



# 2018

## Great Smoky Mountain Council Popcorn Information





WELCOME

2018



# GSMC Popcorn Sale

Inside this guidebook you will find the following details about the sale:

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The Popcorn Sale is a great way for you to fund your unit's Scouting year. The money you earn from the sale of popcorn will help meet the needs of your unit and individual Scouts all while providing a quality program for your Scouts. The sale is also important to our council. The funds earned by the Great Smoky Mountain Council from the sale of popcorn are used within several areas. Proceeds from the sale of popcorn has been used to make improvements to our council summer camp, day camps, and resident camps.

I hope you'll use this guidebook as a step-by-step manual to planning, executing, and enjoying the rewards of a successful popcorn sale. After all, I know that the most important part of the popcorn sale is what it allows your unit to do!

Thank you for your participation. Have a Great Sale and an even better year in Scouting!



# 2018 Great Smoky Mountain Council Popcorn Timetable



May/June	Unit Sign-Up Time
July 26	Central Popcorn Kick-Off/ Council Office 6:30pm
July 31	Western Popcorn Kick-Off/ First Baptist Lenoir City 6:30pm
August 7	Eastern Popcorn Kick-Off/ Bass Pro Shop 6:30pm
August 1	Internet Sales Begin
August	Districts Conduct Show-N-Sell Location Sign-ups for Units
August 18	Annakesta Top Salesman Event
September 1	1 <sup>st</sup> Show N Sell Popcorn Order Due to Council
September 10	Take Order Sales Begins
September 10	Blitz Club Begins / Mystery Houses Begin
September 19-20	1 <sup>st</sup> Show N Sell Popcorn Distribution to Units
September 21	Show N Sell Popcorn Sales Begin
October 10	Blitz Club Time Period Ends
October 11	Blitz Club Salesman Form Due
October 29	Take Order & Show N Sell Ends
October 29	Popcorn Returns & Payment Deadline
October 30	Salesman Prize Orders Due
October 30	Unit 2 <sup>nd</sup> Popcorn Orders Due to Council
November 1	Hamblen County Sales Begin
November 8	2 <sup>nd</sup> Popcorn Distribution to Units
November 28	Hamblen County Orders Due
November 30	Popcorn Money Due
December 7	Hamblen County Popcorn Distribution
December 21	Hamblen County Popcorn Money Due





# **Great Smoky Mountain Council**

## **Council Staff Advisor**

Bruce Van Cleve  
865-566-0619

brucea.vancleve@scouting.org

## **Support Staff**

Tracy Slice Phone: (865) 588-6514

## **District Kernels**

<b><u>District</u></b>	<b><u>Name</u></b>	<b><u>Phone</u></b>	<b><u>E-mail</u></b>
<b>Catoosa</b>	Kristy Smith	(865) 719-6862	smithkristy2004@gmail.com
<b>Chehote</b>	Dave Gorden	(865) 719-3131	davegorden@gmail.com
<b>Cherokee</b>	Khaun Kongchan	(423) 972-7230	khaun96@yahoo.com
<b>Cumberland</b>	Ashlie Lavery	(423) 215-7443	ashlie271@gmail.com
<b>Echota</b>	Angie White	(865) 254-6390	adw1972@gmail.com
<b>Pellissippi</b>	Paul Bennett	(865) 291-8164	pauljoebennett@yahoo.com
<b>Sequoyah</b>	Kim Randall	(865) 203-0896	krandall865@comcast.net
<b>STEM</b>	David Little	(865) 470-4890	dlittle@nalco.com
<b>Toqua</b>	Todd Decker	(865) 389-9434	toddDecker@mac.com
<b>Tuckaleechee</b>	Melissa Youngkin	(216) 406-4022	jyoungkin@sbcglobal.net
<b>Unaka</b>	Jill Grooms	(423) 744-4652	mjgrooms@comcast.net

