

# 2015

# Your Unit's Popcorn & Candy Sale Guidebook



## “HIGH” LIGHTS OF THE 2015 SALE

### New Trail's End Products

- Chocolatey Triple Delight
- Jalapeno Cheddar Cheese

### New Products through Wolfgang Candy

- Holiday Bundle
- Pretzel Trio
- Greek Yogurt Treats
- Honey Mustard & Onion Pretzels

### New Prizes

- Fill-A-Sheet
- Military Sale
- \$800 Club
- \$2,000 Club

## Welcome to the 2015 Popcorn and Candy Sale!

We are excited to share with you the great plans for this year's sale and some tips to help your sale fund your unit for the year. If your unit has not participated in the past, the annual sale is an easy fundraiser your unit can participate in to help support your year round programs. There are incentives for the boys, great commissions for the units, and the sale is fun! If your unit did participate last year you know that we have a quality product that people in the community are willing to buy to support Scouting.

We hope to make this the most successful sale ever and have added new incentives and products to help your sale. Included in this guidebook you will find highlights of the program for 2015, a description of the products, some selling techniques, and a calendar with all the important dates.

The Popcorn and Candy Sale Guidebook you received as part of your Sale Kit highlights the key steps for success and should be reviewed carefully. This Unit-Specific Guidebook provides some of the great information about the sale here in the Pennsylvania Dutch Council.

The sale is extremely important to funding your unit's Scouting program. The sale is equally as important to our council so that we may fund and maintain camps, provide service to units, develop new programs, and much more.

Thank you for your participation. We hope you have a great sale and an even better year in Scouting!

## Key Contacts

### Council Kernel

Joe Flaim

717-768-0961 — [joeflapsu90@yahoo.com](mailto:joeflapsu90@yahoo.com)

### Conestoga River District Kernel

Roger Harvey  
717-468-5438  
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### Horse-Shoe Trail District Kernel

Tom Carr  
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### Harvest District Kernel

Nikki Rohrback  
717-989-1114  
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### Council Staff Advisor

Chris Styers  
717-553-4201  
[Christopher.styers@scouting.org](mailto:Christopher.styers@scouting.org)

### Council Sale Support

Liza Weiser  
717-553-4209  
[liza.weiser@scouting.org](mailto:liza.weiser@scouting.org)

### General Sale Questions

[padutchpopcorn@gmail.com](mailto:padutchpopcorn@gmail.com)

# Popcorn and Candy Sale Calendar

*2015 Popcorn and Candy Sale Timetable...mark your calendar now with these dates!*

Date	Action	Show & Sell	Take Order	Combined
<b>7/1-8/30</b>	Contact local venues for Show and Sell Opportunities. Schedule early!	X		
<b>8/5</b>	Popcorn and Candy Kickoff	X	X	X
<b>8/1-9/15</b>	Units conduct individual kick-offs to share information about the Popcorn and Candy sale with their Scouts and their parents.	X	X	X
<b>8/28</b>	Show & Sell Orders due at Council Support Center or Online.	X		
<b>9/11</b>	Units pick-up their Show & Sell product. The unit kernel will be emailed information regarding the pick-up location & time.	X		
<b>10/1</b>	Deadline for Fill-A-Sheet Incentives.	X	X	X
<b>10/26</b>	Popcorn return dates. Returns are made to the warehouse by district. <b>Please do not return to service center.</b>	X		
<b>10/28</b>	Show & Sell settlement deadline, money and any returns due. <b>Unit retains base commission on all sales.</b>	X		
<b>10/28</b>	Popcorn and Candy sale campaign ends.	X	X	X
<b>10/28</b>	Unit orders for the Take Order Sale are due Online.		X	
<b>10/28</b>	Prize order completed online or form and incentive sheet due at the Service Center.	X	X	X
<b>11/13</b>	Unit's pick up their Take Order product. The unit kernel will be emailed information regarding the pick-up location & time.		X	X
<b>12/7</b>	Popcorn & Candy money Due - <b>Final deadline.</b> <b>Unit retains base commission on all sales.</b>	X	X	X
<b>12/8</b>	Late Payments: Units will incur a 3% penalty per week on all outstanding balances due to the Council. i.e. late one week = -3%, two weeks late = -6% and so on.	X	X	X
<b>2/1/16</b>	Bonus commission and Online Sales commission checks sent to units.	X	X	X

*Units selling Chocolatey Triple Delight—If product is in a clump, it CANNOT be returned on October 26<sup>th</sup>! Please use caution when transporting and storing chocolate products!*

# 2015 Product Line-Up

## Microwavable Products



### **Kettle Corn - \$24**

Our deliciously sweet and salty Kettle Corn is better than ever!

