

VIKING COUNCIL, BOY SCOUTS OF AMERICA



POPCORN FUND-RAISER



2004 Sales Guide

Sale Begins September 25th



Sale Ends October 23rd

To register your unit for the Popcorn Sale, fill out the Unit Commitment Form located on page 9 of this Sales Guide or call the Viking Council at (763) 545-4550.



- | | |
|---------------------|--|
| By August 15 | Every unit receives their 2004 Popcorn Sales Guide. |
| By August 30 | Select your unit Popcorn Chairperson/Coordinator and return your "Unit Commitment Form" to the Council Service Center. (located on page 9) |
| September | Attend one of the following Popcorn Sales Training meetings and receive materials. Redeemer Lutheran Church in Willmar AND Cokato/Crow River Roundtable September 2 nd . LDS Church in Brooklyn Park (85th & Noble) September 7 th . Scout Service Center, September 8 th . Christ the King Church in Bloomington (8600 Fremont) September 9 th . Olive Branch Lutheran Church in Coon Rapids, September 13 th . All meetings begin at 7:00p.m. |
| September | Organize your dens and patrols for their sale. Plan your ideal year of Scouting and set a popcorn sale goal. Have a pack/troop/crew Kick-off Meeting. |
| September 16 | Unit Show and Deliver Popcorn orders due to the Council. |
| September 24 | Units pick up Show and Deliver popcorn orders from SuperValu in Hopkins. |
| September 25 | Council Popcorn SALE BEGINS. |
| October 23 | SALE ENDS - Unit Popcorn Chairperson collects orders from Scouts. (This will allow the Unit Popcorn Chairperson time to get the unit order ready to be placed.) |
| October 28 | Opportunity to return excess Show and Deliver product to Council Service Center. (9:00 a.m. – 5:00 p.m.) |
| October 29 | Popcorn Order Forms, Prize Order Forms, Unit Roster Form, and Timberwolves Ticket Forms are due to the Council Service Center. |
| November 12 | Units pick up popcorn at district distribution locations. |
| December 1 | Money due to Council Service Center (Payment in full, one check please.) |
| January 4 | Commission checks mailed to units. |

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DISTRICT CHAIRPERSONS

DISTRICT		NAME	PHONE
Council Popcorn Chair		John Rowell	763-422-0001 rowellje@hotmail.com
Council Distribution Advisor		Mike Simonet	763-545-4550 msimonet@bsamail.org
Council Sales Advisor		David Arola	763-545-4550 darola@bsamail.org
Trailblazer		Dan Hurley	320-235-2021 dhurley@wcsteel.com
Crow River		Denny Hruby	320-275-1997 budacres@hutchtel.com
Northern Lights	Co-Chair	David Jones	763-522-4846
Northern Lights	Co-Chair	Liz Donley	763-767-9690 parmog@aol.com
Lake Minnetonka		Chris Anderson	952-475-2550 tande355@hotmail.com
Three Rivers		Pam Dykhoff	763-785-2042 popcornladybsa@aol.com
Metro Lakes		Sara McFee	651-631-8043 mcfemikesara@msn.com
Dan Patch		Charles Wangerin	952-447-1884 lcwangerin@msn.com
Mustang		Beth Wagner	952-857-2054 wagnerba@hotmail.com
Venturing		Rebecca Graetz	763-755-1764 rlgraetz@mninter.net

