2013 Campmaster Popcorn Sale

To help ensure every Scouting unit has the financial resources to provide an "Ideal Year of Scouting" to their youths and families.

The heat index is 105 degrees outside and that can only mean one thing...it is time to begin planning your **2013 Campmaster Popcorn Sale**. We have several exciting enhancements and returning highlights to the 2013 Popcorn Sale including:

- > **NEW** 10 oz Trail Mix.
- NEW 10 OZ Caramel Grab-n-Go Bag.
- > SHOW & SELL BACK FOR A FOURTH YEAR!!!
- CREDIT CARD READERS AVAILABLE TO SUPPORT SHOW & SELL SALE. Information sheet included.
- "POPPING CORN" 24 oz. original gourmet popping corn, ready to pop and sprinkle with your favorite flavorings! Packed in a decorative tin.
- Prize Program with more camping gear, more Scouting merchandise plus GREAT South Texas Council Sales Incentives including <u>FREE weeks of</u> <u>Summer Camp.</u>
- > TOP 25 SELLERS CLUB!!! Top 25 sellers and a guest will be invited to an exclusive swim party during a Hook's Game at Whataburger Field.
- Professional Sales Coach Michael Beck is coming to Corpus Christi to train our leaders and Scouts how to have a successful SHOW & SELL SALE.
- > **NEW** Online Sales to count towards Show & Sell Sale and Take Order Sale.
- > **NEW** Online Grand Prize Drawing

IMPORTANT POPCORN MEETING DATES:

Michael Beck Show & Sell Training: We are bringing Professional Sale Coach Michael Beck back for one night in July to provide training on how to sell \$80,000 worth of popcorn. The date is July 22nd in Corpus Christi.

Take Order Sale Kick-off/Training Dinners: Four nights of fun and exciting Take Order Sales training, and distribution of sales supplies. August 5th in Corpus Christi, August 6th in Victoria, August 7th in Laredo and August 8th in Calallen/Five Points.

The South Texas Council is conducting these training and kick-off meetings to help ensure the success of your 2013 popcorn sale. We believe that these meeting are so important we are paying you to attend them!!! EACH UNIT SENDING TWO OR MORE ADULTS WHO ARE NOT MARRIED TO EACH OTHER TO ONE OF THE MEETINGS WILL RECEIVE A 3% OF GROSS SALES BONUS COMMISSION FOR THAT SALE (Show & Sell and/or Take Order Sale)!!! Units may send as many adults as they would like to these meetings. Ideally you will send your Unit Popcorn Kernel, Assistant Kernel(s) and key unit leaders. A meal will be served at each Take Order Sales meeting. So that proper food arrangements can be made, and so we get your sales materials to the proper meeting site we ask that you please RSVP to Carolyn Koenning at the Scout Service Center: 361-814-4300 ext. 130 or Carolyn.Koenning@Scouting.org by two days prior to the meeting.

> The meeting dates and locations are: August 5th Monday, in Corpus Christi August 6th Tuesday, in Victoria August 7th Wednesday, in Laredo August 8th Thursday, in Five Points/Calallen Area

All dinners will start serving the meal at 6:30PM with the Popcorn Information portion beginning at 7:00 PM SHARP!

WHAT IS YOUR SCOUTING DREAM TRIP???

- ➤ Taking your Scouts to Philmont Scout Ranch?
- ➤ Taking your Scouts to the overnight program at NASA?
- ➤ Taking your Scouts on a...
 - ...Guided Caving Tour in the Texas Hill Country?
 - ...Climbing & Rappelling on Enchanted Rock?
 - ...Hiking/Rafting the Grand Canyon?



Prepared. For Life."

MAKE IT HAPPEN WITH POPCORN!!!!

