

# WHAT'S POPPIN'

## 2017 POPCORN SALE NEWSLETTER



## Your weekly news & updates

Thanks for being a part of the 2017 BSA Popcorn Sale. Because of the sale, you are helping to ensure a quality Scouting program!

Visit our Website

### Show & Sell Tips

- Download the Digital Take Order App for your tablet or smartphone and take mobile payments on the go. Download this app at the Apple App store or Google Play.
- Start scheduling locations. *As a reminder, Schnuck's stores are not available for sales.*
- Use the banner provided to create awareness of the sale
- Bring a table or set up a tent to create attention
- Decorate a bucket for military donations
- Ask Scouts to wear their full uniform
- Display pictures of your Scouts' activities or design a poster



### Need more Show N Sell product?

Place an order from the popcorn system before midnight on Mondays every week of the sale (September 11-October 16) and pick up your order on Friday at one of two locations:

Accent Group Solutions  
1154 Reco Ave 8835  
St. Louis, MO 63126

North Bay Produce  
Richard Brauer Rd  
Mascoutah, IL 62285

>More instructions will be emailed after your order is placed regarding times

### Tips For a Great Kick-Off

- Download a Virtual Sale Planner, kick-off checklist, planning worksheet, path to advancement, and more at [sell.trails-end.com](http://sell.trails-end.com)
- Use your tasting kit to get Scouts excited about the flavors. Pop the microwave packet before the meeting.
- Demonstrate the Slime Ball Kit during the meeting
- Play some games!
- Add the videos and resources available on [sell.trails-end.com](http://sell.trails-end.com) to your USB stick (provided at the popcorn dinner)
- Show Scouts the bonus prizes (refer to the take order flyer)

## Online Sales

Scouts can create an online profile on [sell.trails-end.com](http://sell.trails-end.com). Many Scouts have out-of-state family. You don't have to deliver product or worry about collecting payment through online sales. Scouts keep 50% profit from all online sales and still qualify for all incentives. After \$300 in sales, Scouts earn a \$15 Amazon gift card or 5% of the sale after \$300.

## Prizes and Incentives

*Did you know... There has been over \$8 Million earned in scholarships for Scouts' post high school education since its inception.*

### TRAIL'S END SCHOLARSHIP PROGRAM

Scouts that sell at least **\$2,500** of qualifying Trail's End products in a calendar year will have **6%** of their total sales count towards their own Trail's End Scholarship.

- Once enrolled, 6% of any amount of sales thereafter will go towards the scholarship
- Scouts only have to hit the \$2,500 minimum one time
- **Bonus!** Top 5 Scouts in each region will have an additional 6% go towards their account

**Visit [Sell.Trails-End.com](http://Sell.Trails-End.com) for full details**



All Scouts, regardless of the unit's commission selection, are eligible to earn Bonus Prizes:

- Scouts selling online earn 50% commission. After \$300 in sales, Scouts earn a \$15 Amazon gift card. Every dollar sold after \$300 earns the Scout 5% towards the gift card.
- Slime Ball Splat Set: Each Scout filling up an entire order form earns a Slimeball Splat Set. Go to [popcorn.stlbsa.org](http://popcorn.stlbsa.org) to input the Scout's names for this incentive.
- Cub Scouts who sell over \$1,250 worth of popcorn earn Webelos Camp or Cub Scout Adventure Camp and Family Camp. Webelos II and Boy Scouts who sell over \$2,200 worth of popcorn earn any week-long summer camp experience!
- **Big Spin & Win Party**– Scouts selling \$1,500 spin the wheel and pick an outstanding prize! (electronics, Lego sets, camp gear) Pizza and ice cream will be served. [Sign up your Scouts at popcorn.stlbsa.org](http://Sign up your Scouts at popcorn.stlbsa.org)
- **Unit Campership** – Units selling \$12,000 or more will receive a voucher for \$350 towards Summer Camp.
- **St. Louis Cardinals' Top Salesmen Event**– Scouts selling \$1000 or more will tour the Busch Stadium radio booth, see the Clubhouse, sit on the bench in the dugout, and more. (Scout and one adult) Lunch provided. [Sign up your Scouts at popcorn.stlbsa.org](http://Sign up your Scouts at popcorn.stlbsa.org).
- **Free RC Drone** – All units committed to the sale receive a drone to promote the sale. Within your unit, each Scout selling \$100 or more will get their name in a drawing for the drone.

## Popcorn Pickup

Pick up your Show & Sell popcorn order on or before September 8. More information is forthcoming about specific times.

If your unit's order is \$12,000 or more, Trail's End will reach out to you for a date and time for delivery.

STAY CONNECTED