2004 TIMETABLE

- By August 15 Every unit receives their 2004 Popcorn Sales Guide.
- By August 30 Select your unit Popcorn Chairperson/Coordinator and return your "Unit Commitment Form" to the Council Service Center. (located on page 9 of this guide)
- September Attend one of the following Popcorn Sales Training meetings and receive materials. ***Redeemer Lutheran Church in Willmar AND Cokato/Crow River Roundtable, September 2nd. LDS Church in Brooklyn Park (85th & Noble) September 7th. Scout Service Center, September 8th Christ the King Church, 8600 Fremont in Bloomington September 9th. Olive Branch Lutheran Church in Coon Rapids, September 13th. All meetings begin at 7:00p.m.***
- September Organize your dens and patrols for their sale. Plan your ideal year of Scouting and set a popcorn sale goal. Have a pack/troop/crew Kick-off Meeting.
- September 16 Unit Show and Deliver popcorn orders due to the Council.
- September 24 Units pick up Show and Deliver popcorn orders from SuperValu in Hopkins.
- September 25 Council Popcorn SALE BEGINS.**
- October 23 **SALE ENDS** - Unit Popcorn Chairperson collects orders from Scouts. (This will allow the Unit Popcorn Chairperson time to get the unit order ready to be placed.)
- October 28 Opportunity to return excess Show and Deliver product to Council Service Center. (9:00 a.m. – 5:00 p.m.)
- October 29 Popcorn Order Forms, Prize Order Forms, and Unit Roster Forms are due to the Council Service Center.
- November 5 Last day for Add-On orders
- November 12 Units pick up popcorn at district distribution locations.
- December 1 Money due to Council Service Center (Payment in full, one check please.)
- January 4 Commission checks mailed to units.

To stay in accordance with our United Way agreement:

Please no unit popcorn sales prior to September 25, 2004.

A Scout is Trustworthy!

BENEFITS OF SELLING POPCORN

Popcorn sales can generate enough income to financially support your Scouting Program for the entire Scouting year.

Last year, over 250 packs and troops participated in the Council Popcorn Sale resulting in a payout of over \$365,000 in commissions and prizes. The Viking Council has continued to improve the sale each year through input from you, the parent/leader volunteer. I am confident that the enhancements we have made for the 2004 fall sale will increase your unit's profits and provide your pack, troop or crew with a state of the art fund-raiser.

Thank you for your commitment to Scouting.

John Rowell

John Rowell

2004 Council Popcorn Chairman

What the Popcorn Sale makes Possible

The popcorn sale plays an important role in financially supporting your pack, troop or crew and the Viking Council in providing quality Scouting programs and services. The commission your unit earns can be used to support your Scouting program as your committee sees fit.

Some examples are:

- Awards
- Field Trips
- Equipment
- Books/Neckerchiefs
- Camp Fees
- Program Materials
- Blue & Gold Banquets
- Camporees
- Courts of Honor
- Events/Activities/Outings
- Pinewood Derbies
- Your Unit Decides...

A portion of the sale goes to support the Viking Council and many of the council services made available to Scouts and Scout leaders.

Some examples are:

- ⇒ Training for adult leaders, so that Scouts have the very best leadership possible.
- ⇒ Continued development of programs at Many Point, Stearns, and Rum River Scout Camps. (These camps belong to all Viking Council Scouts)
- ⇒ A video library and program resource area to help leaders provide quality fun Scouting programs.
- ⇒ A Council Service Center that is available to help and support unit leaders, parents, and Scouts.

IMPROVEMENTS, COMMISSIONS & CHANGES

LOOK

*Great New
and Improved
Products!!*

Item	Selling Price	Unit Commission Earned
*Chocolate Lover's Tin	\$50.00	\$16.50
3-Way Tin	\$30.00	\$9.90
30 Pack Microwave	\$30.00	\$9.90
*18 Pack Kettle Corn	\$20.00	\$6.60
24 oz. Chocolate Caramel Crunch	\$15.00	\$4.95
28 oz. Caramel Tin with Almonds & Pecans	\$15.00	\$4.95
15 Pack Unbelievable Butter Microwave	\$12.00	\$3.96
15 Pack Butter Light Microwave	\$12.00	\$3.96
12 oz. Caramel Corn Tin with Peanuts	\$7.00	\$2.31
* new this year		
Shaded items available for Show and Deliver		

PROFIT PAID DIRECTLY TO UNITS

Units will receive 33% cash commission and 5% in prizes for a total of 38% net return to Packs, Troops, and Crews.

