



Pack 112 Newsletter

OCTOBER 2008 SPECIAL POPCORN EDITION

Everything you wanted to know about Popcorn!

Hello everyone! It's October, and that means that Pack 112 is heavily involved in selling fresh, delicious Trails End popcorn. This Popcorn Fundraiser is our only major Pack fundraiser, and it pays for most of the expenses we incur over the course of the year.

We sell popcorn to help the Scout, the Pack, and the Council. It helps us pay for awards for the boys, camping food expenses, den projects, picnics, parties, special events, re-chartering (our annual expense to stay an official Boy Scouts of America organization) and insurance. We have also used it in the past for tours of historic places, Pack camping equipment, coolers, and other items. In short, it pays for just about everything we do as a group.

What are the Sales Goals for this year?

Our goal this year, for the entire Pack, is \$14,500. To help us meet that goal, the Pack Committee set our individual Scout goal at \$350. In fact, if all of our Scouts meet their goals, we'll sell over \$20,000 for the pack.

How about prizes and other cool stuff?

The boys are eligible to receive some really fantastic awards this year. First off, Trails End provides to fun and exciting things for the boys to aim for. For a complete list of those prizes, as well as the sales levels needed to earn them, refer to the Scout Order Form Packet you received from your Leader. Also, you can see the prizes online at <http://trails-end.com/TEPublic/scouts/prizeprogram.asp>.

There are also special prizes available from Trails End for scouts who sell \$1500 and \$2500 in popcorn. See your Leader for more details.

Besides the Trails End prizes, Pack 112 and the Suwannee River Area Council have some special prize opportunities for the scouts.

If you sell \$400 in popcorn, you get to "pie a leader". That's right, at the November pack meeting, you will get to throw a pie in the face of the leader of your choice! It's a lot of fun, and the leaders don't

even mind much. :) And that's one pie for every \$400. If you sell \$800, you can pie two leaders, etc. Woo hoo!

Every Spring, Pack 112 take a 'big family trip'. This year, we are headed to Kennedy Space Center to camp out overnight. It promises to be a lot of fun, but there are costs involved. For every \$100 in popcorn sales, we will give you \$10 in PackBucks (tm). These PackBucks can be used to pay for the Spring trip, buy t-shirts, pay dues, pay for camping - anything we collect money for. It's a great opportunity to directly defray some costs.

The Suwannee River Area Council has partnered with Florida State University Basketball to honor all scouts who sell \$1000 or more at an FSU Men's Basketball Game in January. Free admission for the scouts and one parent. It's a fun way to get recognized for hard work!

How do we sell this popcorn?

We sell in three ways - "**Show and Deliver**", "**Take Order**" and "**Show and Sell**". All of these ways are fun, safe, and teach the boys the value of hard work.

In "**Show and Sell**", the Pack (as a group) sets up in front of a retail location and sells product to passing customers. The customers pay immediately, and walk away with the product. Proceeds from all the Show and Sell events are divided among the boys depending on the amount of hours each boy works. This is a major component to our sale strategy, and an excellent way to boost a scouts sales numbers. This year, we are running Show and Sell events on three separate weekends. All credit received for participation counts directly toward the Scout's sale total (for prizes, awards, etc.)

"**Show and Deliver**" and "**Take Order**" are both typically individual efforts, and work very much the same. In these types of sales, the Scout approaches customers, tells them about Trails End popcorn and why he is selling, and takes their order. The customer pays the Scout immediately. In a '**Take Order**' sale, the scout will return at a later time and delivery the product. In a '**Show and Deliver**', the Scout has the product with him, and delivers it immediately.

You are asking, "but I don't have any product to sell!" Starting on Saturday, 4 October, you can checkout popcorn, and sell it immediately. Some Scouts and families prefer to have the product to hand customers, but it's not necessary. Some top sellers in the Council sold thousands of dollars worth of popcorn with nothing except the order form.

More checkout dates will be made available during the week of October 6-10. If you check out popcorn, please remember that you are financially responsible for it, and you must either turn in the money or the product at the end of the sale.

Since our 2008 Recruiting Drive was so effective, we have had many Scouts join the Pack that missed our annual Popcorn Kickoff meeting in September. For these new Scouts, who along with their families are just getting acquainted with Cub Scouting, we will be doing a special group sales effort. This will give these new Scouts and families an opportunity to sell with other new Scouts, and have fun doing it. We are working out the final details, and will let everyone know as soon as possible.

These sale types are also detailed on the Trails End site at: <http://trails-end.com/TEPublic/scouts/fivebestwaystosell.asp>

If you would like to watch training videos, check out <http://trails-end.com/TEPublic/scouts/index2.asp> and click on "Online Video Training" in the left column.

How do we keep track of it all?

Tracking all of this information can be a challenge. This year, we are using MyScoutPopcorn.com, which was designed especially for our Pack to help us with tracking sales, orders, checkouts, and events. You should enter all sales into the system at MyScoutPopcorn.com as soon as possible. This order system allows you to track with orders have been paid for, which orders have been delivered, and to see real time progress toward your \$350 goal.

What about online sales?

Trails End provides a way for you to sell and ship popcorn to out of town relatives and friend. If you wish to use this system, please get your Order Key from Mr. Merrick. He will provide the necessary links and information.

When is everything due?

Our sale ends on Monday, October 27th. At that meeting, all money is due to Mr. Merrick for the final tally. All product that has been checked out is also due to Mr. Merrick at that time. All orders should be in the MyScoutPopcorn.com system by that date as well.

I still have questions!

Then drop us an email at popcorn@tallyscouts.com, contact your Den Leaders, or give Mr. Merrick a call at 850.980.7098.

Thanks everyone and good luck!