



# 2022 POPCORN SALE COUNCIL RESOURCES

*in partnership with*

**Trail's End<sup>®</sup>**

# IMPORTANT CONTACTS



## Great Smoky Mountain Council

### Council Support

Council Staff Advisor:	Nathan Cunningham	865-686-2353	<a href="mailto:nathan.cunningham@scouting.org">nathan.cunningham@scouting.org</a>
Support Staff:	Tracy Slice	865-566-0642	<a href="mailto:tracy.slice@scouting.org">tracy.slice@scouting.org</a>
Council Kernel:	Morgan Colonna	804-357-7155	<a href="mailto:morgancolonna@hotmail.com">morgancolonna@hotmail.com</a>

### District Kernels

Cades Cove:	Nancy Watson	423-519-8003	<a href="mailto:n3watson@gmail.com">n3watson@gmail.com</a>
Cataloochee:	Carolyn Bowers	423-227-5581	<a href="mailto:clynbowers@gmail.com">clynbowers@gmail.com</a>
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### District Executives

Cades Cove:	Andrew Brittain	865-307-0078	<a href="mailto:andrew.brittain@scouting.org">andrew.brittain@scouting.org</a>
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# KERNEL CHECKLIST

## My #PopcornSquad

### Unit Kernel

Phone:  
Email:

### Assistant Kernel

Phone:  
Email:

### Kickoff Kernel

Phone:  
Email:

### Show-N-Sell Kernel

Phone:  
Email:

### Pickup Kernel

Phone:  
Email:

### Prize Kernel

Phone:  
Email:

### Communications Kernel

Phone:  
Email:

- Attend Popcorn Trainings
- Plan Annual Scout Program (w/ Unit Committee)
- Review Commission Structure & Prizes
- Determine Additional Unit Prizes
- Set Budget for Program
- Recruit Your #PopcornSquad
- Utilize Trails-End technology to make the sale easier
- Determine Per-Scout Fundraising Goal
- Secure Storefronts (as / where possible)
- Create Unit Timeline for Popcorn Sale
- Establish Guidelines for Popcorn Pickup / Returns & Money
- Confirm Show-N-Sell Locations & Times
- Place Unit Popcorn Order
- Host Unit Kickoff Meeting
- Prepare and Distribute Handouts
- Share Tips & Ideas for Selling Popcorn
- Provide Selling Incentives & Games for Scouts
- Coordinate Pick-Up / Drop-Offs at District Warehouse
- Encourage Scout & Parent Participation
- Help Scouts Share Their Online Selling Link
- Place Final Popcorn Order
- Order and Distribute Prizes
- Remit Product Payments to Council
- Contact District Kernel as Needed for Assistance
- Celebrate!

# LEARN WITH POPCORN

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You've likely heard many times that *"it's not about selling popcorn, it's supporting Scouting."* But what does this mean? And how does it impact each individual Scout?

Scouting is here to help children become ethical adults that make good decisions. And popcorn serves an important role in this mentorship. It's a learning activity, just like any other, designed to build important skills towards this goal. Specifically:

## Association with Adults

Kids are sometimes shy or fearful around adults, even ones they know. For most, this doesn't resolve itself as they age. They gain the opportunity for exposure and practice communicating with adults by participating in the popcorn sale. They build the confidence that will make future things like college essays, job interviews and talking to their boss so much easier. It sounds like a simple interaction, but it's a way for them to overcome a tough barrier and learn how to navigate an adult-run world.

## Salesmanship and Entrepreneurship

Learning to set and reach goals through action helps Scouts develop important business skills. They learn how to best represent themselves and persuade others. In the future, they can use these tools to gain funding for a revolutionary business idea or be a strong team leader within their organization.

## Grow and Sustain Scouting

Scouting is not just an activity, but also a future career path. The mission of the organization needs strong leaders to carry the mentorship and impact forward into future generations. Everything they learn by participating prepares them to teach others what they know in Scouting or whatever future career they choose. Popcorn also brings Scouting to the attention of many others who may not be familiar with all that Scouting has to offer.