SHOW AND DELIVER SALE

The Viking Council will be providing an opportunity for Units to preorder product; equal to 50% of their previous sale. Our four most popular products are available for the Show and Deliver Sale. This means that units will have the opportunity to organize and canvas neighborhoods with salable product in hand. Taking advantage of the Show and Deliver will allow Scouts to sell, deliver, and collect money all in one step. (See page 6)

FREE MINNESOTA TIMBERWOLVES TICKETS

In addition to the standard prizes, each youth member who sells to 25 customers or more will receive one (\$24.00) ticket for a special Scout Night December 10, 2004 to watch the Minnesota Timberwolves take on the Sacramento Kings. Unit leaders complete the Timberwolves Ticket Form found inside the sales packet for each Scout who qualifies. This form attached to copies of the sales sheets needs to be submitted with your popcorn and prize order. Ticket vouchers will be mailed directly to the individual Scouts who qualify.

PRIZES & STEPS TO SUCCESS

Every Scout who sells 1 popcorn item earns their choice of a Trail's End Popcorn Patch or Trail's End Popcorn Pin. A prize brochure was mailed to each registered Scout this fall. Scouts may choose from a wide range of prizes available to them. Scouts may not combine dollars for prizes.

Extra prize brochures will be available with your Sales Packet. Help your Scouts pick a prize level to aim for and a prize they would like to earn. Prizes are then mailed directly to the unit.

\$1000 BONUS PRIZES

Individual Scouts who sell \$1000 worth of popcorn or more will qualify for a special prize. Scouts choose either a \$40 Coleman® Web Gift Card, Trail's End Games & Gadgets Web Gift Card, Wal-Mart® Gift Card or Toys R Us® Gift Card. The prize form for \$1000 and above sellers is available at www.trails-end.com or from the Council Service Center.

\$2,000 COLLEGE SCHOLARSHIP PROGRAM

- Each Scout who sells \$2,000 in a sale period qualifies
- 6% of Gross Sales credited to Scholarship account (up to \$1,000 per year)
- A participating Scout will receive semi-annual statements from Trail's End reflecting the amount of his qualifying sales.
- Account earns interest at prime rate as of January 1st
- Scout responsible for sending sales information to Trail's End each year after qualification.
- Scholarship information will be sent to Scout after Scout submits their \$1,000 Bonus Prize Order Form showing that their sales reached over \$2,000.

STEPS TO SUCCESS:

1. Plan your ideal year of Scouting and set a Popcorn Sale Goal.
2. Participate in the Show and Deliver sale (see page 6)
3. Determine how much in gross sales each Scout must sell to achieve this goal.
4. Present the ideal year of Scouting to the parents and Scouts in your unit.
5. Attend one of the scheduled Unit Sales Training meetings.
6. Train your Scouts. Brief them on proper sales techniques as well as public courtesies. Given the opportunity, the community will support Scouting.
7. Encourage parents to sell at their place of employment, purchase corporate gifts.
8. Follow the timetable as laid out in this Sales Guide and **keep accurate records. You may not return popcorn after October 28th, so order carefully.**
9. Have the Scouts deliver the popcorn and collect the money within a few days after your unit receives the product.
10. Schedule a "Turn-In Party" to collect money from Scouts and/or leaders.
11. Carefully review this Sales Guide.

TYPES OF SALES

Take Order Sale

All units registered to sell popcorn will be participating in this sale. Units will be able to order popcorn products based on the orders received from individual Scout take order forms. This type of sale provides the opportunity for Scouts to sell product to friends, relatives, neighbors, and others without having actual popcorn product in hand. The take order sale has been used very effectively and will continue to represent a bulk of your Unit's total sale. Simply said, Scouts collect popcorn orders on the provided "Take Order" form(s). Upon completion of the sale, the orders are totaled up and submitted to the Viking Council on the official "Popcorn Order Form". Units order only the amount of popcorn product they sell.

