



BOY SCOUTS
OF AMERICA®

CAPITOL AREA COUNCIL



WELCOME
THUNDERBIRD
DISTRICT

-

Popcorn
Preparedness

TONIGHT'S AGENDA



BOY SCOUTS
OF AMERICA®
CAPITOL AREA COUNCIL

- THANK YOU!
- INTRODUCTIONS
- LAST MEETING RECAP
- UNIT GOALS
- KERNELS ROLES
- INCENTIVES
- SQUARE ACCOUNTS
- IMPORTANT DATES
- NEXT MEETING TOPICS

You can make a difference.



MEET OUR TEAM

INTRODUCTIONS

Your District Popcorn Kernel Team

Josie Saucedo & Keri Steen - Captains

Debbie Garcia - SnS location Coordinator

Rick Bowman - SnS Booth Assignments

Herb K. - Distribution Volunteer

Luis Rodriguez - Council Connection

Last meeting RECAP

- 2015 Popcorn Sale Theme
- CAC 2015 Product Line Up
- 2015 Commission Structure
- CAC Website



*** by Keller Marketing ***

PRODUCT LINE UP – SHOW & SELL



ADDITIONAL FOR TAKE ORDERS

**Chocolate
Lovers
Tin**



**White
Chocolatey
Pretzels
Tin**



**Chocolate
y
Triple
Delight**



2015 Commission Structure

30%	Base Commission
+ 5%	Cash in Lieu of Prizes
<hr/>	
35%	Regular Commission
+ 5%	\$2M CAC Sales Bonus
<hr/>	
40%	Total Potential Commission

Do Your Best to Be Prepared

- ✓ Register Unit for sale online by August 3rd
- ✓ Set goal for unit with Ideal Year of Scouting
- ✓ Attend popcorn training on July 25th, August 3rd or 6th
 - Submit photo of unit kick-off event
 - Place Show & Sell order by August 28th
 - Place Take Order by October 31st
 - Pay unit balance by December 4th



ABOUT

SHOP

ACTIVITIES

TRAINING

RESOURCES

CLICK HERE TO MAKE A DONATION



2015 POPCORN SIGN UP

NEW

2015 POPCORN SALE

Support your unit's program and Scouting across all of Central Texas by taking part in the 2015 popcorn sale. Calendar and registration form now available! [CLICK HERE to get more info](#)



SEE CALENDAR



REGISTER *for* EVENTS



REGISTER *for* TRAINING



VISIT *our* SHOP

GET INVOLVED:

JOIN

VOLUNTEER

(re)CONNECT

CONTACT US

GIVE TO FRIENDS OF SCOUTING
CLICK HERE



CHARITY NAVIGATOR

Four Star Charity



CLICK HERE



To all of you out there, leading by example: Happy Father's Day

To all of you out there, leading by example: Happy Father's Day

Jun 21, 2015 8:00 am

Like 0



Your Scouts could help teach skills to others and be part of new digital merit b...

Your Scouts could help teach skills to others and be part of new digital merit badge materials! Read on and make contact kathleen.medina@scouting.org by this coming Friday, June 26: <http://blog...>

Jun 20, 2015 8:32 pm

UNIT REGISTERED FOR POPCORN

PACKS

12
15
61
81
82
320
395
403
535

TROOPS

10
93
256
395
403
505
555

CREWS

20

Let's all do our share!





Ever have a vision?

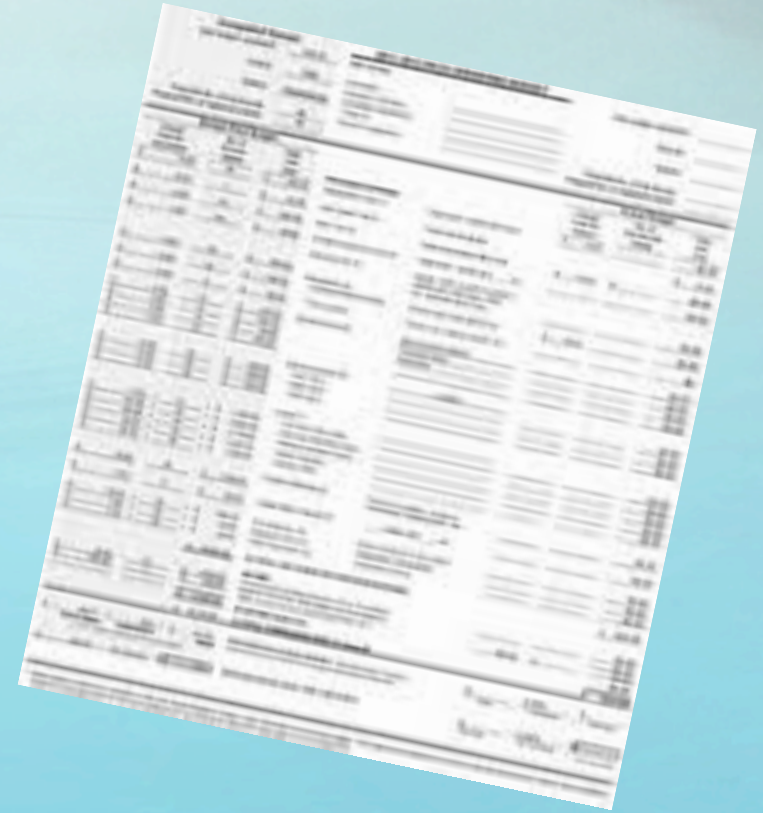
What's your Units goal this year?

