



BOY SCOUTS OF AMERICA  
GREAT RIVERS COUNCIL



**BURGERS!**  
**SMOKEHOUSE**



# Fundraising Sale Guide 2021





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## **WHY ARE WE DOING THIS?**

We know unit fundraising is time and effort you'd rather spend Scouting. No parent signs up their kids for an activity so they can ask friends and family to buy stuff. But the cost of youth activities continues to increase.

Scout units who create a budget that provides a quality program for your unit, including all fees and camp costs, can communicate the true cost of Scouting to parents. Whether the support for Scouting comes fully from the parent or is covered by fundraising is up to each unit.

Scouts who fundraise learn valuable:

- Communication skills
- Planning skills
- Goal setting skills
- Public speaking skills
- Earn their own way skills

Fundraising is an important part of a Scout Units time. It helps pay for

- Registration Fees
- Camp fees
- Awards
- Rank Advancements
- Outings
- Camping equipment

Unit Commission (what Units keep) on this Council Supported Fall Products Sale Fundraiser.

# **50% = HALF!**

## **FOR EVERYTHING SOLD IN PERSON**

**COMMISSION FOR ONLINE SALES IS 40%**





## WHAT YOU NEED TO DO AS THE UNIT KERNEL

Communicate, Inspire, Organize and Lead your Unit in a successful product sale that meets the unit's planned funding needs.

### Specific Responsibilities:

1. Become familiar with the following **web sites** for sales support and ideas:
  - A. <https://grcbsa.org/popcorn-burgers>(selling tips, local prizes, updated forms and more)
  - B. <https://support.trails-end.com>  
(Trail's End product information, sales tips, and ideas)
2. With the Unit Committee create a unit budget that provides a quality program for your unit.
3. **Attend Trails End Unit leader webinar** <https://www.trails-end.com/webinars>
4. **Attend your Council Orientation/Kick-off Sales Training.**
5. With your unit committee, **schedule, promote, and conduct a Unit Kickoff.**
6. Ensure families understand the unit's plan for selling products, including the Unit sales goal and Scout sales goal.
7. Promote all methods of selling *including App* and Online Sales to all Scout families in the Unit.
8. With Unit Committee, create Unit incentive plan to encourage Scouts throughout the sale.
9. Arrange with other volunteers to **pick up products for delivery.**
10. Read all email communications from the Council and District to stay updated on the sale.
11. **Utilize the Trail's End app and portal to make your order.** Encouraging use of the Trail's End app will make this much easier to manage.
12. **Collect Burgers orders from each Scout** and input the information into the Burgers' Ordering System by the due date.
13. **Collect all money due** from each Scout.
14. **Make payment of funds due** to the Great Rivers Council by the due date with one Unit check.
15. Contact your District Kernel or the Council for help and ideas. ***They're here to support you.***

**Webinars** <https://www.trails-end.com/webinars>

Over 200 webinars will be offered this summer and fall for councils, units and Scout parents to learn about the sale. Over 50 webinars are already sold out and we anticipate leaders from over 10,000 units will participate. Highly successful unit leaders (\$50,000+ and multiple years as leaders) and Scout parents will lead these interactive webinars where every question will be answered.

**Facebook** <https://www.facebook.com/groups/TEPopcornCommunity/>

Facebook support is being enhanced in 2021 through the help of 15 successful unit leaders and parents serving as moderators and influencers. Last year, over 18,000 unit leaders and Scout parents utilized the Scout Popcorn Facebook support, and a significant increase in participation is expected this year.





**KEY DATES**

<b>Product Sales Key Dates 2021</b>	Updated 6/30/2021
<b>May 15</b>	<b>Register for Fall Product Sale</b>
<b>Tuesday, July 6</b>	<b>Unit Kernel Sales Training – In Person LOTOSR</b>
<b>Tuesday, July 13</b>	<b>Unit Kernel Sales Training - ZOOM</b>
<b>Thursday, July 15</b>	<b>Unit Kernel Sales Training - ZOOM</b>
<b>Thursday, July 16</b>	<i>Kinderhook Initial Order Due</i>
<b>Thursday, August 12</b>	<b>Unit Kernel Sales Training – In Person Columbia (tentative)</b>
<b>Thursday August 5</b>	<i>Kinderhook Product Arrives</i>
<b>August/September</b>	<b>Unit or District Kick offs (Pep Rally) for Scouts</b> Host unit kick-off and provide incentives for the Scouts
<b>Tuesday, August 31</b>	<b>Initial Orders Due (Show &amp; Deliver and 1st take order)</b>
<b>Friday or Saturday, September 17 or 18</b>	<b>Initial Product Distribution Day</b> Appointments required with your District Kernel.
<b>Saturday, September 18</b>	<b>Show &amp; Deliver and Show &amp; Sell begins</b>
<b>Monday, Oct 25 through Wednesday, Oct 27</b>	<b>Popcorn Returns (District Specific)</b> Check with your DE for Time and Location.
<b>Wednesday, Oct 27</b>	<b>Initial Order Invoice Due</b>
<b>Wednesday, Oct 27</b>	<b>Final Orders Due for both Trail’s End (take order) and Burger’s products</b>
<b>Friday or Saturday, November 12 &amp; 13</b>	<b>Final Product Pick-up and Final Invoice Due</b>
<b>Friday, November 12</b>	<b>Incentives &amp; Awards Due</b>
<b>Wednesday, November 17</b>	<b>Final Order Invoice Due</b>