Show and Deliver (New for 2004)

The Show and Deliver sale provides units the opportunity to order popcorn products prior to the start of the sale. Units will have the opportunity to order the four most popular products, up to 50% of their 2003 total sales dollars. Units choosing Show and Deliver will experience the following benefits:

- Scouts will have product available to deliver at the point of sale and will not need to return at a later date to deliver product or collect money. Scouts simply record the sale on the Take Order form and mark the delivered and paid columns.
- Research has shown that units participating in a Show and Deliver sale **sell significantly more popcorn**.
- The Show and Deliver sale provides valuable sales training and builds self-confidence.
- The Show and Deliver sale is a great way for Scouts to work together and blanket a neighborhood as a team or group.
- Ordering up to 50% of last year's sales dollars eliminates the risk of having product left over. Popcorn product that is left over can be used to cover additional take order sales.

To participate in the Show and Deliver Sale

- By September 16 Your unit will need to register for the 2004 popcorn sale. Popcorn product orders (full cases only) for the Show and Deliver must be placed with the Council Service Center on the "Show and Deliver Popcorn Order form".
- September 24 Units pick-up popcorn product at SuperValu (300 2nd Avenue South, Hopkins) between the hours of 10:00am – 6:00pm (map for SuperValu located at www.vikingbsa.org)
- October 28 Extra product in good condition and in full cases can be returned for credit to the Council Service Center (5300 Glenwood Avenue). *Note that product from the Show and Deliver sale can be used to fill your take order sales.

Add-On Orders

You may place additional orders by filling out an additional Popcorn Order Form and submitting (or faxing) to the Viking Council by November 5th. **ADD-ON ORDERS WILL NOT BE TAKEN OVER THE PHONE.**

ORDERING/SHIPPING/PAYMENT INFORMATION

ORDER DEADLINES

- ☆ **September 16th** – Show and Deliver orders are due to the Council Service Center. Please make sure you check the box marked “Show and Deliver”. Units must order by cases.
- ☆ **October 29th** – The Take Order original order is due to the Council Service Center. Other forms due by October 31st are the Prize Order Form and the Unit Roster Form. Please make sure you check the box marked “Original Order”. Units order by container – only order what you need.
- ☆ **November 5th** – Add-on orders will be accepted until this day. Please make sure you check the box marked “Add-On Order”. Units must order by containers.

FORMS TO COUNCIL SERVICE CENTER:

- Submit Popcorn Order Form, Prize Order Form, Unit Roster Form, and Timberwolves Ticket Form to the Viking Council. You may fax your order to (763) 546-5140. However, you must send in the original form to the Council Service Center. **Please mark your original as FAXED.**

UNIT ROSTER FORM

- Collect the take-order forms from each leader or Scout. MAKE CERTAIN YOU HAVE COLLECTED ALL ORDER FORMS!
- Total each Scout's popcorn order and transfer that information to the “Unit Roster Form”. **(Be sure to subtract the number of orders already delivered.)**

POPCORN ORDER FORM

- Transfer totals from the “Unit Roster Form” to the two-part “Popcorn Order Form”. (Make sure to keep the yellow copy for your records.)
- Popcorn CANNOT be returned for credit, so please check your order carefully.

PRIZE ORDER FORM

- Every Scout that sells at least one product qualifies for a patch or pin.
- Based on dollars sold by individual Scouts, fill in the number of prizes needed on the corresponding line.
- Prizes will be mailed directly to the unit.

TIMBERWOLVES TICKET FORM

- Every Scout that sells to 25 customers or more qualifies for one free (\$24) Timberwolves ticket to a special Scout Night December 10, 2004.
- Record the name, address and telephone number for each Scout that qualifies.
- Submit copies of each qualifying Scout's Take Order Forms.
- Ticket vouchers for a Scout Game in December will be mailed directly to the qualifying Scout(s).

POPCORN PICK-UP LOCATIONS

- ⇒ To make it easy for your unit to pick up your popcorn order, we have sites conveniently located for the distribution of the popcorn product. (Locations and maps are located at www.vikingbsa.org) Your order will go directly to your district's pick-up location. You will need to pick-up your order on:

Friday, November 12th, 2004

(Remember to bring enough vehicles to pick up your order.)

PAYMENT

- ⇒ **Total payments are due at the Viking Council office on December 1st.** You will receive a billing statement when you pick up your popcorn. Payments should be made in the form of **one check from the unit for the total amount due.** The unit's commission check will be mailed to the contact listed on your invoice once your account is settled in full. Units CANNOT deduct their commission from their payments. **All payments must be made in full.**

IDEAL YEAR OF SCOUTING/ONE FUND-RAISER

Have an ideal year in Scouting and do just one fund-raiser.