Goal Setting

- Find out what the scouts want
- Set a budget
- Decide how much popcorn you need to sell.
- Create a plan to reach that goal

REMEMBER:

- Make it attainable
- Get everyone involved
- And most importantly COMMUNICATE!



PUTTING YOUR PLAN INTO PLAY

- RECRUIT A POPCORN KERNEL
- Recruit Parent helpers / Popcorn Committee
- Host a popcorn KICKOFF /
ATTEND CAPITOL AREA COUNCIL KICKOFF
- Place popcorn order
- Prepare you scouts to start selling
- Decide if your unit will accept credit card payments
- Pick up and Distribute popcorn
- Sell - sell – sell

UNIT INCENTIVES

Trail's End Prize Program

- Includes a Popcorn Patch for each Scout that sold at least 1 item.
Patches must be ordered from Keller Marketing using the PRIZE TAB on the Trails-End Website.
- All prize orders are due by October 31st at www.Trails-End.com under the Prize Tab.
To order prizes, please be sure to enter correct amounts for total unit sales and total selling scouts. Total Sales should include Show and Sell and Take Orders, plus any Online Sales through October 25th.

5% in Lieu of Prizes

This can be used to fund unit-specific incentives. If desired, this **MUST** be selected on the Trail's-End Website in order to receive credit.

Scouts/Units participating in this option are still eligible for the Council Prizes and patches.

INCENTIVES - COUNCIL-SPECIFIC BONUS PRIZES

- All scouts are eligible, whether or not the unit selects the “5% in Lieu of Prizes” option
- **Weekly Drawings \$600 CLUB**
- **\$1500 CLUB DISTRICT’S TOP SELLING SCOUT**
- **DISTRICT’S TOP SELLING UNIT**
(By percentage of registered Scouts)
- **For updates on Council Bonus Prizes, visit**
www.BSACAC.org/resources/popcorn

SQUARE ACCOUNTS

CREDIT CARD PAYMENTS



Tired of losing sales to “*Sorry, I don’t have any cash?*”

Benefits to signing up for Square credit card processing through the Trail’s End Website

- Accept Visa, MasterCard, Discover, and American Express
- Compatible with iPhone, Android phone, and iPad
- Deposits funds to the unit’s bank account the next business day
- **Low 2.4% fee for all swiped purchases, no monthly charges**
- Includes a free card reader for each “mobile staff” logon for your unit account
- **No fees for first \$100 swiped per unit**

Square sign up & set up tutorial coming soon to Trail’s End site

IMPORTANT DATES

August 20 – District Popcorn Meeting, 7 pm – 8 pm

August 22 - Council Popcorn Kickoff Festival:

Zilker Park – Rock Garden Area 4:30 pm - 9:30 pm

August 28 – Unit Show & Sell orders Due

September 11 – Show & Sell Distribution of Popcorn

September 12 – SnS & Online Sales start

September 21 – Take orders Start

October 5 – Show & Sell Ends

October 9 – NET PAYMENT of SnS is DUE

October 25 – Take Order Ends

NEXT MEETING AGENDA

Next meeting is Thursday, August 20, 2015 from 7:00 pm – 8:00 pm

The Church of Jesus Christ of Latter-day Saints,
5201 Convict Hill Road, Austin, Texas

- Unit orders
- Unit kick offs
- Show & Sell booths
 - How to request to sell at a location
 - How to sign up for a booth
 - How to cancel a booth