## Fund Membership and Activities

And of course, popcorn funds all the amazing activities in their Scouting program.

# IMPORTANT DATES

July	20	Popcorn Kickoff – Central, 6:30pm – Scout Service Center
	26	Popcorn Kickoff – East, 6:30pm – TBD
	28	Popcorn Kickoff – West, 6:30pm – TBD
August	1	Internet Sale Begins
	25	Follow-up Kickoff – 6:30pm, Scout Service Center
	<b>26</b>	<b>Show &amp; Sell Order Deadline</b>
September	5	Take Order & Blitz Club Begins
	14-15	Show & Sell Delivery
	16	Show & Sell Begins
	**	Kroger and Food City Show and Sell dates incorporated in online reservation system
	21	Hamblen / Late Sale Kickoff, 6:30pm – Scout Service Center
	<b>26</b>	<b>Hamblen Co. / Late Sale Show &amp; Sell Orders Due</b>
October	3	Blitz Club Ends
	7	Blitz Club Salesman Forms Due
	13	Hamblen Co. / Late Sale Product Delivery
	<b>24</b>	<b>Show &amp; Sell Final Returns and 1<sup>st</sup> Payment Due</b>
	<b>25</b>	<b>Take Orders Due</b>
	28	Top Seller and Prize Order Forms Due
November	1	Hamblen / Late Sale Begins
	10	Take Order Product Delivery
	<b>30</b>	<b>Hamblen Co. / Late Sale Ends, Show &amp; Sell Returns and 1st Payment Due</b>
December	<b>1</b>	<b>Hamblen Co./ Late Sale Take Order Due</b>
	<b>2</b>	<b>Hamblen Co./ Late Sale Top Seller and Prize Order Forms Due</b>
	<b>2</b>	<b>All Money Due for Regular Sale</b>
	<b>15</b>	<b>Late Sale Take Order Product pick up</b>
	<b>30</b>	<b>All Hamblen Co. / Late Sale All Money Due</b>

# COMMISSION & RETURNS

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- ✓ 28% for units that sell \$1 - \$3,999
- ✓ 30% for units that sell \$4,000 - \$5,999
- ✓ 34% for units that sell \$6,000 - \$9,999
- ✓ 36% for units that sell \$10,000 +
- ✓ 30% for ALL online sales

Commissions drop by 5% after due date / Commissions drop 10% one week after due date / Commissions drop 15% two weeks after due date

## Return Policy

In order to help ensure units have ample product to sell without assuming unnecessary risk, the Great Smoky Mountain Council and Trails End have removed the return policy for the Fall 2022 sale. Units will be allowed to check out as much popcorn as needed to be successful and return 100% of any unsold product.\*

*\*Amount allowed to be checked out upfront will be determined by previous sales figures, roster size, and other factors. Please contact your Scouting professional if you have questions on what to order.*

# PRIZES & INCENTIVES



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## Great Smoky Mountain Council



**KELLER MARKETING**  
A Division of General Commercial Corp.  
888-351-8000

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**\$825**  
LEVEL 7

- 28 - HEXBUG VEX Ambush Striker
- 29 - 126-piece Tool Set
- 30 - Zing Bow w/ 4 Arrows
- 31 - 2-Person Waterproof Tent
- 32 - Grab Bag G

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**\$575**  
LEVEL 6

- 23 - 5pc Stainless Steel Mess Kit
- 24 - Zing Firetek Rocket
- 25 - Multi-Tool w/ Shovel & Ax
- 26 - Telescoping Fishing Pole w/ Reel
- 27 - Grab Bag F

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**\$425**  
LEVEL 5

- 18 - PlusPlus Saturn V Rocket
- 19 - 4' Wood Handle Knife w/ Case & BSA® Branding
- 20 - USB Rechargeable Headlamp w/ Motion Activation
- 21 - HEXBUG Nature Babies - Snow Leopard
- 22 - Grab Bag E

