	\$15.00

**Please note the Unit Profit numbers are based upon a calculation of 30% percent of each item's Retail price. (\*) IN ADDITION, Scouts can earn Camp Fee Credit that can be applied to their 2010 Camping Fees (see below).**

## **2010 INCENTIVE PROGRAM**

**See Bonus Incentive Information Packet for More Details**

<u><b>Level</b></u>	<u><b>Gross Amount Sold</b></u>	<u><b>Camp Credit – Summer 2009 Only</b></u>
1	*\$1,000	Boy Scout Camp Paid in Full
2	*\$500	Day Camp Paid in Full
3	*\$500	Webelos X Paid in Full
4	*\$800	Cub Resident Camp Paid in Full
5	*\$1,000	Boy Scout Camp Fee applied to Specialty Camp Fee.

\*The guidelines/requirements for the 2010 Incentive Program are described **IN DETAIL** in the 2009 Bonus Incentive Information Packet.

(\*) Each scout that sells \$300 of Trail's End Product will receive our newest incentive – a very special evening at the Reading Phillies.

## **HERE'S AN IDEA!! -- Show & Sell Items**

### **15-Pack Butter or 15-Pack Butter Light Microwave & the 8 oz. Caramel Corn**

These are an ideal size for a Show & Sell setup. The price is right for quick sales.

The 15-Pack Butter or 15-Pack Butter Light Microwave retails for **\$15.00**. The unit profit (**\$4.50**) is the same 30% as the products in the Take-Order Sale!

The other item you may want to consider ordering as extra for your Show & Sell is the **8 oz. Caramel Corn**. At \$9.00 for each container, the price is right! The unit profit (\$2.70) will also be 30%.

How does it work?

Simply buy a few extra cases. Decide how much you want to purchase and add it to the Unit Order Form by Container! If you order extra at the **1<sup>st</sup> Sale** you will be able to schedule your Show & Sell for anytime after Friday, October 16 and if ordered at the **2<sup>nd</sup> Sale** you will be able to sell the product anytime after Friday, December 11.

## **BONUS INCENTIVE INFORMATION**

Please check the **Bonus Incentive Information Packet** for details and forms that you will need.

**Trail's End Patch:** Order Trail's End Patches for the scouts in your unit. Order ahead of time and present to each scout when they reach a goal you select or order at the end of the sale to acknowledge scouts who participated in the sale. The order form is located in this Sale Guide.

**You can download Program Resources to at our Council Website [www.hmc-bsa.org](http://www.hmc-bsa.org)**

### ***Program Trademark***

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## 2009 Trail's End Popcorn Patches

PACK / TROOP / CREW / POST \_\_\_\_\_ WOULD LIKE TO ORDER PATCHES FOR  
(Unit #)  
THE 2009 TRAIL'S END POPCORN SALE. PLEASE NOTIFY THE PERSON LISTED BELOW  
WHEN THE PATCHES ARE READY FOR PICK UP AT THE BEAVER FAMILY SERVICE  
CENTER.

Number of Patches Desired	Times Cost Per Patch	Total Amount Due at Time of Order
	\$ .75	

NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY / ZIP \_\_\_\_\_

DAYTIME PHONE NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

*Please allow 30 days for delivery.*

**Submit order with payment to:**  
**Hawk Mountain Council, BSA**  
**5027 Pottsville Pike,**  
**Reading PA 19605.**