## **District Executives**

<b><u>District</u></b>	<b><u>Name</u></b>	<b><u>Phone</u></b>	<b><u>E-mail</u></b>
<b>Catoosa</b>	Terry Williams	(931) 200-0764	terry.williams@scouting.org
<b>Chehote</b>	Anthony Ingram	(865) 850-4405	anthony.ingram@scouting.org
<b>Cherokee</b>	Russ Patterson	(423) 312-3057	russell.patterson@scouting.org
<b>Cumberland</b>	Sarah Young	(865) 770-0862	sarahy.young@scouting.org
<b>Echota</b>	Jeff Smith	(865) 237-9537	jeffery.smith@scouting.org
<b>Pellissippi</b>	Aaron Price	(865) 293-6754	richard.price@scouting.org
<b>Sequoyah</b>	Micah Huffman	(865) 621-2898	micah.huffman@scouting.org
<b>STEM</b>	James Gaddis	(865) 603-4149	james.gaddis@scouting.org
<b>Toqua</b>	Derek Brawner	(423) 539-0970	derek.brawner@scouting.org
<b>Tuckaleechee</b>	Nathanael Murphy	(865) 333-8705	nathanael.murphy@scouting.org
<b>Unaka</b>	Caleb Stimmel	(423) 920-7676	caleb.stimmel@scouting.org





## Commission Structure

**Your unit can earn up to 36.5% in commission for Take Order sales and Show N Sell sales of popcorn.**

### Unit Commission Plan with Prizes:

- 26.5% of Gross Unit Sales
- 28.5% for units with sales of \$4,000+
- 31.5% for units with sales of \$6,000+

### Unit Commission Without Prizes:

- 31.5% of Gross Unit Sales
- 33.5% for units with sales of \$4,000+
- 36.5% for units with sales of \$6,000+

### Ensure Your Unit Receives Full Commission

- Council Payment Due November 30th (Hamblen County Due December 21<sup>st</sup>)
- After December 15<sup>th</sup> Commission drops 5%
- After December 21<sup>st</sup> Commission drops 10%

## 2017 Great Smoky Mountain Council Popcorn Salesman Incentives



**Blitz Club:** All Scouts selling \$400 between September 10<sup>th</sup> and October 10<sup>th</sup> receive a UT hat.



**Mystery House:** Find a Mystery House in your community beginning September 10 to earn a prize.



**\$150 Club/ Regal Movie Day:** 2 Free movie passes for 9AM, Saturday, January 12, 2019!



**\$450 Club/ Ice Bears Hockey:** 1 Free ticket to a home Ice Bears game (early February 2019).



**\$650 Club/ Dolly Parton's Dixie Stampede:** 1 Free ticket in Saturday, March 9, 2019.

Additional adults and youth will be able to purchase a ticket at a discounted rate of \$29.99 (40%).



**\$1,000 Club/ TN Smokies VIP Day:** 2 Free tickets to the 2019 Boy Scout Camp on the field night



**Top Council & District Salesman:** Top selling Scout in council will receive a \$250 Scout Shop gift card and the top selling Scout from each district will receive a \$100 Scout Shop gift card. Minimum \$1,000.



# 2018 Great Smoky Mountain Council

## Popcorn Patch



All scouts that sell \$50 or more of popcorn will earn this custom patch only available to Great Smoky Mountain Scouts.

You can also earn pins by doing the following:

**Have one Online Sale!**



Online  
Sales Pin

**Have one Military Sale!**



Military  
Sales Pin

**Achieve \$650 in Total Sales!**



Top Seller  
Pin

The total sales amount applies to all parts of the sale; including, Face-to-Face sales (Show & Sell, Show & Deliver, and Take Orders) and Online Sales.

Patches will be ordered along with prizes at the end of the sale by the Unit Popcorn Kernel.



## Trail's End Scholarship Program

Sell \$2,500 and earn a Trails End Scholarship. Scouts must sell \$2,500 only once to qualify. Scouts earn 6% of their gross sales for their scholarship. Your scholarship account accumulates interest each year as well as 6% of any additional popcorn sales. Scholarships will be payable to any secondary school. Forms and other information can be found at <http://scouting.trails-end.com>.



## Prize Program

The Prize Program for the Council Annual Popcorn Sale is administered by the Boy Scout Shop.