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**\$325**  
LEVEL 4

- 13 - Zing Air ZooperBall
- 14 - Micro Dome Terrarium
- 15 - Rosewood Multi Tool w/ Case
- 16 - Indoor Sticky Baseball w/ BSA® Branding
- 17 - Grab Bag D

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**\$225**  
LEVEL 3

- 9 - Black Dry Bag - 5 liter
- 10 - Waboba Fly Pies 6" Silicone Flying Disc
- 11 - Knife/Fork/Spoon Combo w/ Bottle Opener
- 12 - Stuffed Animal w/ BSA® Branding

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**\$125**  
LEVEL 2

- 1 - Fire Starter
- 2 - Pop It Rocket
- 3 - Compass Thermometer Whistle
- 4 - Pop Up Phone Stand Holder (Phone not included)
- 5 - Survival Band w/ Fire Starter, Compass, & Whistle
- 6 - Cinch Backpack w/ BSA® Branding Assorted Colors
- 7 - Single Lock Blade Knife
- 8 - Color Changing Watch/Pedometer

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**LEVEL 1**

- 0.1 - Popcorn Sale Patch  
Sell any item
- 0.2 - Online Sale Pin  
Sell One Online Order
- 0.3 - Military Sale Pin  
Sell One Military Donation
- 0.4 - Top Seller Pin  
Sell over \$1,000






**\$5,050**  
LEVEL 13

- 48 - LEGO Technic 4X4 Mercedes-Benz Zetros Trial Truck
- 49 - Carrera Evolution Supercars
- 50 - Leatherman® Mut

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**\$3,550**  
LEVEL 12

- 45 - Adventure Camp Package
- 46 - Dart Zone Pro Mk 3
- 47 - LEGO Millennium Falcon

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**\$2,800**  
LEVEL 11

- 42 - Swiss Army CyberTool M
- 43 - HEXBUG Arena MAX w/ 2 Bots
- 44 - Coleman Sundome 4 Person Tent

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**\$2,050**  
LEVEL 10

- 39 - LEGO Ariel's Underwater Palace
- 40 - Skullcandy Indy Evo True Wireless Bluetooth Earbuds
- 41 - Foldable Drone

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**\$1,700**  
LEVEL 9

- 36 - North Face Groundwork Backpack
- 37 - HEXMOS Pro Series Elite
- 38 - LEGO Hogwarts Magical Trunk

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**\$1,150**  
LEVEL 8

- 33 - LEGO Speed Champions Aston Martin
- 34 - HEXBUG VEX RC Black Widow
- 35 - Rechargeable 3-in-1 Lantern w/ Wireless Speaker

Descriptions of Prizes available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

**Great Smoky Mountain Council**  
Council Code: 557GSMC  
[www.eastnscouts.org](http://www.eastnscouts.org)

**How to Select Your Prizes**

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$125 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$225 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve; or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

**Example:** Sales of \$575 choose one prize from Level 6 ...OR... ONE prize from Level 4 AND ONE prize from Level 3; etc.

All prizes are subject to substitution and will be for an equal or greater value prize.

Full Name: \_\_\_\_\_ Pack/Troop#: \_\_\_\_\_ Total Sales: \_\_\_\_\_

Level:	Description	Pack/Troop#:	Total Sales:	Quantity

\*Actual form handed out separately.

# PRIZES & INCENTIVES

## 2022 Great Smoky Mountain Council Popcorn Incentives

All Scouts that sell ANY amount of popcorn will earn this awesome #AdventureOn patch!



### **Blitz Club – Earn a camp water bottle!**

All Scouts who sell at least \$400 during the first four weeks of the sale (Sept. 5 – Oct. 3) will receive a camp water bottle for all their Scouting outings!

### **Regal Movie Day – Earn two tickets to the movies!**

All Scouts who sell \$150 or more earn 2 free tickets to Regal Cinema’s Pinnacle 18 theater on 1/21/2023. \* *Movie title TBD.*



### **Mystery House – Find a Mystery House and earn a prize!**

Houses in your community will be selected to have a winning certificate for the 2022 Mysery House! Find one of these houses between **September 5 and September 18** to receive your certificate and redeem it at the Council Service Center and pick from our treasure chest of special prizes! Look for clues starting September 5, 2022!