**THESE ARE HARD DEADLINES WHICH MUST BE FOLLOWED TO ENSURE PRODUCT FROM OUR VENDORS IS ON TIME AND COMPLETE. IT IS SUGGESTED UNITS SCHEDULE THEIR SALE MEETING DATES TO CORRESPOND WITH THESE DEADLINES.**



**CONTACTS**

**DISTRICT KERNELS**

<b>Black Diamond</b> – Macon/Kirksville/Moberly	<b>Grand Prairie</b> – Mexico/Fulton Traci Darby mustardboy37@gmail.com Kelli Elliot <a href="mailto:Punkin.butts@yahoo.com">Punkin.butts@yahoo.com</a> 573-239-1539
<b>Boonslick</b> – Columbia Todd & Chris VanPool todd.vanpool@gmail.com	<b>Kinderhook</b> – Lake of the Ozarks Amanda Hayes 573-746-2174 <a href="mailto:Amanda@Hayesconstruction.com">Amanda@Hayesconstruction.com</a>
<b>Five Rivers</b> – Jefferson City	<b>Mark Twain</b> – Hannibal
	<b>Osage Trails</b> – Sedalia/Marshall

**DISTRICT EXECUTIVES**

<b>Black Diamond</b> Justin Wiles 660-341-9068 – Justin.Wiles@scouting.org	<b>Grand Prairie</b> Rob Townsend 660-676-3088 - robert.townsend@scouting.org
<b>Boonslick</b> Aaro Froese 573-449-2561 x211 – Aaro.Froese@scouting.org	<b>Kinderhook</b> Chris Harper 573-375-8088 – chris.harper@scouting.org
<b>Five Rivers</b> Bradley Kellerman 573-469-2129 – Bradley.Kellerman@scouting.org	<b>Mark Twain</b> Justin Wiles 660-341-9068 – Justin.Wiles@scouting.org
	<b>Osage Trails</b> Chris Harper 573-375-8088 – chris.harper@scouting.org

**COUNCIL CONTACTS**

Staff Advisor: Greg Baker                      573-449-2561 x202                      Greg.Baker@scouting.org  
 Finance Specialist: Taylor Crites           573-449-2561 x205                      Taylor.Crites@scouting.org  
[www.bsa-grc.org/popcorn](http://www.bsa-grc.org/popcorn)

**TRAIL'S END**

Online Sales Support:                      support@trails-end.com  
 Trail's End System Help:                   help@trails-end.com  
 Customer Service Helpdesk:                https://support.trails-end.com/support/home



**ORDERING TIPS**

If you are new to the sale and do not know what you should order, you can find your previous year’s order in the Trails End System.

- Only 80% of the previous year’s order may be ordered this year. This will be strictly enforced.
- Please take into account the changes in your Unit’s membership: Did you increase youth membership? Did your top selling Scout move to another unit?
- What is your actual participation likely to be (don’t count the number of families, count the number of *selling* families).
- Has the Unit set a goal on how much product to sell? Have the Scouts set a goal?

<b>Unit #</b>			
<b>Only Enter Data in Cells Highlighted in Yellow</b>			
<b>Per Scout Goal Results will be Highlighted in Green</b>			
<b>Per Scout Goal Worksheet</b>			
\$ 5,800	/	50%	=
<b>Unit Budget Goal</b>		<b>Unit Commission</b>	<b>Unit Sales Goal</b>
\$ 11,600	/	32	=
<b>Unit Sales Goal</b>		<b>Number of Scouts</b>	<b>Per Scout Sales Goal</b>
\$ 322	/	\$ 18.00	=
<b>Per Scout Sales Goal</b>		<b>Avg. Price per Container</b>	<b>Per Scout Container Goal</b>



## UNIT COMMISSION

### Trail's End & Burgers' Products

All units receive 50% commission on product sales in person. Online sales commission is 40%. All units will be eligible for incentives and prizes offered for Burgers' and Trail's End sales. Units are responsible for ordering rewards and securing incentives by the deadline.

## ORDERING GUIDELINES

Units that place a Show & Sell order should order no more than 80% of the previous year's total sales of popcorn. Popcorn already sold can be excluded from the 80% maximum. GRC reserves the right to adjust unit show and deliver orders without prior notice to keep in line with projected Council sales forecast.

## REORDER POLICY

Units will have opportunity to restock their supply during the sale if they run low, if product is not available from Council, the first order opportunity will be tentatively September 27. ReOrder from Trails End will take an estimated 14 days to deliver.

