



# 2023 POPCORN GUIDE

WHAT WILL POPCORN FUND FOR YOUR UNIT?

UPDATED 5/25/23

# 2022 POPCORN REVIEW

## 2022 Sale Highlights

- On a per Scout average, our top unit averaged \$1,095/Scout. This was a Scouts BSA Troop with 37 registered Scouts!
- The top Scout sold \$9,937. He was a 6th grader from Boiling Springs, SC.
- The top unit sold \$48,000 and earned over \$17,000 in commission.
- On average, Scouts sold \$250+ per shift at store fronts.
- Unit commission received council-wide: \$194,663 (up 44K)!
- We launched our council secured Show-N-Sell Booths.

## 2022 Keys to Success

1. A **STRONG** Unit Kernel.
2. A unit who has a **PLAN** that gives Scouts an achievable **GOAL** that funds their ideal year of Scouting.
3. Participate in Show-N-Sell opportunities. They are the best bang for your time and can help Scouts achieve their goal the quickest.
4. Train Scouts how to sell at a Show-N-Sell. Sitting at a table will not equal success.
5. Use the Trail's End technology to accept credit cards (40%).

Gross Sales	Potential Earnings (Scout/Unit)	How many hours on average would it take to sell this much at a Show-N-Sell?	Rewards
\$500	\$185	4 hours OR less	\$10 Amazon
\$800	\$296	6 hours OR less	\$20 Amazon, Sports Clinic
\$1,600	\$555	10 hours OR less	\$50 Amazon, Sports Clinic, Shooting Sports Day
\$3000	\$1,110	20 hours OR less	\$150 Amazon, Sports Clinic, Shooting Sports Day, could pay for half of the National Jamboree



# 2023 DATES & COMMISSIONS

NOW: Online Sales

June 8: Kernel Training via Zoom

July 15-20: Council Show-N-Sell Lottery

August 3: Pick-up samples at Roundtable

August 30: Show-N-Sell (SNS) order due

September 14: Show-N-Sell order pick-up (by appointment)

September 14: Start of the Sale

October 26: SNS Return (30%) / Take Order Due

November 9: Take Order pick-up (by appointment), Council Awards Due

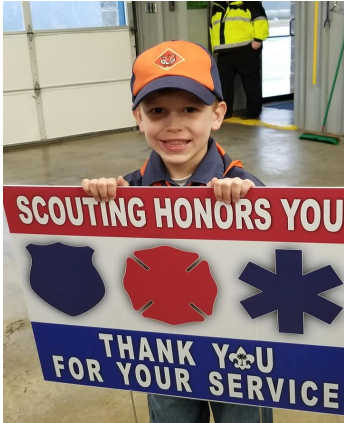
December 1: Payment due

December 2: First responder donation deliveries

<b>Commission Structure</b>	<b>Description</b>	<b>%</b>
Base (Traditional Sale ONLY)	Standard commission for every unit who sells	30%
Scout's Honor (Traditional Sale ONLY)	10% First Responder Donations of Gross Sales and attend training	3%
Top Performer (Traditional Sale ONLY)	Achieve the Scout's Honor level plus average \$400/scout based on September 30, 2023 membership	4%
Online Sales	All sales are the same commission and will be reduced from the unit invoice	30%

# 2023 SALE

## Helpers & Heroes Donations



This will be our sixth year of delivering the donations locally to Heroes. In our fifth year we donated to each of our school districts as well as local departments. We are asking every unit to participate on December 2nd in a coordinated effort with multiple locations across the council. All you need to do is pick the location closest to you and commit one hour to helping unload the donation and spending time with the first responders. It is our goal to show our first responders they are very much appreciated. **ONLY DONATIONS RECEIVED FROM TAKE ORDERS AND SHOW-N-SELL STAY LOCAL. PLEASE DO NOT ENCOURAGE ONLINE OR ONLINE DIRECT DONATIONS. ALL ONLINE DONATIONS WILL BE GIVEN OUT THROUGH NATIONAL PARTNERS.**

## Unit Account Information

Individual Youth Accounts: A Scout is thrifty. Learning to manage money is one of the ways the Boy Scouts prepare youth for life. Budgeting and earning money to accomplish goals through an approved council or unit project helps Scouts develop self-reliance and the skills of personal finance management. Unit fundraising designed to make Scouting affordable is a fundamental part of Scouts "earning their way." Product sale fundraising is an important asset to units and their members to help provide the resources required for Scouting to succeed.

