



THE MOUNT BAKER COUNCIL
As of February 26, 2010

The 2010 Scout Popcorn Sale

Make this Year's Sale Magical with a \$1,000,000 Council Sale

Fill a Form - Pay for Camp

Another Memorable Council Kickoff Planned

Attendance this year will earn units a \$100 bonus and increased commissions on their sale.

August 21st, 2010

Arlington Performing Arts Center by Arlington High

9:00am Check in

10:00am Program

11:15 Breakout for Classes

*Fund your Ideal Year of Scouting Adventure by
Meeting all your unit fundraising needs one effort!*

Special Incentives for Mount Baker's Popcorn Sale

- A special prizes will again be offered to Scouts who fill up their take-order forms
- The Trail's End Prize Program is again offered for your Scouts!
- Weekly prize drawings for Scouts and Unit Popcorn Kernels again this year
- More control over your sale on www.Trails-End.com



Earn up to 45%

Commission

Selling Scout Popcorn

USE YOUR POPCORN COMMISSION TO PAY FOR:

- Year-round Unit Outdoor Adventures
- Cub Day Camp, Cub Resident and Boy Scout Summer Camp Fees
- Outdoor Program Equipment such as tents, stoves and cooking gear
- Scouting Advancements and other Awards
- Den Craft Projects and Pinewood Derby Kits

HOW DOES YOUR UNIT BENEFIT?

There are lots of great reasons for your Pack, Troop, Crew or Post to sell Scout Popcorn.



- Earn lots of bucks with a proven winner.
- No overhead or pre-paid inventory. Order only what you need.
- Scouts can wear their uniforms to sell because this is a council-sponsored sale. There is also no need to turn in a Unit Money Raising Permit form.
- This high quality product is available only through the Scouts.
- Help your Scouts learn to earn their own way as they learn communication skills and responsibility.
- The sale provides advancement opportunities for both Cub Scouts and Boy Scouts.

HOW MUCH CAN MY UNIT EARN?

\$100 Bonus Earn an easy \$100 just by attending the Council Popcorn Kickoff in August! This will be credited to your unit account for advancement, promotion or anything else!

30% Base commission – an increase of 10% over 2009!

7% Bonus for selling an average \$300 of popcorn products per registered Scout* based on your annual charter renewal membership number. Because they will soon transition on to a Troop, this will not include 5th graders.

5% On-time Show & Sell Order, Take-Order orders and Sale Closeout.

3% Bonus for Popcorn Prize Cash Out option – available if the unit does not use the Trails End prize program. Recommend that all Packs use the Prize Program.

35% New units selling for the first time are guaranteed a minimum of 35% commission and may earn much more.

* Sound hard? Just keep in mind that Mount Baker Scouts sold an average of \$344.50 in the 2009 sale. Also - just one filled take-order form is worth between \$250 to \$1,250, averaging about \$525 last year.

PRIZE PROGRAMS FOR YOUR SCOUTS

Each Pack, Troop, Crew, Ship or Post decides what to do with their commissions. Your Unit Committee determines how much of your commission will be used to recognize your Scout's achievement. There are lots of options but here are some suggestions:

- A. **The Trail's End Prize Program:** Packs that used this program in 2009 showed a 27% increase in their sales. Packs that opted out had only minimal growth. Order the prizes online and they are shipped directly to your Scouts. This program is highly recommended for all Cub Scout Packs.
- B. **Pay for Camp!** Many units split the profits, with half going to support the Pack, Troop or Crew program and half going directly to the Scouts. Others use different percentages. Some units put the Scout's share into a Day Camp, Scout Camp fee or summer super activity account managed within the Pack, Troop, Crew or Ship. Other units waive dues if a Scout reaches a certain goal.
- C. **Use Your Own Incentive Plan:** Successful units have their own incentives on top of the Trail's End prize program. Many units purchase gift cards for Scouts who are top sellers and hold special parties to recognize achievement.
- D. **Purchase Mount Baker Council "Scout Bucks"** These can then be spent for camp fees, uniforms, Scout equipment or to order anything in the BSA National Supply catalog. Catalog orders are made only through the Bellingham or Everett Service Center. These Scout Bucks must be spent by December 15, 2010 in to avoid holiday closures and inventory.

ADDITIONAL INCENTIVES FOR MOUNT BAKER COUNCIL SCOUTS

There are several other incentives to recognize our successful young salesmen:

- 1. The \$1,500 Club honors our Scouts with their choice of: a \$50 Wal-Mart gift card OR \$50 in Mount Baker Council Scout Bucks. They also get a customized, very limited edition 2010 Mount Baker Council patch.
- 2. The Council's Top Scout Salesman will receive a
- 3. A chance to win a \$1,500 Disneyland trip for the Scout and three guests. For every \$250 of popcorn sold, the Scout's name will be entered into the Disneyland drawing. Entries are due December 15, 2010. The winner will be drawn at the 2011 University of Scouting on January 22nd.
- 4. *Trail's End* also provides a \$50 Gift Card for Scouts who sell \$1,500 of popcorn. See the sheet in the 2010 Unit Popcorn Sale Guidebook for details.
- 5. Be part of the Trail's End Scholarship Program with a qualifying sale of \$2,500 the first year. A percentage of your sales in subsequent years will be placed into your scholarship account. See separate sheet for complete details.

WHAT IF THE WHOLE PACK OR TROOP IS NOT PARTICIPATING?

Dens or patrols may participate and earn their own sales commissions. Individuals may also participate. Contact your District Popcorn Kernel or your Executive to sign up. You also need to attend the District Popcorn Sale Kick-off to get your materials.

HOW YOUR UNIT CAN BE SUCCESSFUL - EIGHT EASY STEPS

1. Plan your program, establish a Unit budget and set a goal for the amount of money your Unit will need from the Popcorn Sale. Give each Scout a goal to shoot for.
2. Select your Unit Popcorn Kernel who will attend the District Kick-off to be trained and to receive all the sales materials he/she needs. The Popcorn Kernel should be organized and committed to success. He or she will need lots of support from other families in the unit to handle communication and distribution.
3. Conduct an effective Unit Kick-off where your Scouts and parents receive a clear goal, sales materials and are coached in safe and effective sales practices. Make sure each Scout has a personal sales goal. Set up special "Blitz Days" when Scouts sell in their neighborhood and then end the day with an ice cream or pizza party or other fun activity. Then you recognize the day's top sellers.
5. Fax or email a copy of your Scout's newest Take order forms every week to the Everett Scout Office to participate in the weekly Scout and Unit Kernel prize drawings!
6. Pick up Popcorn products at your District's distribution site on Friday or Saturday, November 19-20, depending on your district's distribution plan. Distribute and track popcorn products distributed to families in your unit.
7. Turn in \$1,500 Club and Scholarship forms, Disneyland coupons no later than the day of your Unit close out . You may also email, or fax the order to the Council office.
8. Collect all monies, and deposit the cash into your unit account. Write a single check to the Mount Baker Council, BSA for just the amount owed on the day of your Unit close out.

Register Online for the Mount Baker Popcorn Sale at

www.mountbakerbsa.org

2010 Proposed Popcorn Sale Dates

August 21	Our Council Kickoff for all Unit Kernels at Byrnes PAC. Additional classes will be offered for a variety of popcorn sale topics.
August 21	Units Place initial Show and Sell Orders
September 7	Final Show and Sell Orders due
September 25	Take-Order Sale begins
October 25	Take-Order Sale ends
October 29	Take-Order product orders due
November 18-19	Popcorn Delivered to warehouses
November 20	Popcorn Distribution