Prizes may be ordered online using the Trails End Popcorn System, or with a Unit Prize Order Paper Form. The deadline for ordering prizes is October 30. Please keep in mind that Prize Levels are NOT cumulative. For example, if a Scout sold \$500 of Popcorn, they could select 1-Prize from the \$500 level, OR 2-Prizes from the \$250 Level, OR 5-Prizes from the \$100 Level. They MAY NOT select 1-Prize for the \$100 Level AND 1-Prize from the \$250 Level AND 1-Prize from the \$500 Level.







## Ordering Information

**Place your Take Order by October 30!**

### The Trail's End Popcorn System

- Traditional Take Order sales should be placed in the system.
- Enter and/or track your unit's sales by Scout.
- Print reports/packing slips, etc.
- Single login — fully integrated with the Online Sales System.
- Order unit's prizes in the Popcorn System at the end of the sale.
- You will receive a new login from Trail's End via email upon submitting your unit's popcorn commitment form.
- If you have not been able to login into the new Popcorn System by July 31, contact Kelli Edds at [GSMCpopcornKelli@gmail.com](mailto:GSMCpopcornKelli@gmail.com) to have it set-up for you.

**Place your Show N' Sell Order by September 1!**

## Logging In

**Trail's End**  
POPCORN SYSTEM

Username

Password

**SIGN IN**

☒ Stay signed in

Password and Username: [Need help?](#)  
[Logging in for the first time?](#)

For the best experience, we recommend [Chrome](#) or [Firefox](#) browser.

Login to the Popcorn System at: [scouting.trails-end.com](http://scouting.trails-end.com)

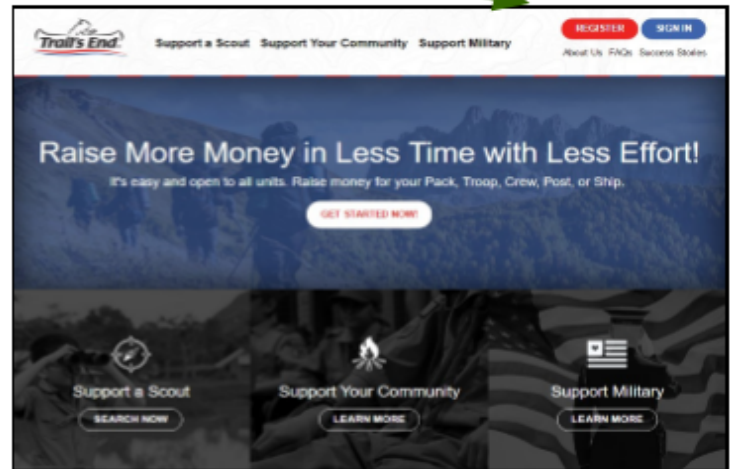
1. Go to [scouting.trails-end.com](http://scouting.trails-end.com) in your internet browser (Firefox and Chrome are preferred).
2. Type your Username and Password into the respective fields.
3. Click the Sign In button.
4. If you have forgotten your Username or Password, click the Need Help? link and follow the prompts to have your Username or Password emailed to your email address on record. Within the Popcorn System, look under PSS Manual to review the Trail's End Popcorn Sales System Manual Reference Guide for Unit Leaders.



# Setup for Scout On-line Sales

Register your Scout at [www.Trails-End.com](http://www.Trails-End.com).

- Scouts under 13 require a parent/guardian to register.
- Know your Scout's unit **number**. For example Pack 123's unit number is "123".
- Unit Leaders register here, too.