Over \$17 to local Scouting!

### **Unbelievable Butter - \$18**

A customer favorite with more buttery flavor than ever before.

Over \$12 to local Scouting!

### **Butter Light - \$18**

Our lightest butter popcorn with new and improved flavor.

Over \$12 to local Scouting!

## Pre-Popped and Popping Products



### **Popping Corn - \$10**

Trail's End's plain kernels for those who like to make popcorn from scratch.

Over \$7 to local Scouting!

### **Classic Caramel Corn - \$10**

A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.

Over \$7 to local Scouting!

### **Jalapeno Cheddar - \$15**

Crispy cheese popcorn with a spicy punch of jalapeno.

Over \$11 to local Scouting!



### **Caramel Corn with Almonds and Pecans - \$20**

A delectable gourmet caramel treat loaded with almonds and pecans.

Over \$14 to local Scouting!

### **Chocolatey Triple Delight - \$20**

Delicious caramel corn with a dark chocolatey coating and white chocolatey drizzle.

Over \$14 to local Scouting!

### **White Cheddar Cheese Corn - \$15**

The perfect combination of light, crispy popcorn and rich cheddar cheese.

Over \$11 to local Scouting!

## Other Options

SILVER LEVEL MILITARY DONATION



GOLD LEVEL MILITARY DONATION



### **Silver Military Donation - \$30**

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

Over \$21 to local Scouting!

### **Gold Military Donation - \$50**

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

Over \$35 to local Scouting!

## Gift Collections



### **Cheese Lover's - \$30**

- White Cheddar Cheese 5.25-oz
  - White Cheddar Cheese- 5.25oz
  - **New!** Jalapeno Cheddar Cheese-5.25oz
- Over \$20 to local Scouting!

### **Sweet & Savory - \$40**

- **New!** Butter Toffee-20oz
  - White Cheddar Cheese Corn-5oz
  - **New!** Chocolatey Triple Delight-13.5oz
- Over \$27 to local Scouting!

### **Chocolate Lover's - \$60**

- White Chocolatey Pretzels-17oz
  - Milk Chocolatey Pretzels-17oz
  - **New!** Chocolatey Triple Delight-13.5oz
  - **New!** Chocolatey Caramel Crunch-15oz
- Over \$35 to local Scouting!



# Wolfgang Product Line-Up



## **Holiday Bundle - \$40**

Pretzel-ettes, Assorted Milk and Dark Chocolates, and Grandma's Candy Dish Assortment in a festive tin.  
Over \$28 to local Scouting!

## **Pretzel Trio - \$25**

**3-8 oz. boxes** of the ultimate covered pretzel in Dark Chocolate, Milk Chocolate, and Peanut Butter Drizzle.  
Over \$21 to local Scouting!

## **Assorted Milk & Dark Chocolate Duo - \$27**

Two boxes of assorted Milk and Dark Chocolate with a variety of fillings.  
Over \$18 to local Scouting!



## **Child's Bundle- \$26**

3 of a child's favorite products grouped all in one bundle- Creamy Peanut Butter Bears, Gummy Bears, & Chocolate Covered animal crackers.  
Over \$18 to local Scouting!

## **Greek Yogurt Treats - \$22**

**3-5.3 oz. boxes** of Peach, Blueberry, and Blood Orange Mango flavored Greek Style yogurt treats.  
Over \$15 to local Scouting!

## **Peanut Butter & Chocolate Duo - \$22**

**1-8oz box** of Peanut Butter Bears and **1-7.5oz box** of Peanut Butter Treats.  
Over \$15 to local Scouting!



## **Wolfgang Naturals Bundle - \$22**

**3-5.3 oz. bags** of Wolfgang's All Natural Belgian Dark Chocolates.  
Over \$15 to local Scouting!

## **Jungle Jacks 2-Pack - \$20**

**2-7 oz. boxes** of milk chocolate covered animal crackers, perfect for crunchy-sweet after-school snack.  
Over \$14 to local Scouting!



**Honey Mustard & Onion  
Pretzels - \$12**

**1-12oz bag** of Chunks of Original Pretzel Pieces slathered in tangy honey mustard.  
Over \$8 to local Scouting!



**Sweet, Savory & Tart  
Trail Mix - \$12**

**1-12oz bag** of peanuts, almonds, cashews, chocolate morsels, peanut butter drops, cranberries and raisins.  
Over \$8 to local Scouting!