Private benefit rules of the Internal Revenue Service prohibit those involved in nonprofit fundraising from receiving a substantial personal benefit for their efforts. Some practices where dollar for dollar credit is provided for the sole benefit of the person who sold product based upon amount sold could violate the private benefit prohibition. While the BSA has not endorsed "Individual Scout Accounts" for private benefit of individual Scouts who participate in fundraising because of the IRS rules, unit fundraising designed to make Scouting affordable is a fundamental part of Scouts "earning their way".

Funds raised by the unit from product sales belong to the unit. They may not be transferred to the Scout or another unit, but may be re-assigned to units sponsored by the same chartered organization, such as when a Scout moves from Cub Scouts to Scouts BSA or Scouts BSA to Venturing. The unit committee is responsible for expenditures from unit funds for the benefit of the unit. Unit funds may be used to reduce the cost of participation, including the cost of attending camp or obtaining uniforms. They may be used to provide financial assistance or awards to individual Scouts based upon their level of participation generally or in specific activities benefiting the unit, chartered organization or community, attendance, advancement and/or need. Unit funds may be used to buy equipment for the unit or for any other legitimate need of the unit.

# 2023 PRODUCT MIX

Product	Price	Show & Sell	Containers per Case	Packaging
Sweet & Salty Kettle Corn 3.5oz	\$15	✓	12	Bag
Popping Corn 28oz jar	\$20	<b>TAKE ORDER</b>	9	Jar
White Cheddar Cheese 6oz	\$20	✓	12	Tin
Unbelievable Butter 12 pack	\$25	✓	6	Box
Salted Virginia Peanut 12oz	\$25	✓	12	Tin
S'mores Popcorn 7oz	\$25	✓	12	Bag
Salted Caramel Corn 20oz	\$25	✓	12	Bag
Honey Roasted Peanut 18oz	\$30	✓	12	Tin
Chocolatey Pretzels 12oz	\$30	<b>TAKE ORDER</b>	12	Bag
28 Sea Salt Bags in a Box	\$50	✓	1	Box
Silver Helpers & Heroes Donation	\$30		—	—
Gold Helpers & Heroes Donation	\$50		—	—
Helpers & Heroes Donation	\$1			



# SHOW AND SELL

## Show & Sell—the secret to SUCCESS

- On average Scouts sell \$250 hour.
- Typically, Scouts can achieve their unit and personal goals in less than 8 hours of selling.
- This year we are helping units by scheduling all Food Lions, Lowe's, Sam's, and Tractor Supply Locations. We will have an online lottery for kernels to sign-up on July 15, 2023 online.
- Units can find additional locations beyond what the council schedules.
- **While store fronts are efficient uses of everyone's time, they are what we make them. The second key to success is having Scouts who know how to sell. Having a unit-level training, teaching Scouts how to sell, is critical.**

## Code of Conduct

- Each popcorn booth will have a maximum of 4 people present at all times. That includes two adults and two Scouts.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Class A/Field Uniform. It is recommended that at least one adult volunteer of the two-deep leadership also be in Class A/Field Uniform.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- There will be no more than two Scouts per shift at any given popcorn booth.
- All storefront popcorn booths will be set up in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. Scouts should stay 8-10 feet away from the door or at a distance designated by the store manager.
- If, by chance, two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting of customers.
- All Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking, and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront business property, in addition to the other bullet points on this document.