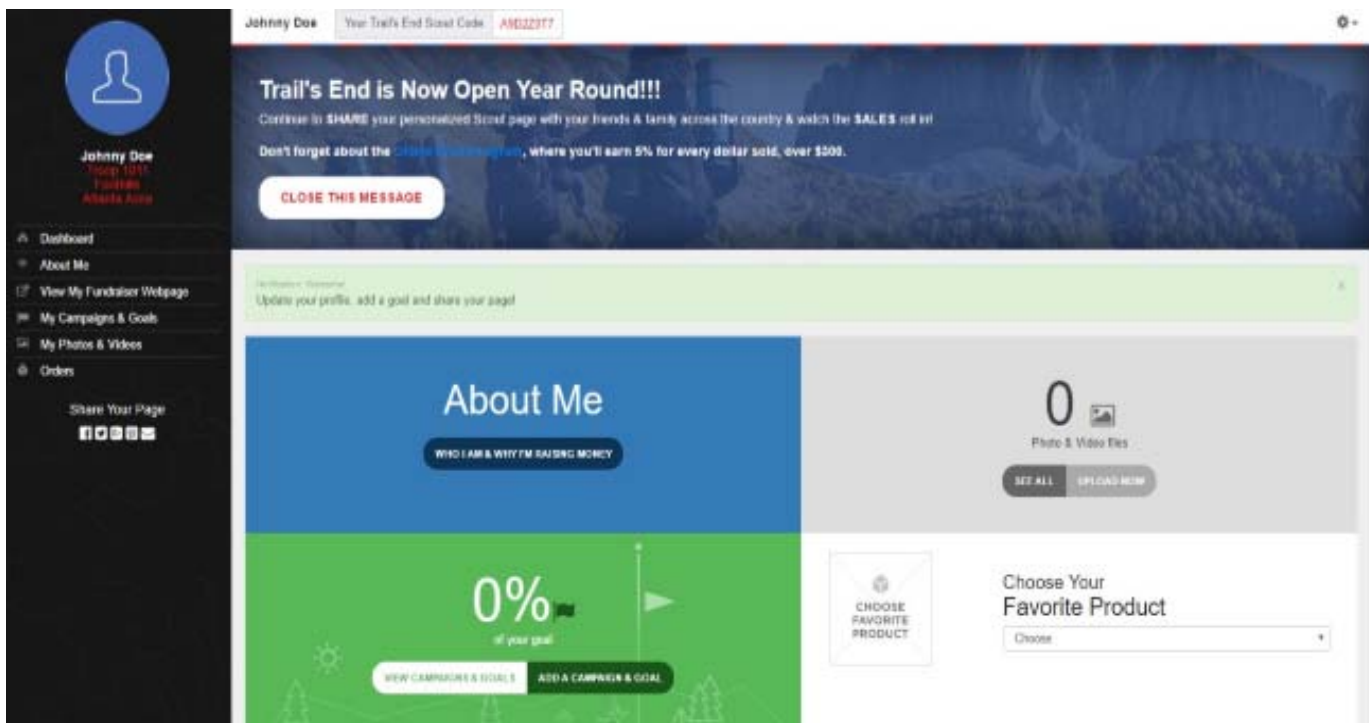


What type of account would you like to register?

Scout/Parent

Unit Leader

Once a Scout's page is created, they can begin inputting their information. When finished, it's easy to share link to their customers via email and on all Social Media platforms for a Great Year of Scouting!





# Be Safe & Sale Tips



## POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Beware of loose dogs.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

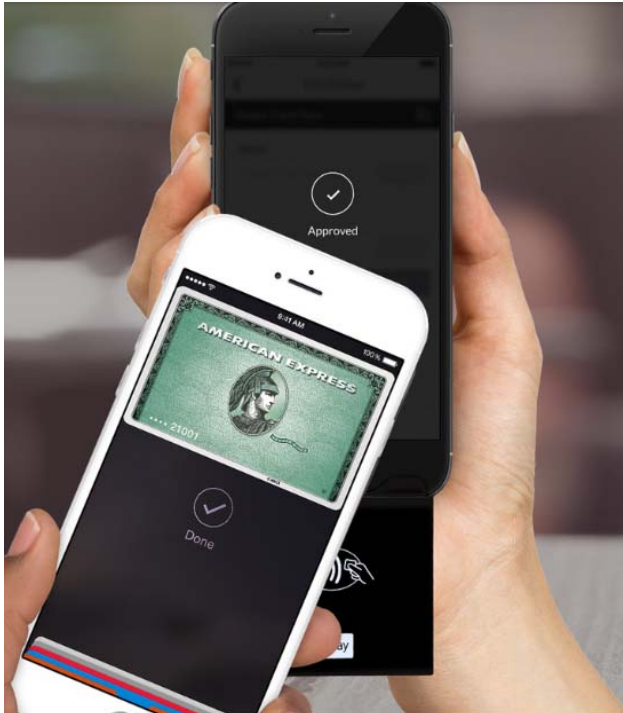
## GENERAL POPCORN SALES TIPS

1. Ask your parents to be the first to buy popcorn.
2. Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters...)
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
10. Be sure to post on social media!
11. ALWAYS WEAR YOUR UNIFORM!