### **About Wolfgang**

- 70% return to Scouting on all products
- Products will be available for Pick-up the same time as popcorn
- Sales count towards all prizes **EXCEPT** the Trail's End Scholarship
- Ability to place order online

Wolfgang is a chocolate company based in York Pennsylvania and are widely known for their quality chocolate products. We are excited to offer their products along with our traditional popcorn products in order to provide our Scouts the best opportunity to have a successful sale capable of supporting the Scout's and Unit's program goals throughout the year.

Wolfgang products can be ordered through an online Google Form submission or via a hard copy submitted to the Scout Service Center. The link to the Google Form is available on the website and will be emailed out to Unit Kernel's during the sale.

## ***Commission Structure***

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### **Traditional and Online Commissions**

Units keep a minimum of **32% commission** and have an opportunity to grow that to as much as **36%**! The return to Scouting is the same for both popcorn and candy so the commission is based on combined dollars sold. There are 4 levels of commission in 2015:

Seller Level-32% Commission  
Bronze Level-33% Commission  
Silver Level-34% Commission  
Gold Level-36% Commission

Please, refer to the **Commission Program** Sheet in your packet to see your unit's eligibility for an even greater commission in 2015!

# ***Scout Rewards and Incentive Program***

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## *Pennsylvania Dutch Council Incentives and Prizes*

The Pennsylvania Dutch Council will once again be offering a great assortment of incentives and prizes for Scouts that participate in this year's sale. This year's Council level prizes include:

**\$3,000 Club**—Every Scout who sells at least \$3,000 will be recognized as our top salesmen with an exclusive \$3,000 Club prize, Hershey Park tickets, Hershey Bears Tickets, and Penn Cinema Recognition Event.

**\$2,000 Club** – Every Scout who sells at least \$2,000 will be recognized with an exclusive \$2,000 Club prize, Hershey Park tickets, Hershey Bears Tickets, and Penn Cinema Recognition Event.

**\$1,500 Club – Sponsored by Hershey Park** Every Scout who sells at least \$1,500 will be recognized with a free ticket to Hershey Park for the 2016 season. They will also be recognized with an exclusive \$1,500 Club prize, Hershey Bears Tickets, and Penn Cinema Recognition Event.

**\$1,000 Club – Sponsored by the Hershey Bears** Every Scout who sells at least \$1,000 will become a member of the \$1,000 Club. Membership in the club will entitle the Scout to attend the night at a Hershey Bears game. (Tickets for parents and siblings will be available for purchase at a discount price). Each Scout that qualifies will be recognized with an exclusive \$1,000 Club prize.

**\$800 Club** – Every Scout who sells at least \$800 will become a member of the \$1,000 Club and be invited to the Penn Cinema Recognition Event.

**Fill-A-Sheet** - For every 30 orders a Scout will earn a \$10 Amazon, \$10 Wal-mart, or \$10 Scout Shop Gift card. To qualify, **THE FULL SHEET MUST BE FAXED (717-394-7776), EMAILED (padutchpopcorn@gmail.com), or MAILED/DROPPED OFF (630 Janet Ave, Ste B-114 Lancaster, PA 17601-copies are acceptable)**. Each order form (popcorn and candy) have 30 lines for orders. A Scout can be credited with a “full sheet” every time they have 30 orders (can submit a popcorn sheet with 14 orders and a candy with 16 orders to make 30). Gift cards will be mailed on: 10/15/2015. Requests received after 10/31 will not be able to be fulfilled. Fill-A-Sheet will run from the start of the sale until the end of September. Forms must be turned in by **October 1<sup>st</sup>**!

**Trail's End Scholarship-Popcorn ONLY**-If a Scout sells over \$2,500 in one year, 6% of his sales in subsequent years will go towards a scholarship fund for college. After the first year the Scout does not need to sell \$2,500 to qualify for the program (Please, note that a new form needs to be completed and submitted every year).

**Military Sales**-There is a brand recognition for Scouts that help to provide popcorn to our troops through Military Sales. Scouts that have \$100 in Military Sales will receive a Silver Level Military Patch. Scouts that have \$200 in Military Sales will receive a Gold Level Military Patch. Designs for these patches will be available soon.

## **Top Salesman Prizes**

**Free Weeks at Camp** - The top 5 Cub Scout salesmen and top 5 Boy Scout Salesmen in the council will earn a free week of summer camp at Bashore Scout Reservation or J. Edward Mack Scout Reservation to the 2015 camp season.



