

MOBILE AREA COUNCIL



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SCOUTING IS FOR EVERYONE

**2021 POPCORN  
LEADER GUIDE**

# 2021 POPCORN SALE TIMELINE

- JULY 15** Popcorn Training, 6pm (Required for possible 35% commission)  
Fiver Rivers-Blakely Hall, 30945 Five Rivers Blvd, Spanish Ft
- JULY 29** Popcorn Training, 6pm (Required for possible 35% commission)  
Virtual training via Zoom
- AUG. 6** Deadline to submit Unit's Show and Sell order online; Unit Commitment Forms  
due to Bernadette at Council Service Center
- AUG. 25** Units pick up popcorn order\*
- AUG. 28** Units may pick up extra popcorn from Council Service Center as needed, until  
product is depleted.
- OCT. 29** Deadline for Unit's Take Order submission online
- NOV. 19** Units pick up popcorn order\*
- NOV. 20-30** Deliver popcorn to customers & collect money. Turn collected money in to  
Council Service Center.
- DEC. 1** Popcorn season is over! All payment due to Council by 5pm. Prizes are released  
from Trail's End when balance owed to council is \$0.
- DEC. 2** Unit Commission drops to 25%
- DEC. 10** Unit commission drops to 15%

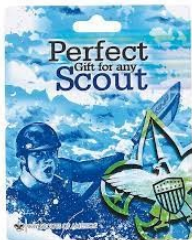
\*Unit will receive an invoice with orders and payments received.

# **UNIT POPCORN KERNEL JOB DESCRIPTION**

By accepting the invitation to become your unit's Popcorn Kernel, you are ensuring the sale is a success. Your primary responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents, and Scouts, and host a dynamic kick off. Training and documents that will help you prepare for a successful sale will be distributed at the Unit Training Meetings, your August Roundtable, and are available on the council website ([www.bsamac.org](http://www.bsamac.org)).

1. Promote the 35% commission plan and attend one of the July training meetings for the District Kernels and unit leaders.
2. Assist in setting up a sales plan for your unit that includes the 3 methods of selling popcorn: Take Order, Show and Sell, Online.
3. **August** - Attend the District Popcorn Kick-Off meeting at the District Roundtable August 1
  - Organize and conduct a successful Unit Popcorn Kick Off
  - Communicate purpose for the sale and timeline to your Scouts and parents.
  - Assist in setting unit and per-scout goals based on your activities calendar.
  - Distribute sales materials to all Scouts and families.
  - Set up Show & Sell locations and dates.
  - Assist in distributing popcorn for Show and Sells.
4. **September/October** - Follow-up
  - Inspect, coach, and praise your Scouts.
5. **November** – Ensure all online popcorn and online prize orders are complete
  - Distribute Take Order popcorn and collect money from parents.
  - All payments due council (*total sales - unit commission = payment due council*) must be submitted by or before December 1.

**\*\*PRIZES WILL NOT BE RELEASED UNTIL ALL PAYMENT IS RECEIVED AND COUNCIL BALANCE IS \$0.**



# MOBILE AREA COUNCIL POPCORN PRIZES 2021



In addition to the prizes offered by Trail's End, the Mobile Area Council is offering:

## WEEKLY DRAWINGS

To be eligible for weekly drawings, you may email or hand deliver a printout of your Scout's sales report from your mobile app or a copy of your paper order form. All submissions **MUST** be in the office before 12:00noon on the above dates of the drawing.

Email: bertoler@scouting.org

**Sell \$100 by August 30 to be entered to win a \$25 Scout Shop Gift Card**

**Sell \$250 by September 6 to be entered to win a \$50 Scout Shop Gift Card**

**Sell \$350 by September 13 to be entered to win a \$75 Scout Shop Gift Card**

**Sell \$500 by September 20 to be entered to win a \$100 Scout Shop Gift Card**

You **DO NOT** need to resubmit forms already turned in, unless the Scout has additional sales that qualify them for a higher level. Council will automatically move forms to qualifying levels after each drawing. Make sure you have parent and scout's name and a reliable adult phone number on the submitted form.

## LEVEL UP CLUB

Scouts who sell \$1,000 or more will receive a \$50 amazon gift card.

## DISTRICT TOP SELLER

Both Baldwin and Five River's Top Selling Scout of at least \$10,000 will receive a Nintendo Switch and Chick-Fil-A for a year.



\*Scout's Sales include total sold from Take Order, Show & Sell, and Online Sales.

# SHOW & SELL AND TAKE ORDER PRODUCTS



**\$10 CARAMEL CORN**



**\$15 POPPING CORN**



**\$20 UNBELIEVABLE BUTTER  
MICROWAVE**



**\$20 KETTLE CORN**



**\$20 WHITE CHEDDAR**



**\$25 SALTED CARAMEL**



**\$25 CHOCOLATEY  
PRETZELS**



**\$40 SWEET & SAVORY**

A blue graphic with an American flag icon. It says "SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!" and lists "Donation Levels" of "\$50" and "\$30". Below, it says "Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations."

**AMERICAN HEROES  
DONATION**

# POPCORN ORDER GUIDE

Use this reference guide for ordering Show & Sell. The cost and amount of pieces per case are listed next to the product.

Remember: Units order Show & Sell inventory by the case; TakeOrder can be ordered by the individual pieces.

<b>PRODUCT</b>	<b>PRICE/ PIECES PER CASE</b>	<b>AMOUNT TO ORDER</b>
Caramel Corn	\$10/ \$120 (12 per case)	
Popping Corn	\$15/ \$135 (9 per case)	
Unbelievable Butter	\$20/\$120 (6 per case)	
Kettle Corn	\$20/ \$240 (12 per case)	
White Cheddar	\$20/ \$160 (8 per case)	
Salted Caramel	\$25/ \$300 (12 per case)	
Chocolatey Pretzels	\$25/ \$300 (12 per case)	
Sweet & Savory	\$40/ \$40 (1 per case)	

# **SUPPORT**

## **COUNCIL**

**Bernadette Toler:** Popcorn Staff Advisor  
Bernadette.Toler@scouting.org  
(251)476-4600 ext.224

**Peet Wert:** Popcorn Staff Advisor  
John.Wert@scouting.org  
(251)476-4600 ext. 300

**Baldwin Kernel:** Kelly Dunbar  
kkellytorp@aol.com  
(251)680-9289

[www.bsamac.org/support/popcorn](http://www.bsamac.org/support/popcorn)

## **TRAIL'S END/ ONLINE**

### **JOIN TE FACEBOOK GROUP**

Text FACEBOOK to 62771 to join

### **JOIN TE WEBINARS**

Text WEBINAR to 62771 to register

### **VISIT TE WEBSITE**

www.trails-end.com

### **EMAIL TE:**

support@trails-end.com

### **NEED HELP? VISIT TE FAQs:**

support.trails-end.com