## RETURN POLICY

Returns can be made at the council office between October 25 and October 27. Other arrangements can be made with your District Executive, but product will not be accepted any later than October 27. Partial cases may not be returned in order to minimize exposure to multiple hands. Only cases with the original seal will be accepted upon return. No Burgers products will be accepted at return. This is due to the perishable nature of these items when not cared for properly.

We encourage you to follow a few key practices for inventory control:

- Check on your outstanding inventory and make frequent honest assessments on your Unit's ability to sell. *Don't wait until the last week to push sales or return all you ordered.*
- Subscribe to a time-based sales plan (i.e. we are halfway through the sale...have we sold at least half of our inventory)
- Report to your District Kernel or District Executive if you have an inventory challenge...too much or too little popcorn can usually find a home with enough notice
- Work toward a zero return policy so that every dollar of popcorn revenue provides better program for our Scouts!!!

## ACCOUNT SETTLEMENT

Initial order invoices are due on October 29. All Unit accounts must be settled **NO LATER THAN November 17**. Units must settle their accounts with one check made payable to the Great Rivers Council.

**Friday, November 12** is the FINAL deadline for incentive orders. Please make sure that all reward and incentive orders are submitted by this deadline. Reward orders will not be accepted after this deadline. Unit commissions will not be adjusted after this date. GET THOSE REWARD ORDERS TURNED IN ON TIME!!! Order Rewards through the Trail's End portal.







**INCENTIVES: ALL SCOUTS ARE ELIGIBLE TO EARN THE SALES INCENTIVES BELOW THIS FALL.**

## Trail’s End Rewards

Based on research with Scouts and their parents, TE Rewards is offering a preferred points-based system. To incentivize Scouts to sell online and to encourage them to ask for payment by credit/debit card rather than cash, Scouts will earn:

- 1.5 points for each \$1.00 of online director or credit/debit card sales;
- 1 point for each \$1.00 of cash sales.
- You can view the new [TE Rewards flyer](#)

## COUNCIL OFFERED INCENTIVES

### TOP 100 \$UPER \$ELLER\$ CLUB



The Great Rivers Council will hold a special event in honor of the top 100 Scouts that **sell the most** Burgers’ and Trail’s End products during the sale. Scouts receive a special experience to be announced at the sale kickoff!

### FREE CAMP



Scouts who sell a specified amount of Trail’s End and Burgers’ products will earn free camp at [Lake of the Ozarks Scout Reservation](#). Must be used during 2022 camping season and only for qualifying summer camps. *Incentive is non-transferable, does not include Day Camp.* **PARENT INCLUDED FREE FOR FAMILY/NOVA CAMP ONLY.**

**Sell \$1,500 or more** - Attend Cub Akela Camp, Family Camp and NOVA camp for free or \$75 off an overnight summer camp at LOTOSR.

**Sell \$2,500 or more** - Attend Cub Adventure Camp, Webelos Camp or Scouts BSA Summer Camp at LOTOSR for free.

### 2021 PARTICIPATION PATCH

Any Scout that sells one item earns the patch for 2021. Patch design contest will be announced soon.

### BURGERS’ GOLD CLUB

Any Scout that sells over \$750 in Burgers will receive a certificate for the movie and snacks of their choice.

### BURGERS’ SILVER CLUB

Any Scout that sells over \$600 in Burgers will receive a certificate for a trampoline park or water park.

### BURGERS’ BRONZE CLUB

Any Scout that sells over \$450 in Burgers will receive a 3” folding knife.





## 10 WAYS TO INCREASE YOUR SALE

1. Have a goal. Units and Scouts should have goals. Plan your calendar, find out how much it will cost, figure out how much product you must sell to cover all your costs, and sell to that goal.
2. Always wear a clean uniform and have a couple of working pens on you always.
3. Practice a little sales speech to help you be more confident.
4. Keep your Take Order Forms from the previous year. This will be a good place to start selling the next year. The top sellers in the country use this method.
5. Send or give a thank you card to your customers.
6. Ask to present at a service club (Rotary, Kiwanis, Lions, church, etc.) or chamber of commerce in your area. It is a great way to hit a lot of people at one time.
7. Hold a Blitz Day. Start with everyone at the Show and Sell location. Have Scouts hit different streets in the neighborhood around the store. Ask customers if they would like the product delivered that day. Collect the funds, finish selling on that street, then go back to the Show and Sell site, gather the product and deliver that day.
8. When conducting a Show and Sell, have a display of the activities that your unit plans on doing next year that Scouts can point out to customers. Customers are more willing to buy if they know what the funds are going to. Only have one Scout and one leader or parent, not a group of kids taking up space.
9. Have a bucket at your Show and Sell location to collect funds for Military Orders. This way people that do not want to buy products for themselves but still want to support Scouting can do so at any level. Once you have \$30 in donations, have the unit purchase a Military Donation.
10. Request each Scout family sign up for 8 hours of Show and Sell. Limit the number of Scouts to one but no more than two at each location to spread the hours selling out more. The more time selling, the more people are exposed to supporting Scouting in their local community, the more sales made.
11. BE ORGANIZED! Have a plan, read this manual, stay in the loop by checking the council products sales. Don't hesitate to ask your district kernel questions you may have!

