

# 2014

# Your Unit's Popcorn & Candy Sale Guidebook



## “HIGH” LIGHTS OF THE 2014 SALE

### New Trail's End Products

- Chocolatey Caramel Crunch
- White Cheddar Cheese Corn

### Back by Popular Demand

- Bacon Ranch
- Buffalo Cheddar
- Dark and White Chocolatey Drizzle

### 11 Brand New Products through Wolfgang Candy

### New Prizes

- Candy Blitz
- Fill-A-Sheet
- \$800 Club
- \$2,000 Club

## Welcome to the 2014 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 2014, 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  
[Rharvey1300@yahoo.com](mailto:Rharvey1300@yahoo.com)

### Horse-Shoe Trail District Kernel

Tom Carr  
610-203-4335  
[Thomas.carr@yahoo.com](mailto:Thomas.carr@yahoo.com)

### Harvest District Kernel

Nikki Rohrback  
717-989-1114  
[Harvest.popcorn@outlook.com](mailto:Harvest.popcorn@outlook.com)

### Council Staff Advisor

Chris Styers  
717-553-4201  
[cstyrs@bsamail.org](mailto:cstyrs@bsamail.org)

### Council Sale Support

Margie Ferguson  
717-553-4209  
[margie.ferguson@scouting.org](mailto:margie.ferguson@scouting.org)

### General Sale Questions

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

# Popcorn and Candy Sale Calendar

2014 Popcorn and Candy Sale Timetable...mark your calendar now with these dates!

Date	Action	Show & Sell	Take Order	Combined
7/1-8/30	Contact local venues for Show and Sell Opportunities. Schedule early!	X		
8/6	Popcorn and Candy Kick-off	X	X	X
8/1-9/15	Units conduct individual kick-offs to share information about the Popcorn and Candy sale with their Scouts and their parents.	X	X	X
8/29	Popcorn and Candy Sale begins	X	X	X
8/29	Show & Sell Orders due at Council Support Center or Online. (Popcorn products only)	X		
9/12	Units pick-up their Show & Sell product. The unit popcorn chairman will be emailed information regarding the pick-up location & time.	X		
10/1	First Fill-A-Sheet Incentives will be mailed out.	X	X	X
10/27	Popcorn return dates. Returns are made to the warehouse by district. <b>Please do not return to service center.</b>	X		
10/29	Show & Sell settlement deadline, money and any returns due. <b>Unit retains base commission on all sales.</b>	X		
10/29	Popcorn and Candy sale campaign ends.	X	X	X
10/29	Unit orders for the Take Order Sale are due Online.		X	
10/29	Prize order completed online or form and incentive sheet due at the Service Center.	X	X	X
10/31	Final Fill-A-Sheet Incentives will be mailed out.	X	X	X
11/14	Unit's pick-up their Take Order product. The unit kernel will be emailed information regarding the pick-up location & time.		X	X
12/8	Popcorn money Due - <b>Final deadline.</b> <b>Unit retains base commission on all sales.</b>	X	X	X
12/9	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
2/1/15	Bonus commission and Online Sales commission checks sent to units.	X	X	X

*Units selling White Chocolate Pretzels and/or Chocolatey Caramel Crunch—If product is in a clump, it CANNOT be returned on October 27<sup>th</sup>! Please use caution when transporting and storing chocolate products!*

# 2014 Product Line-Up

## Microwavable Products



### **Kettle Corn - \$22**

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

Over \$15 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 - \$9**

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

Over \$6 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!



### **Bacon Ranch - \$15**

Crunchy popcorn that combines a blast of ranch with a kick of bacon for the perfect snack!

Over \$11 to local Scouting!



### **Buffalo Cheddar Cheese - \$15**

Spicy buffalo flavors unite with our traditional cheddar cheese popcorn to ignite your taste buds.

Over \$11 to local Scouting!



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

The perfect combination of light, crispy popcorn and rich cheddar cheese deliciousness in every savory bite.

Over \$11 to local Scouting!





**Dark & White Chocolatey Drizzle - \$20**

Sweet and salty Kettle Corn with a decadent dark and white chocolatey drizzle.  
Over \$14 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 Caramel Crunch - \$25**

Sweet crunchy caramel corn in a creamy chocolatey coating.  
Over \$16 to local Scouting!

*Other Options*



**White Chocolate Pretzels - \$25**

The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness.

Over \$18 to local Scouting!

SILVER 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 LEVEL MILITARY DONATION



**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**

- Cheddar Cheese Corn-6oz
- White Cheddar Cheese-6oz
- **New!** Buffalo Cheddar Cheese Corn-6oz

Over \$20 to local Scouting!



**Sweet & Savory - \$40**

- Kettle Corn-6oz
- **New!** White Cheddar Cheese Corn-6oz
- Dark & White Chocolatey Drizzle-9oz

Over \$27 to local Scouting!



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

- White Chocolatey Pretzels-17oz
- Milk Chocolatey Pretzels-17oz
- White Chocolatey Caramel Crunch-14oz
- Chocolatey Caramel Crunch-14oz

Over \$35 to local Scouting!