**Don't forget last year's customers. Make sure you kept your Order Forms each year and ask each of them to buy again.**



# Credit Card Payments



**Accept credit cards  
anywhere, anytime.**

**GET IT FREE**

**2.69%  
PER SWIPE** | **NO SETUP, MONTHLY,  
OR HIDDEN FEES** | **NEXT DAY  
FUNDING** | **LEARN  
MORE**

We highly encourage that each unit signs up to accept credit card sales. Units have reported almost doubling their Show N Sell numbers.

Simply go to [www.payanywhere.com](http://www.payanywhere.com) and setup an account for your unit. It will be linked directly to your unit's bank account for deposits. It will automatically deduct 2.69% from each transaction with no additional work. Your unit can utilize this service throughout the year for any fundraising, as well as years to come. They will mail the readers to you directly in the mail. Just be sure to order them in enough time to receive them before your sale begins.



# Kickoff Planner



**A great sale starts with a great kickoff!**

**Follow these simple steps to start your popcorn sale with a **BANG** and motivate Scouts, parents and other volunteers.**

1. Plan ahead. Be sure to utilize the agenda from the Sales Kit, along with the product samples provided for your Unit Kick-off. A good kickoff should be under an hour.
2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. Trail's End makes it easy to sell gourmet popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the tools available from Trail's End. This includes their order forms, prize sheets, training videos and much more!
4. Spend some time explaining the different ways to sell, key dates for the program and Show & Sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize! Trail's End also offers a scholarship program for top sellers.
6. Finish the evening with a memorable event, like throwing pies in the leaders' faces or funny role-playing. A kick off will be exciting when Scouts are involved in the action!
7. Go to [GSMCPopcorn.com](http://GSMCPopcorn.com) to download the Kickoff Agenda and videos.





# Show N Sell Tips

- ✓ Follow establishments rules and guidelines.
- ✓ Usually 2 – 3 Scouts selling at a time.
- ✓ Discourage excess adults outside of 2-deep leadership and no siblings.
- ✓ All adult leaders and Scouts must wear BSA uniform with shirts tucked in.
- ✓ Do not invade customers' personal space & do not block entrances, exits, or customer paths.
- ✓ During the scheduled sale time, Scouts should not enter the business except for personal hygiene maintenance.
- ✓ Donation Jars are not allowed!
- ✓ You can recruit scouts during your Show-N-Sale.
- ✓ Ensure all Scouts and adults adhere to the Scout Law. A Scout is courteous.  
Always say Thank You!!

## Important Links

Council Website: <http://www.eastTNscouts.org>

Unit Commitment: <http://tinyurl.com/GSMCpopcorn2018>

Scout login/ Bio setup: [www.trails-end.com](http://www.trails-end.com)

On-line ordering/ Forms/ Reporting: [www.scouting.trails-end.com](http://www.scouting.trails-end.com)

Credit Card Sales: [www.payanywhere.com](http://www.payanywhere.com)

Kick-Off Agenda & Videos: [www.gsmcpopcorn.com](http://www.gsmcpopcorn.com)







# 2018 Popcorn Overview

## UNIT COMMITMENT CAMPAIGN

Let Trail's End help you recruit units starting in March

## ENHANCED SYSTEM FUNCTIONALITY:

- Delete a registration
- Registrants default as a primary contact.
- Auto-update Existing User Data

UNIT  
INCENTIVES

### TEN FOR \$10 ONLINE SELLING PROMOTIONS

- Units earn a \$10 Amazon e-gift card for each 10 scouts in their unit with an online sale