# **SKY ZONE<sup>®</sup>**

## **TRAMPOLINE PARK**

### **SKY ZONE LANCASTER**

[skyzone.com/lancaster](http://skyzone.com/lancaster)

#### **Top Unit Prize**

**Sky Zone Lancaster**-Sky Zone Lancaster will host a 20 person party with bounce time and food for the top selling unit in the Pennsylvania Dutch Council! Sky Zone is located in the Greenfield Business in Lancaster. The package includes: 30 minute Private Dodgeball Court, 30 minute Jump on Main Court, Access to Foam Zone and Sky Slam, 4 one topping pizzas and unlimited fountain beverages!

**Mystery Shopper**-Let us know about where your unit is going to be holding a Show and Sell through Facebook or Twitter and be on the lookout for the Mystery Shopper who will recognize those Scouts selling at our local Show and Sells!

#### **“Building Character” Prize Program**

We will again work with Keller Prize Company to deliver this year’s prizes. A complete list of prizes is available with every order form and descriptions of prizes are available at [www.boyscouts-gcc.com](http://www.boyscouts-gcc.com).

#### **“Camp Bucks” Prize Program**

The Keller Prize Program is a great program, but there are some Scouts who would rather use Popcorn and Candy to help earn their way to Summer Camp. For the first year, we are offering a “Camp Bucks” program at selected levels for use at Pennsylvania Dutch Council Camps or Programs. These bucks can be used for Summer Resident Camp, Summer Day Camps, Fall District Events, National Youth Leadership Training, Spring District Events, or towards Council High Adventure Programs. For 2015, the bucks ARE ONLY available for use within the Pennsylvania Dutch Council.

*Please pay careful attention to dates and to the appropriate forms to submit prize qualification. If we do not receive the information that a Scout is eligible for a prize we are unable to reward their hard work and make sure that they have opportunities at some of the great prizes available this year!*



## ***Show and Sell Orders Return Policy***

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In order to ensure a successful popcorn sale for both your unit and the council, the 2015 Popcorn and Candy Committee has established a Show and Sell Return Policy. The Show and Sell part of the sale is an excellent way for your Scouts to sell popcorn and provide the popcorn and candy directly to our customers.

In order to help units determine how much popcorn to order, units will be able to order up to 80% of their 2014 total sales order and make returns to the council of any unsold product on October 26<sup>th</sup> with no fees or penalties (as long as products are returned in the original condition).

Example:	2014 Unit Show and Sell Order	\$4,000
	2014 Unit Take Order	<u>\$6,000</u>
	Total Unit 2015 Sale	\$10,000

2015 Show and Sell Maximum Order = \$10,000 x 80% or \$8,000

If at any time during the Show and Sell portion of the sale a unit sells out of a particular product, they may contact the Council Office and we will arrange for additional products as long as we have inventory. If a unit needs product beyond that, it will need to be ordered as part of the Take Order portion of the sale.

Any unit choosing to order over 80% of the 2014 total sale at the Show and Sell will not be able to make returns of unsold product during the 2015 sale. Units choosing this option must complete and return the **Show and Sell Orders Return Waiver**.

## ***Square-up Credit Card Reader***

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In partnership with Square-up, the Pennsylvania Dutch Council is offering to our units the opportunity to participate in a credit card program. The intent of this is to allow units to accept credit card transactions primarily at Show and Sell locations, but the reader can be used at other times during the sale at the unit's discretion.

The Pennsylvania Dutch Council will continue to handle the set-up, administration, and maintenance of the master account. Participating units will agree to use the Square-up device for popcorn and candy only, split the transaction fee (2.75%) with the Council, and after the sale is done complete a short survey.

Interested units can sign-up for the Credit Card Program by simply filling out and returning the form included in the Sale Packet. Each unit will have to designate a member of the unit as the unit's Square-up Manager (this may be the Kernel or your unit's Secretary/Treasurer).

Commission on all Square-up sales will be treated as a payment received on the unit's final bill. Your final bill will reflect the appropriate credit.

Great things to consider:

- Consumers buy more with credit cards
- The reader overcomes the "I don't have cash on me" response
- Money is deposited directly into the account

# ***Order and Pick-up Information***

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Place your product orders online at [trails-end.com](http://trails-end.com)



## **Show & Sell Order – Due August 28, 2015**

Pick-up September 11, 2015 - 3:30pm to 7:00pm

Greenfield Business Park  
(directions e-mailed the week  
of delivery)

Ephrata (TBA)  
(directions e-mailed the week  
of delivery)



## **Returns**

October 26, 2015 – 3:00pm to 7:00pm

Greenfield Business Park  
(directions e-mailed the week  
of delivery)

Ephrata (TBA)  
(directions e-mailed the week  
of delivery)

## **Take Orders – Due October 28, 2015**

Pick-up November 13, 2015 – 3:00pm to 7:00pm

Greenfield Business Park  
(directions e-mailed the week  
of delivery)

Ephrata (TBA)  
(directions e-mailed the week  
of delivery)

Lebanon (TBA)  
(directions e-mailed the week  
of delivery)

### **Pick-Up Guidelines**

- Bring enough vehicles to carry your entire order in one trip.
- Bring order documents and verify your order as it's loaded.
- Bring someone to help you count your order as it's loaded.