# Wolfgang Product Line-Up



**Penn State Pretzel Trio - \$26**  
**3-8 oz. boxes** of Wolfgang's classic pretzels, covered in creamy white fudge & accented with blue pinstripes.  
 Over \$18 to local Scouting!



**Milk Chocolate Pretzel Trio - \$25**  
**3-8 oz. boxes** of the ultimate chocolate covered pretzel. These are Wolfgang's finest!  
 Over \$17 to local Scouting!



**Peanut Butter & Chocolate Duo - \$21**  
**1-8 oz. box** of Peanut Butter Bears and **1-7.5 oz. box** of Peanut Butter Treats.  
 Over \$14 to local Scouting!



**Sweet & Spicy Trail Mix - \$21**  
**2-11 oz. bags** of the best combination of spicy-sweet and crunch trail mix.  
 Over \$14 to local Scouting!



**Jungle Jacks Three Pack - \$25**  
**3-7 oz. boxes** of milk chocolate animal crackers, perfect for a crunchy-sweet after-school snack.  
 Over \$17 to local Scouting!



**Peanut Butter Taffy Twists Duo - \$21**  
**2-14 oz. boxes** of soft vanilla taffy "kissed" with a delicious peanut butter center.  
 Over \$14 to local Scouting!



**Wolfgang Naturals Bundle - \$21**  
**3-5.3 oz. bags** of Wolfgang's All Natural Belgian Dark Chocolates.  
 Over \$14 to local Scouting!



**Assorted Chocolate Duo - \$21**  
**1-8 oz. box** of Assorted Milk Chocolates and **1-8 oz. box** of Assorted Dark Chocolates.  
 Over \$14 to local Scouting!



**Child Bundle - \$25**  
 -Peanut Butter Bears  
 -Gummy Bears  
 -Chocolate Covered Animal Crackers  
 Over \$17 to local Scouting!



### **Entertainment Bundle - \$29**

- Pretzel-ettes
  - Assorted milk and dark chocolates
  - Sweet and Spicy Trail Mix
- Over \$20 to local Scouting!



### **Holiday Wrap Trio - \$21**

3 different holiday wrap designs, each 36 square feet, to cover your holiday gift wrap needs.

Over \$14 to local Scouting!

## **About Wolfgang**

- 70% return to Scouting on all products
- Take Order Products Only
- Products will be available for Pick-up the same time as popcorn
- Sales count towards all prizes **EXCEPT** Fill-A-Sheet and 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 2014:

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 2014!

# ***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:

**\$2,000 Club** – Every Scout who sells at least \$2,000 will be entered into a drawing for his choice of an I-pad, a Kayak Package (kayak, paddle, PFD), or a Camping Package (tent, stove, camping chair, solar recharging kit). (one winner per District)

**\$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 2015 season.

**\$1,000 Club – Sponsored by the Hershey Bears** Every Scout who sells at least \$1,000 in popcorn 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).

**\$800 Club** - For **each** \$800 in sales a Scout will get a chance for a drawing for a Samsung Galaxy Tab, Mountain Bike, or a CamelBak Package (CamelBak hydration backpack and solar recharging kit). (one winner per District).

**Fill-A-Sheet Popcorn ONLY** - For each sheet filled 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)**. Gift cards will be mailed on: 10/1/2014 and 10/31/2014. Requests received after 10/31 will not be able to be fulfilled.

**Candy Blitz Candy ONLY** - For the 1st 10 full candy sheets submitted to the Council Office a Scout can earn a \$10 Amazon, \$10 Wal-mart, or \$10 Scout Shop Gift card. The determination of the first 10 sheets will be made based on date and time received via email or fax. Just like Fill-A-Sheet a copy of the actual sheet must be received.

**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).

## **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.

## **“Wings of Exploration” 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).

*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 2014 Popcorn Committee has established a Show and Sell Return Policy. The Show and Sell part of the Popcorn Sale is an excellent way for your Scouts to sell popcorn and provide the popcorn 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 2013 total sales order and make returns to the council of any unsold product on October 27<sup>th</sup> with no fees or penalties (as long as products are returned in the original condition).

Example:	2013 Unit Show and Sell Order	\$4,000
	2013 Unit Take Order	<u>\$6,000</u>
	Total Unit 2014 Sale	\$10,000

2014 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 2013 total sale at the Show and Sell will not be able to make returns of unsold product during the 2014 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 29, 2014**

Pick-up September 12, 2014 - 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 27, 2014 – 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 29, 2014**

Pick-up November 14, 2014 – 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 not directly tracked in the Popcorn System. You must log-in at <http://sell.trails-end.com/login> to view online sales for each Scout in your unit. To create your account there, use the validation code "popcorn" and create your log-in.

### **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 for our Show & Sell. Can we get more popcorn?**

Yes. We normally have some additional popcorn 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 popcorn for my Show & Sell. Can I return the extras to the council for a refund?**

Yes. You may return popcorn on Monday, October 27th, 2014. After 10/27 we cannot accept anymore product. Please plan accordingly. During the sale, if you know that you will have extra popcorn, let your district kernel know. Other units in your neighborhood are often looking for extra popcorn 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 popcorn 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.