### **Top Council & District Sellers**

The top selling Scout in the council (1) will receive a \$250 Scout Shop gift card and the top selling Scout in each district (5) will receive a \$100 Scout Shop gift card. \*\*The top selling Scout must sell a minimum of \$1,000 to qualify.





# PRIZES & INCENTIVES

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## 2022 Popcorn Sale Mystery House Information

Welcome to the GSMC's Mystery House program, part of our 2022 popcorn sale! During the popcorn sale period of September 5-September 18 if you are the **FIRST** to knock on the door of one of our Mystery Houses you will be eligible to select a prize from the available prizes the council office, 1333 Old Weisgarber Rd. Knoxville, TN 37909.

### Sample Prize List:\*

- Scout Survivor Kit
- Kelty Sleeping Bag
- Trekking Poles
- 126pc Tool Set
- Walkie Talkies
- Smart Drone
- Lego Sets
- BSA Scout Shop Gift Cards
- Amazon Gift Cards
- KAVU Bag
- And more

\*Final prize list will be posted and updated at [www.eastTNscouts.org/popcorn](http://www.eastTNscouts.org/popcorn)

To select and receive your item, you must bring the certificate you received at the Mystery House to the Great Smoky Mountain Council Service Center or scan and email it to Tracy Slice at [tracy.slice@scouting.org](mailto:tracy.slice@scouting.org). Please include your top 2-3 prize selections in the email. These are given out first come first serve.

Mystery House Clues will be available beginning September 5 @ [www.eastTNscouts.org/popcorn](http://www.eastTNscouts.org/popcorn)

\*Prize list is a sample. The final list will be posted at [www.eastTNscouts.org/popcorn](http://www.eastTNscouts.org/popcorn)

# HOW MUCH POPCORN TO SELL

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The mission behind the unit program planning philosophy is to help Scouting units fulfill young people's need for adventure and deliver on this promise. Units that operate under an annual program plan are proven to be more successful and make a more profound impact on the lives of their members. How do you get buy-in and commitment from your unit's families when it comes to annual programming and fundraising needs? Your answer to this question is the key factor to the level of success your Scouting program will enjoy.

Brainstorming Ideas to Get You Started - The unit might plan and fund some of the following:

**Program Ideas:**

Summer Camp/Day Camp  
Camporees  
Cub Growl  
ScoutFest 2022  
Pinewood Derby  
Monthly Unit Activities

**Other Considerations:**

BSA Registrations & Scout Life Magazine  
Cub Scout Council Events  
Meeting Supplies/Awards & Recognitions  
Den/Patrol Expenses/Training Courses  
Unit Equipment  
Patrol/Den Activities  
Uniforms/Personal Camping Equipment  
Assistance for Low-income Scout Families

Once there are several ideas under consideration, filter them to allow the most realistic ones to surface. Next, add key dates to a unit calendar that will be shared with Scouts and parents. Be sure to account for vacations, holidays and other school functions.

You now know what you're doing and when. It's time to budget! You can use the planner to help you organize activities and determine your fundraising goal.

Show them how the Unit and Scout sales fund the planned activities within the program. Present them with a clear fundraising goal. And offer an approach that allows them to achieve their goal.

**A little time spent organizing now, means more participation and success in the fall!**

# ANNUAL PROGRAM PLANNER

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families to express their ideas during a Troop brainstorming session. The older the Scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

ACTIVITY	PROGRAM MONTH	COST
		\$
		\$
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## NOW CALCULATE YOUR POPCORN SALES GOALS

Divide UNIT BUDGET by UNIT COMMISSION  
*(This is your Unit Sales Goal)*

  
  

Divide by NUMBER OF PARTICIPATING SCOUTS  
*(This is your Scout Sales Goal)*

Registration & Insurance	\$
Advancements	\$
Uniforms	\$
Scholarships	\$
Other	\$
<b>TOTAL UNIT BUDGET</b>	<b>\$</b>

