

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).

1. Promote the 30% commission plan and attend one of the July training meetings for the District Kernels and unit leaders. When you attend the Kickoff and pay on time your unit will receive an additional 5% commission. This will equal a total of 35% commission.

2. Assist in setting up a sales plan for your unit that includes the 3 methods of selling popcorn: Take Order, Show and Sell and Online.

3. Successful Sales Tips

- Organize and conduct a successful Unit Popcorn Kick Off
- Communicate the 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 / December* – Ensure all online popcorn and online prize orders are complete in Trail's End system.

- 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 1st

Mobile Area Council Popcorn Prizes 2023

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 12:00 noon on the below dates of the drawing.

Email: Sonya.Seabrook@scouting.org

Sell \$150 by August 28th to be entered to win an EDGE Gaming keyboard



Sell \$300 by September 5th to be entered to win a Art and Sound Earplugs



Sell \$500 by September 11th to be entered to win a full Jamboree Patch set



Sell \$750 by September 18th to be entered to win an ENTIRE Mobile Area Council Jamboree Set



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 Fiver River's Top Seller Scout of at least \$10,000 will receive a Once in a lifetime experience of a private plane ride, lunch in Destin, FL.

Donated by a Member of the Mobile Area Council Board of Directors.



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

2023 Popcorn sale timeline

July 15th Popcorn Training, 11 am (Required for possible 35% commission) Five Rivers Delta

July 20th Popcorn Training, 6pm (Required for possible 35% commission) Virtual training via Zoom

AUG. 1st Deadline to submit Unit's Show and Sell order online

AUG. 19th Units pick up popcorn order* (date may change due to Trail's end)

AUG. 21st Units may pick up extra popcorn from Council Service Center as needed, until product is depleted.

Oct. 22 Deadline for Unit's Take Order submission online

Nov. 16 Units pick up popcorn order* ((date may change due to Trail's end)

Nov. 16-30 Deliver popcorn to customers & collect money. Turn collected money in to Council

Dec. 1st 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. 4 Unit Commission drops to 25%

Dec. 12 Unit commission drops to 15%

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



\$15 Sweet & Salty Kettle Corn \$20 White Cheddar \$25 Unbelievable Butter Microwave



\$25 S'mores Popcorn \$25 Salted Caramel \$25 Chocolatey Pretzels



\$50 Sea Salt Snack Pack

Heroes and Helpers Donation

Support

COUNCIL

Brandon Anderson: District Executive and Popcorn Staff Adviser

Brandon.Anderson@scouting.org

(251)476-4600

Sonya Seabrook: Fund Development Specialist and Popcorn Unit's Support

Sonya.Seabrook@scouting.org

251-476-4600

Mary Phillips: Registrar

Mary.Phillips@scouting.org

251-476-4600

District Kernels

Kelly Dunbar: Baldwin District Kernel

kkellytorp@aol.com

(251)680-9289

Charles Harris: Five Rivers District Kernel

CharlesHarris2@ccbcu.com

251-295-1977

<https://www.bsamac.org/support-scouting/popcorn>

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; Take Order can be ordered by the individual pieces.

<i>Product</i>	<i>Price/ Pieces per case</i>	<i>Amount to Order</i>
<i>Sweet & Salty Kettle Corn</i>	<i>\$15/ \$180 (12 per case)</i>	
<i>White Cheddar</i>	<i>\$20/ \$240 (12 per case)</i>	
<i>Salted Caramel</i>	<i>\$25/\$300 (12 per case)</i>	
<i>S'MORES Popcorn</i>	<i>\$25/ \$300 (12 per case)</i>	
<i>Unbelievable Butter</i>	<i>\$25/ \$150 (6 per case)</i>	
<i>Chocolatey Pretzels</i>	<i>\$30/ \$360 (12 per case)</i>	
<i>Sea Salt Popcorn Snack Pack</i>	<i>\$50 per case</i>	

TRAIL'S END/ Online

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www.trails-end.com

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support@trails-end.com

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