

2018 Buffalo Trail Council Popcorn Guide



Scouts can earn four different patches!



The electronic Scout and leader guides are available at trails-end.com

For more information check out our newsletter or our website at www.buffalotrailbsa.org

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2018 Calendar Dates

July 28th- Take order forms are available at the Kickoff BBQ

September 14th- Show and Sell orders are due

Sep 26th- SHOW AND SELL PRODUCT PICKUP

Oct 5th- Fill it up order form drawing

Oct 12th- Fill it up order form drawing

Oct 19th- Fill it up order form drawing

Oct 26th Fill it up order form drawing

Nov 2nd- Fill it up order form drawing

Nov 9th- Fill it up order form drawing

Nov 16th- Fill it up order form drawing

Nov 23- Final drawing and Popcorn sale ends- Take orders Due

November 23rd- Final popcorn order due

December 5th- Unit popcorn pickup (please schedule pickup time)

December 14th-**Popcorn money due** (also rechargers)

December 15th- 10-2pm Prize Palooza at Midland Office

December 15th- 3-5 Popcorn recognition party at Mr. Gatti's in Midland

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Show and sell

The scout shows the products on a table at a local business or door to door and takes the persons order and then provides the person their product immediately.

Take Orders

This sales technique involves taking the "Take Order Form" to family members, neighbors, church and other locations and asking those in attendance to place an order for popcorn. Money should be collected when the order is placed and the "Take Order Form" is filled out as completely as possible. The unit then places the order to be picked up at the warehouse. Once picked up, the scout then delivers the product to the person who placed the order. "Take Order Forms" from previous years are great places to start when taking orders for 2018.

Online Sales

This sales technique utilizes e-mail, social media and websites to sale popcorn to those that are not local. A scout, along with his family, sets up an account at www.trails-end.com. Your scout can then send customized emails through www.trails-end.com to family and friends throughout country to encourage sales to support your scout. They can then place their orders through the Trail's End website, search the scout's name and he gets credit for the sale. The product is shipped directly to the customer and does not have to be touched by the scout or unit. Successful units incorporate a combination of all of these techniques into their popcorn plan.

Corporate sales- Scouts can sell to businesses

Mobile App Sales

Set up online scout account at www.trails-end.com and follow instructions for mobile sales.

Cub Scouts will receive a free day Camp or a Cuboree for sales over \$1,000 and a second event for sales over \$2,000.

Webelos, Boy Scouts, and Venturers will receive free resident camp to BTRSR (nontransferable) for sales over \$2,000.



**Unit leaders please go to www.trails-end.com
to register your unit for this year's popcorn
sale**

Smart Phone and IPAD options are available through the trails-end.com website

Tips for selling more popcorn

- ❖ Use a combination of online sales, Show-n-Sell, Show-n-Deliver and Take Orders to maximize sales opportunities.
 - ❖ Set up a system to be able to accept credit card payments.
 - ❖ Encourage Scouts to sell popcorn by creating and managing “Scout Accounts” within your unit.
 - ❖ Offer incentives within your unit to create competition between patrols or dens or Scouts.
 - Wear your uniform.
 - Smile.
 - Tell customers why you are selling popcorn.
 - Know the products.
 - Say “Thank You” even if the customer does not make a purchase.
- Promote popcorn at every opportunity both within the unit and outside of the unit.

Safety is of the utmost importance!

ALWAYS sell with another Scout or with an adult.

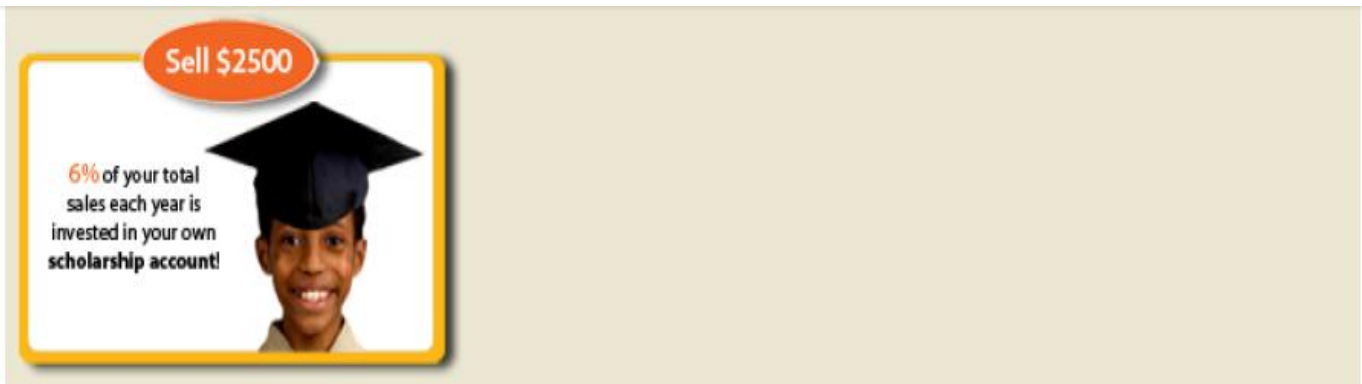
NEVER enter anyone’s home.

NEVER sell after dark unless you’re with an adult.

DON’T carry large amounts of cash.

ALWAYS walk on the sidewalk and driveway.

Trails-Ends Scholarship program



- A scout who achieves \$2,500 in total sales during a sale season will be enrolled in the Trail's End Scholarship program in which 6% of your total sales each year will be invested into the Scout's own scholarship account throughout the entirety of their scouting career.
Example: A Tiger sells \$2,500...6% entered to establish account. 6% of yearly sales until the age of 18 is deposited in scout's account managed by Trails End.
Please visit www.trails-end.com reward's section for detail.

Parents are required to submit directly to Trails-End.

Note: Scouting totals are determined by final total take order sales from July 28th- November 23rd.