Troops and packs find that it's no longer necessary to do multiple fund-raisers every year. Instead, they do one large fund-raiser selling popcorn and raise enough money to pay for an entire year of Scouting. It all starts with doing an annual plan.

First, plan your year. List all the activities you want to do this year. Then write down the expenses you'll have, using last year's figures as a guide.

Next, set a goal! Take the plan you've made for the year and set your goal.

Do The Math! You can determine your popcorn sales goal; the total popcorn sales you'll need are equal to your budget divided by 33%. For example: If your budget is \$2,500 (divided by .33) your popcorn goal would be to sell \$7576. For a pack with 60 Scouts selling, each Scout would need to sell \$127 worth of product to reach your goal. Once you've figured your sales goal, you can begin making plans to achieve it!

Average Unit Sale: \$4,000.00 Average Youth Sale: \$200.00

Then, get everyone motivated to sell popcorn.

The secret to selling lots of popcorn is getting the Scouts, their parents, the volunteers – everyone – excited about selling and achieving the unit's sales goal.

1. Show families the activities you're planning and the popcorn goal that will make them possible.
2. Give each Scout an individual sales goal that will help achieve the unit's sales goal.
3. Have a unit Popcorn Kick-Off Party to get everyone excited about popcorn and focused on the goal.

Keep track of your progress.

- Each week of the sale, keep your Scouts, parents and volunteers informed as to the progress toward your goal. This will help you reach your goal.

At the end of the sale, give recognition!

- When the sale is over, get the Scouts, parents and volunteers together for an evening of fun, and be sure to hand out patches and prizes. It's good if everyone feels like a winner!

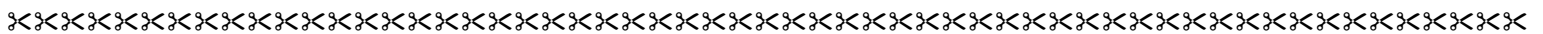
Have an ideal year in Scouting.

- Now that you've made your goal, you're done with product sale fund-raising for the year, and you're ready to start hiking, canoeing and camping, and doing other cool stuff!

UNIT POPCORN CHAIRPERSON POSITION RESPONSIBILITIES

- Oversee and coordinate Unit Popcorn Sale
- Turn in Unit Commitment Form to Council Service Center
- Attend one of the scheduled Council Popcorn Training meetings in September to obtain the materials needed.
- Plan your ideal year of Scouting and set a unit Popcorn Sales Goal
- Order popcorn for Show and Deliver Sale by September 16th
- Become familiar with the Popcorn Sales Guide, Popcorn Order Form, Prize Order Form, and Unit Roster Form (ALL forms are due to the Council Service Center **no later than** October 29th)
- Become familiar with important due dates as laid out in the Popcorn Sales Guide
- Conduct a Unit Popcorn Kick-off providing all Unit members with Take Order Forms and important information as laid out in the Popcorn Sales Guide
- Pick-up Popcorn on Friday November 12th at your Popcorn Distribution Site
- Distribute Popcorn to Scouts for delivery to customers
- Collect money from Scouts with checks made out to your Pack/Troop/Crew
- By December 1st, submit ONE check from the Pack/Troop/Crew for the Total Balance Due to the Viking Council
- January 4th, Pack/Troop/Crew Commission Checks mailed from Viking Council.

Unit Commitment Card



Pack # _____ Troop # _____ Crew # _____ Post # _____ Team # _____

District _____

UNIT CONTACT PERSON (PLEASE PRINT CLEARLY)

Name _____

Address (NO P.O. Boxes) _____

City _____, MN Zip _____

Phone (s) Home _____ Work _____

Email Address _____

Mail to: Viking Council, 2004 Popcorn Sale, 5300 Glenwood Avenue, Minneapolis, MN 55422
OR Fax to (763) 546-5140