### NEW UNITS

- \$1,000 Free Retail – Units must sell at least \$1,500
- \$300 Loan – Newly formed units

### ONLINE TRAINING MODULES (VIDEO BASED)

- Created with the help of \$190,000 selling unit – Pack 2017

### LIVE WEB TRAINING FOR TOP SELLERS

- Led by 2017 Top Selling Units & Scouts

### “MEGA SELLERS” FACEBOOK GROUP

- Online community for \$20k+ selling leaders to share ideas

### WIN A TRIP FOR TWO TO DISNEY – Two Ways to Qualify

- Top 5 online sellers in 2018
- 3 random winners – each online sale is a chance to win

### ONLINE SELLING PRIZE PROGRAM

- Earn 5% for every dollar sold online, over \$300

### TRAIL'S END SCHOLARSHIP

### ANIMATED SCOUT TRAINING VIDEO

- Teaches scouts and parents how to sell and value funding adventures through popcorn fundraising

### ONLINE TRAINING RESOURCES

- All the tools Scouts need to be successful sellers

UNIT  
TRAINING

SCOUT  
INCENTIVES

SCOUT  
TRAINING



# **Current Policies of the Boy Scouts of America**

## **Contributions**

Bylaws of the Boy Scouts of America, Article XI, Section 1, Clause 2: Contributions shall be solicited in the name of the Boy Scouts of America only through or by the authority of the Corporation, and shall be limited to the National Council or chartered local councils, in accordance with these Bylaws and Rules and Regulations of the Corporation. Youth members shall not be permitted to serve as solicitors for charter organizations, for the local council, for the National council, for Corporate Sponsors, or in support of other organizations. Adult members and youth members shall not be permitted to serve as solicitors in support of personal or unit participation in local, national or international events.

## **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 Boy Scouts or Boy Scouts 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.

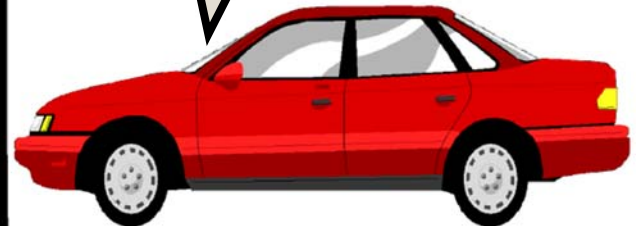
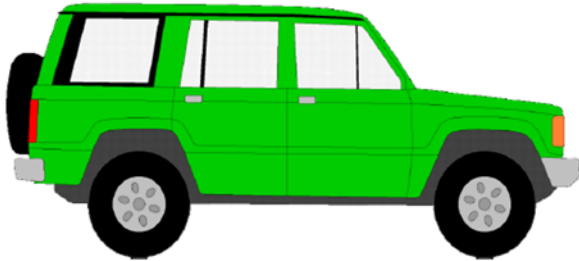
They may be used to provide financial assistance or awards to individual Scouts based upon their level of participation generally or in specific activities benefiting the unit, chartered organization or community, attendance, advancement and/or need. Unit funds may be used to buy equipment for the unit or for any other legitimate need of the unit.



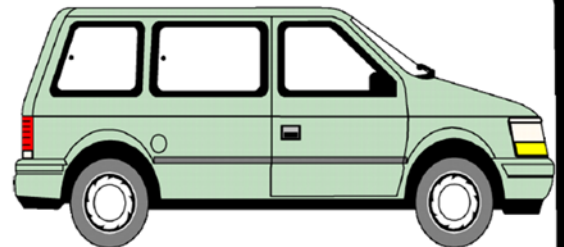
## How much popcorn will your vehicle hold?

Plan ahead to have enough room in your vehicle, and enough vehicles to load all of the popcorn you will sell!

A sport utility vehicle will hold about 30 cases.



A mid-sized car will hold about 15 cases.



A mini-van with the seats removed will hold about 50 cases.

Your best bet is to rent a truck for a day. It will hold a lot of cases! It is a very inexpensive way to move a lot of popcorn!







# FALL POPCORN SALE



**Thank you for  
your support of  
Scouting through  
our Popcorn Sell!**