### **Vehicle Guidelines**

- Mid-size car—15 cases
- Jeep—35 cases
- Mini-van—55 cases
- Suburban/Explorer—65 cases
- Full Size Pick-Up Truck—85 cases

## ***Important Websites***

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**Pennsylvania Dutch Council, BSA website-**[www.padutchbsa.org](http://www.padutchbsa.org)-From the Homepage follow the links for **Fundraising** and then **Popcorn**. The council site gives you access to important documents and support items for your unit's sale. It also provides contact information to help answer any questions you may have.

**Trail's End Popcorn System website-**<http://scouting.trails-end.com/TESales/>-This is where you will log-in to place your unit orders and log important information for your sale.

**Keller Prize Order System website-**[www.boyscouts-gcc.com](http://www.boyscouts-gcc.com)-This is an option to log-in to place prize orders. You can also follow the link from the Trail's End System.

## ***Frequently Asked Questions***

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### **I had a password last year but it won't work this year. Why?**

In the Trail's End computer system, there are many years worth of user accounts. Many of these people may no longer be involved in the sale. Trail's End requires you to enter a new password each year to certify that you are the proper current administrator of the unit's information. This is done the first time you log in for the year. You will then be able to see all of the users still listed for your unit. **Please delete users who are no longer active in your unit.**

### **How do I check Online Sales?**

Online sales are now directly tracked in the Popcorn System.

### **I have a problem with my Prize Order. Who do I call for help?**

If you need assistance with this process, please contact BSA Customer Service via e-mail [BSACustomerService@gcc-usa.com](mailto:BSACustomerService@gcc-usa.com) or call 888-351-8000. They are very good about replacing damaged prizes, tracking lost orders, and just being helpful in general. If you do not hear back from either contact, please contact Margie or Chris at the Pennsylvania Dutch Council Office.

### **I have a problem with my bill. Who do I call?**

Call the Pennsylvania Dutch Council Office at 717-553-4209 between 9:00 AM and 4:30 PM, Monday through Friday.

### **We have sold out of some of our popcorn and candy for our Show & Sell. Can we get more?**

Yes. We normally have some additional product on hand during the Show & Sell portion of the sale. Simply, contact the Council Office and we will coordinate getting you the additional product.

### **I ordered too much product for my Show & Sell. Can I return the extras to the council for a refund?**

Yes. You may return product on Monday, October 26th, 2015. After 10/28 we cannot accept anymore product. Please plan accordingly. During the sale, if you know that you will have extra product, let your district kernel know. Other units in your neighborhood are often looking for extra product and they may be able to take some off your hands. We can arrange a transfer of popcorn from one unit to another. Please, remember if you sign the Popcorn Waiver when placing your order or if products are damaged you cannot return them.

### **Do I need to enter my Scouts into the Trail's End System individually?**

Only if your Scouts are going to sell online or enter orders themselves. When you enter a Scout into the system, he is assigned a Scout ID number (this number is not related to his BSA ID number) that he can provide to family and friends that would like to order popcorn online. Scouts may also use this number to take advantage of online features such as setting their own sales goals, playing games, and placing orders by accessing the "Scout" Section of the Popcorn System. **Please, note** if a Scout enters his own order, it will automatically be added into the unit order. **Make sure your total matches the system total before you hit "Submit to Council."**

### **Do I need to submit Trail's End Scholarship paperwork every year?**

Yes. Every year, including the year that you qualify, you must submit paperwork. Scouts must submit the Scholarship Form, copies of their sales sheets, and breakdowns of Online Sales and Take Order or Show and Sell forms. These forms have to be submitted to Trail's End electronically. Scouts and their parents can do this directly or submit everything to the Council Office to be submitted on their behalf. The Scholarship Form is available from the Pennsylvania Dutch Council website.

### **Can people order additional product from my unit after the official sale is over?**

Yes they can. We generally have additional popcorn available through the holidays so please let us know your needs. Your consumers can also log onto [www.trails-end.com](http://www.trails-end.com) and purchase popcorn with a credit card. The product is shipped directly from Trail's End to the consumer and your unit and Scouts receive credit for the sale. The Pennsylvania Dutch Council will distribute 30% commission to units on sales generated online year-round.