2013 Campmaster Popcorn Sale Basic Planning Information

PLEASE NOTE MORE DETAILED INFORMATION WILL BE PROVIDED AT THE POPCORN INFORMATION AND KICK-OFF MEETINGS

SHOW & SELL SALES INFORMATION

SALE OVERVIEW:

Units will be able to pre-order four popcorn products plus the Military Donation Program to sell in front of stores, at church services and other venues for three weeks prior to the Take Order Sale. The Council will allow a limited return of salable product. Other left over product, if any, will need to be mixed into the Unit's Take Order Sales Results. Units MUST participate in the Take Order Sale to participate in the Show & Sell Sale. This is an opportunity for units to grow their popcorn income by 50% over three weekends plus promote and grow their Take Order Sales also.

COMMISSION PLAN:

- 25% of Gross Sales
- 3% of Gross Sales TRAINING BONUS if two or more adults (not married to each other) attend a Michael Beck Professional Sales Coaching Session in July.
- ➤ 2% of Gross Sales ADMINISTRATIVE BONUS for paying On-Time with One Check.
- Prize Program for youth members.
- Bonus Prizes for Top Sellers.

Traditional TAKE ORDER SALES INFORMATION

SALE OVERVIEW:

Units will develop their program year calendar and budget and then share this with their Scouts and parents to create a "NEED" to sell popcorn and to help parents understand where the money is going. They will then schedule a Unit Popcorn Kick-off as part of a Pack Meeting, Court of Honor or special parent's meeting. At the end of the Take Order Sales Period, units will tally their sales, subtract out popcorn they may still have on hand (if any) from the Show & Sell Sale and order the balance through the Council. They then deliver the popcorn and spend their commission on **FUN, EXCITING, and DYNAMIC SCOUTING PROGRAMS!**

COMMISSION PLAN:

- 25% of Gross Sales
- ➤ 3% of Gross Sales TRAINING BONUS if two or more adults (not married to each other) attend a Council Popcorn Information Dinner.
- ➤ 2% of Gross Sales ADMINISTRATIVE BONUS for paying On-Time with One Check.
- ➤ 5% PERFORMANCE BONUS on Total Gross Sales in 2013 over 2012's Total Gross Sales (including Show & Sell Sales).
- Prize Program for youth members.
- Bonus Take Order Sales Incentive Drawings.
- ➤ Bonus Prizes for Top Sellers includes both sales.
- ➤ NEW TOP 25 SELLERS' CLUB!!!

KEY DATES (full dates will be presented at Information Meetings in August!!!

July 22 Michael Beck Show and Sell

Training

August 16 Show & Sell Popcorn Orders Due

August 31 Popcorn Delivered to Units

September 1 Show & Sell Popcorn Sale Begins

September 23 Show & Sell Sale Ends

September 30 Show & Sell Money Due to

Council And Product Return

deadline.

KEY DATES (full dates will be presented at Information Meetings in August!!!

AUGUST 5-8 Council Information Meetings October 1 **TAKE ORDER SALES BEGIN** October 4 Weekly Sales Prize Drawing #1 October 11 Weekly Sales Prize Drawing #2 October 18 Weekly Sales Prize Drawing #3 POPCORN ORDERS DUE TO COUNCIL October 28 November 1 **Grand Prize Drawings** November 9 Popcorn Delivered to Units November 25 POPCORN MONEY DUE TO COUNCIL

IMPORTANT DATES TO REMEMBER

July 22 Michael Beck Show & Sell Training
August 5-8 Popcorn Orientation/Information Meetings
August 16 Show & Sell Popcorn Orders Due
August 31 Popcorn Delivered to Units
September 1 Show & Sell Popcorn Sale Begins
October 23 Show & Sell Money Due to Council

and Product Return deadline.

Council Information Meetings AUGUST 5-9 TAKE ORDER SALES BEGIN October 1 Weekly Sales Prize Drawing #1 October 4 Weekly Sales Prize Drawing #2 October 11 October 18 Weekly Sales Prize Drawing #3 October 28 POPCORN ORDERS DUE TO COUNCIL November 1 **Grand Prize Drawings** Popcorn Delivered to Units November 9 November 25 POPCORN MONEY DUE TO COUNCIL