# PATH TO ADVANCEMENT

## Cub Scout Advancement Opportunities



### TIGERS



Curiosity, Intrigue and Magical Mysteries Create a secret code to use during your Popcorn Sale (Req. 3)



Stories in Shapes Create an art piece advertising your Popcorn Sale (Req. 3)



Tiger Tales Create your own Tall Tale about your Popcorn Sale (Req. 2)



### WOLVES



Howling at the Moon Show you can communicate in at least two different ways (Req. 1) and create a Popcorn Skit (Req. 2)



Paws on the Path Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)



### BEARS



Roaring Laughter Create your own short story about popcorn fundraising (Req. 3)



### WEBELOS & ARROW OF THE LIGHT



Art Explosion Create a Popcorn Sale poster on a computer (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show 'n' Sell



Build It Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you've used for the first time (Req. 3)



Movie Making Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

## Merit Badge Opportunities



Art For requirements 5a – Produce a Popcorn Sale poster for display



Communication For requirement 2b – Make a Popcorn Sales presentation to your counselor For requirement 6 – Show your counselor how you would teach others to sell Popcorn



Digital Technology For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn



Graphic Arts For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster



Journalism For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale



Movie Making For requirement 2 – Create a storyboard and video designed to show how to sell popcorn



Personal Management For requirements 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities



Photography For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)



Plant Science With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed (Requirements 8, Option 1, E1a-E1c)



Public Speaking For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop



Salesmanship All requirements for this merit badge may be completed through the Popcorn Sale



Truck Transportation For requirement 2 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment



# COUNCIL PRIZES

## **Sports Clinic—\$800 (Date & Team TBD)**

Sell \$800 in popcorn and earn a Sports Clinic with a local sports team. To register your Scout(s) who qualify, please visit [www.palmettocouncil.org/popcorn](http://www.palmettocouncil.org/popcorn) to submit their names online. Scouts must be submitted by November 9th—no exceptions.

## **Shooting Sports Day—\$1,600 (Date TBD)**

Sell \$1,600 and win an additional Shooting Sports Fun Day. The morning will be for Cub Scouts to work on their Shooting Sports Level II Award for BBs & Archery. The afternoon will be a Shotgun Fun Shoot for Scouts BSA participants. To register your Scout(s) who qualify, please visit [www.palmettocouncil.org/popcorn](http://www.palmettocouncil.org/popcorn) to submit their names online. Scouts must be submitted by November 9th—no exceptions.

## **Top Seller Family Prize Pack—\$7,500**

We will give any Scout who sells \$7,500 in popcorn, \$500 towards a family adventure/experience of their choosing.





# ORDERING & PAYMENT INFO

## Order Deadlines

“Show and Sell” orders are due on or before August 30th. Orders are to be placed online at [www.trails-end.com](http://www.trails-end.com). “Show and Sell” must be ordered as full cases, no partials. All units will have their order reviewed by the Council Staff Advisor prior to final approval. “Take Order” orders are due by October 26th. Order the exact amount by container.

## Payments

The final payment is due on December 1st. Units can make payments via check (made payable to Palmetto Council) or online via the [www.palmettocouncil.org/popcorn](http://www.palmettocouncil.org/popcorn) page. Invoices can be found online in your [www.trails-end.com](http://www.trails-end.com) account. You keep your commission up front. All adjustments on final commission will be made in the final payment. Any excess payment will be deposited back into your unit account at the Scout Office.

# PRODUCT DISTRIBUTION

## Scheduling

All order pick-ups and returns must be scheduled through your district popcorn kernel.

## Dates

Show and Sell pick-up: September 14

Show and Sell return: October 26 (30% of any product in full cases)

Take Order pick-up: November 9

## Popcorn Warehouses

West Warehouse (Daniel Morgan)  
Advanced Environmental Options  
25 Stan Perkins Road  
Spartanburg, SC

Comer Distribution  
(York)  
110 Caramel Road  
Rock Hill, SC

## Popcorn Communications



In addition to regular email communication with unit kernels, we have established a private Facebook group. The purpose of this group is to share ideas and popcorn information. Please request to join "Palmetto Council Popcorn Kernels" on Facebook!