



VIKING COUNCIL BOY SCOUTS OF AMERICA



POPCORN FUND-RAISER

FALL 2002 SALES GUIDE

Sale Begins September 28th
Sale Ends October 26th

By August 15	Every unit receives their 2002 Popcorn Sales Guide.
By August 30	Select your unit Popcorn Chairperson/Coordinator and return your "Unit Commitment Form" to the Council Service Center. (located in this guide)
September	Attend one of the following Fall Unit Sales Training meetings and receive materials. <i>LDS Church in Brooklyn Park (85th & Noble) September 3rd. Scout Service Center, September 4th. Willmar Jr. High September 5th. Cokato 1st Baptist Church September 5th. Christ the King Church in Bloomington (8600 Fremont) September 9th.</i> (Must attend one to qualify for 5% bonus commission)
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 Kick-off Meeting.
September 28	Council Popcorn SALE BEGINS.
October 26	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 31	Popcorn Order Forms, Prize Order Forms, and Unit Roster Forms are due to the Council Service Center. (Must be on time to qualify for 5% bonus commission.)
November 15	Units pick up popcorn at district distribution locations. (Locations to be announced)
December 2	Money due to Council Service Center (Payment in full, one check please. Must be on time to qualify for 5% bonus commission)
January 1	Commission checks mailed to units.



To register your unit for the Fall Popcorn Sale, fill out the Unit Commitment Form located on page 8 of this Sales Guide or in the Viking Log, or call the Viking Council at (763) 545-4550.

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DISTRICT CHAIRPERSONS

DISTRICT	NAME	PHONE
Council Popcorn Chairman	Bob Fields	763-494-9761
Council Distribution Chair	John Rowell	612-926-9592
Council Advisor	Steve Stobbs	763-545-4550
Trailblazer	Aaron Nicklay	320-214-7788
Crow River	Robert Clement	320-963-3138
Northern Lights	Mike Brown	763-535-6336
Lake Minnetonka	Sara Amberg	763-545-4550
Three Rivers	Greg Penfield	763-421-4165
Metro Lakes	Bonnie Everts	612-827-7849
Metro Lakes	Kathy Hacmac	612-861-6907
Dan Patch	Jean Neuman	952-894-1535
Mustang	Steve Johansen	952-925-3577

2002 TIMETABLE

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To stay in accordance with our United Way agreement:

Please no unit popcorn sales prior to September 28, 2002.

A Scout is Trustworthy!

POPCORN SALES CAN GENERATE ENOUGH INCOME TO FINANCIALLY SUPPORT YOUR SCOUTING PROGRAM FOR THE ENTIRE SCOUTING YEAR.

Last fall, over 210 packs and troops participated in the Fall Popcorn Sale resulting in a payout of over \$250,000 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 2002 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.

Bob Fields

Bob Fields

2002 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 is 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 Service Center 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 Scouters)
- ➡ 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 AND CHANGES

LOOK

*Great New
and Improved
Products!!*

NEW 24-PACK VARIETY MICROWAVE

Based on your input, we have added a new variety pack to our product line this Fall. This new product contains a six-pack each of the following: Butter Light, Butter, New Unbelievable Butter, and New Kettle Corn.

3-WAY TIN HAS NEW MIX

The popular 3-way tin has changed it's mix! It will now come with Gourmet Caramel Corn, Gourmet White Cheddar Cheese Corn and Gourmet Cheese Corn. Each is individually packaged within the tin to ensure freshness.

IMPROVED 12-PACK MICROWAVE

Fewer un-popped kernels and a fuller bag combined with new hybrid and improved microwave pouch. Improved butter flavor with "Unbelievable Butter" and *less fat* in the Butter Light varieties.

BACK BY POPULAR DEMAND...5% BONUS COMMISSION

To qualify for the 5% Bonus Commission your unit must meet the following criteria:

1. Attend one of the Fall Unit Sales Training Meetings
2. Show an Increase in Gross Sales Over Fall 2001
3. Complete and Turn In the Following Forms to the Council Service Center On Time
 - Popcorn Order Form
 - Prize Order Form
 - Unit Roster Form
4. Total payment paid to Council Service Center by December 2, 2002

\$1000 BONUS PRIZES

Individual Scouts who sell \$1000 worth of popcorn or more will qualify for a special prize. (See Prize Brochure for more information) This is a bonus prize and does not affect the prizes selected by the Scout based on the points he earned. Order forms are located in the prize brochure and also on the inside back cover of the comic book.

