



The 2010 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.
- Scouts can sell Trail's End Popcorn online throughout the year.

General Terms

Take Order Sale – Scouts are provided with Take Order forms and obtain 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. Choose one of the following options to place your order:

- (1) Unit Popcorn Chair will place their order for product and prizes through the **Trail's End Website: (www.trails-end.com)**.
- OR**
- (2) Unit Popcorn Chair will place their order for product and prizes by turning in the appropriate forms to the Beaver Family Service Center.

Units are encouraged to conduct their own "Kickoff" using the "**Popcorn Sale in a Box**" which will be distributed to each unit. This is designed to motivate the Scouts to sell. Remember, the more popcorn your Scouts sell, the more profit your unit will earn.

Online Selling – Scouts can now sell Trail's End Popcorn online to family and friends. This method of selling is effective if the buyer resides out of the area. It should be noted that the product price for the "buyer" is higher than traditional sale prices. If a Scout is selling in his local or surrounding neighborhood, he should opt for face-to-face selling. To sell Online:

- Step 1) Go to **scouts.trails-end.com** to sign in or create an account.
- Step 2) Choose your email template – and create your own Scout image – to send emails to friends and family. Don't forget to follow up!
- Step 3) Go to **Track My Online Sales** to see who has made a purchase.

Show & Sell – Units purchase product (usually lower priced items not exceeding \$17 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.

Here's An Idea for Show & Sell Items!!!!

18-Pack Butter or 18-Pack Butter Light Microwave & the 11 oz. Caramel Corn

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

The 18-Pack Butter or 18-Pack Butter Light Microwave retails for **\$17.00**. The unit profit (**\$4.76**) is the same 28% 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 **11 oz. Caramel Corn**. At \$9.00 for each container, the price is right! The unit profit (\$2.52) will also be 28%.

How does it work?

Simply buy a few extra cases and add it to your order! If you order extra at the **1st Sale** you will be able to schedule your Show & Sell for anytime after Friday, October 15 and if ordered at the **2nd Sale** you will be able to sell the product anytime after Friday, December 10.

Show & Deliver – Order product on your 1st Sale Order Date. Then when your scouts go out with their Take Order Forms for the 2nd 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 at that time, you can set the product aside for them 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 2010 Sale each unit will earn 28% of their total sales. **IN ADDITION**, Hawk Mountain Council is offering an additional 2% on all sales if you complete the following:

- One (1) person from your unit attends a council-sponsored training session.
- One (1) person from your unit attends either the Berks or Schuylkill County Popcorn Kickoff.
- All Orders, Forms and Money must be submitted by the due dates.

Selling prices and unit profits are as follows:

FIRST AND SECOND SALE ITEMS

	<u>PRICE</u>	<u>PROFIT</u>
Popping Corn – 3 lbs	\$ 9.00	\$2.52
Caramel Corn - 11 oz.	\$ 9.00	\$2.52
18-Pack Butter Light Microwave	\$17.00	\$4.76
18-Pack Unbelievable Butter Microwave	\$17.00	\$4.76
Butter Toffee Light	\$18.00	\$5.04
Caramel Corn w/Nuts	\$18.00	\$5.04
Chocolatey Caramel Crunch	\$18.00	\$5.04
Cheese Lover's Collection	\$28.00	\$7.84
MILITARY – Silver Level	\$25.00	\$7.00

PLUS SECOND SALE ONLY ITEMS

MILITARY – Gold Level	\$40.00	\$11.20
Sweet & Savory Collection	\$40.00	\$11.20
Chocolate Lover's Collection	\$50.00	\$14.00

Please note the Unit Profit numbers are based upon a calculation of 28% percent of each item's Retail price.

SCOUT REWARDS/SCOUT BONUS REWARDS

Scouts are given the opportunity to earn prizes, gift cards, and scholarships from Trail's End. Scouts can combine online and face-to-face sales for even bigger rewards! Please check the Scout Rewards Information sheet or Take Order Form for details.

Units selling at least \$2,000 of product will be able to make winter camp reservations beginning June 15, 2011.

You can download Program Resources at our Council Website www.hmc-bsa.org or at the Trail's End Website www.trails-end.com

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2010 Trail's End Popcorn Patches

PACK / TROOP / CREW _____ WOULD LIKE TO ORDER ADDITIONAL
(Unit #)
PATCHES FOR THE 2010 TRAIL'S END POPCORN SALE.

* **PLEASE NOTE:** SCOUTS WHO SELL "ONE ITEM" WILL EARN A PIN OR PATCH AS A
SCOUT REWARD.

PLEASE NOTIFY THE PERSON LISTED BELOW WHEN THE ADDITIONAL 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
	\$1.00	

NAME _____

STREET ADDRESS _____

CITY / ZIP _____

DAYTIME PHONE NUMBER _____

EMAIL ADDRESS _____

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