PRIZES, COMMISSIONS & SALES PROGRAM

Every Scout who sells popcorn earns a Trail's End Popcorn Patch (no points spent on this recognition). Scouts will earn points for every container of Trail's End popcorn they sell. A prize brochure was mailed to each registered Scout this fall. Scouts may choose from a wide range of prizes available to them. Boys may use their points however they choose.

For Example: 50 Points = one 50 point prize or one 20 point prize and one 30 point prize. (Please remember that points can only be used once.)

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 leader listed on the Prize Order Form.

\$2,000 LEVEL 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)
- Annual statements sent to Scout
- 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.

Item	Prize Point(s) Earned	Selling Price	Unit Commission Earned	Unit Commission 5% Bonus (must qualify)
3-Way Tin	6	\$30.00	\$7.80	\$9.30
24-Pack Microwave	5	\$25.00	\$6.50	\$7.75
24 oz. Chocolate Caramel Crunch	3	\$15.00	\$3.90	\$4.65
28 oz. Caramel Tin with Almonds & Pecans	3	\$15.00	\$3.90	\$4.65
12 Pack Unbelievable Butter Microwave	2	\$10.00	\$2.60	\$3.10
12 Pack Butter Light Microwave	2	\$10.00	\$2.60	\$3.10
12 oz. Caramel Corn Tin with Peanuts	1	\$7.00	\$1.82	\$2.17
2.5 lb. Popcorn Tin	1	\$7.00	\$1.82	\$2.17

STEPS TO SUCCESS:

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

ORDERING/SHIPPING/PAYMENT INFORMATION

ORDER DEADLINE

- ☆ SALE ENDS -- October 26th. The deadline for ALL ORDERS is October 31, 2002 to be turned in to the Council Service Center. Forms due by October 31st include Popcorn Order Form, Prize Order Form and Unit Roster Form.

FORMS TO COUNCIL SERVICE CENTER:

- Submit Prize Order Form, Popcorn Order Form, and Unit Roster 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".

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

- Enter the total number of patches needed (one per each Scout selling).
- Based on points earned, fill in the number of prizes needed in the corresponding box.
- Prizes will be mailed to the person/address listed on the "Prize Order Form".
- Return the top copy to the Council Service Center. (Make sure to keep the yellow copy for your records.)

ADD-ON ORDERS

- ⇒ You may place additional orders by filling out an additional Popcorn Order Form (Make sure you check the box marked "Add-On") and submitting (or faxing) to the Viking Council **by October 31st. ORDERS WILL NOT BE TAKEN OVER THE PHONE.**

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 to be announced) Your order will go directly to your district's pick-up location. You will need to pick-up your order on Friday, November 15th.

PICK-UP: Friday, November 15th, 2002
(Remember to bring enough vehicles to pick up your order.)

PAYMENT

- ⇒ **Total payments are due at the Viking Council office on December 2nd.** 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 26% (or 31% if you qualify for the Bonus Commission). For example: If your budget is \$2,500 (divided by .31) your popcorn goal would be to sell \$8,065. For a pack with 60 Scouts selling, each Scout would need to sell \$134 worth of product to reach your goal. Once you've figured your sales goal, you can begin making plans to achieve it!

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!

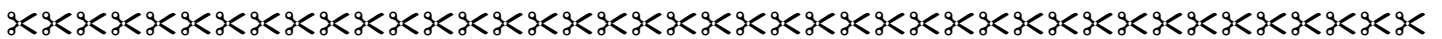
- When the sale is over, get the Scouts, parents and volunteers together for an evening of fun, and be sure to hand out patches and prizes. It's good if everyone feels like a winner!

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 Kick-Off meetings in September
- Plan your ideal year of Scouting and set a unit Popcorn Sales Goal
- 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 31st)
- 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 15th at your Popcorn Distribution Site
- Distribute Popcorn to Scouts for delivery to customers
- Collect moneys from Scouts with checks made out to your Pack/Troop/Crew
- By December 2nd, submit ONE check from the Pack/Troop/Crew for the Total Balance Due to the Viking Council
- January 1st, Pack/Troop/Crew Commission Checks mailed from Viking Council.



Pack # _____ Troop # _____ Crew # _____ District _____

of Active Scouts in unit _____ # of Scouts selling popcorn _____

UNIT CONTACT PERSON (NO P.O. Boxes)

PLEASE PRINT Name _____

Address _____

City _____, **MN** Zip _____

Phone (s) Home _____ Work _____

Mail to: Viking Council, Fall 2002 Popcorn Sale, 5300 Glenwood Avenue, Minneapolis, MN 55422
OR Fax to (763) 546-5140