

2017 Conquistador Council Popcorn Sale Leaders Guidebook

Thank you for your participation in the **Conquistador Council 2017 Popcorn Sale!** Your participation in the sale helps to fund your unit's program to provide necessary funds for advancement, campouts and activities, Courts of Honor and Pack Meetings and any scholarship potential for your families! This will not only help your families enjoy the program you provide with minimal financial burden, but will also ensure that you provide the opportunity to your community to help support your unit's program!

Your unit's participation also helps to support the communities served by the Conquistador Council! This will ensure leaders throughout our Council have strong training opportunities to provide great program to your youth. Your support also helps to create program opportunities that can help serve your families throughout the year. The popcorn sale funds help to keep low prices for events and provides services and facilities for your unit to enjoy year round!

This sale also gives your youth an opportunity to help plan and prepare your program. Giving them a goal to reach for a specific prize, or specific event they want to fund teaches them goal setting, time management, responsible money handling and customer service!

Thank you for your leadership and involvement in our Council and your Unit!



BOY SCOUTS OF AMERICA®
CONQUISTADOR COUNCIL

Popcorn Sale Calendar

August

District Kick off Training
Show & Sell Unit orders **8/28**

September

Show & Sell order pick up **9/8-9**
Show & Sell starts **9/9**

Take Order Sale starts **9/17**
Week 2 Show & Sell **9/18-24**
Week 3 Show & Sell **9/25- 10/1**

October

Final week for Show & Sell **10/1-7**
S& S Money, extra popcorn due **10/11**
Take Order Sales Due **10/30**
Drone Incentive, Council Incentive
Forms due **10/30**

November

Popcorn Distribution/Pick up **11/10-11**

December

Prize ordering closes **12/15**

****Prizes will not be approved until unit account is cleared and all monies turned in**

2017 Show and Sell

Product Selection



**Cheese Lovers Collection: (1) 5 oz White Cheddar Cheese Corn \$30 per case
(1) 5 oz Jalepeno Cheddar Cheese Corn
(1) 5 oz Yellow Cheddar Cheese Corn**



18 Pack Kettle Corn Microwave \$150 per case



18 Pack Unbelievable Butter Microwave \$120 per case



Premium Caramel Corn \$240 per case



Jalapeño Cheddar Cheese \$180 per case



White Cheddar Cheese \$180 per case



Classic Caramel Corn \$120 per case



30oz Popping Corn \$120 per case

Sale information

The Show & Sell campaign is the first part of our 2017 Popcorn Sale. It is designed to quickly sell a large amount of popcorn and to help raise visibility in your community to the program you have with your unit. The sale allows units to reserve a location that has high foot traffic. Ideal places to set up your sale include grocery stores, hardware stores, sporting goods stores, etc. The sale goes on for 4 weeks, but the sales are generated mostly on the weekends when families are available to sell. This campaign will begin September 9th and will run until October 11th, when all remaining popcorn and money will be due (less your commission.)

The order for each unit is due online by August 28th. Once you have received login information for the Trails End ordering website you can begin to create/update your unit account and enter ordering information. Please visit our Council website to follow ordering procedures.

www.conquistador-bsa.net, under Support - Popcorn Sale.

Popcorn will be delivered to the American Moving and Storage Warehouse in Roswell NM and will be available for pick up in your Districts starting on September 8th. Please arrange with your families enough help to pick up and transport your order. You must set an appointment time with your DE to pick up so that we can ensure your order is ready and there is room for your team to pick up your product.

Show & Sell campaign will end October 11th. On this date, all remaining popcorn and monies are due to your District Executive. Not returning any popcorn from Show and Sell can earn your unit 2% commission, so order wisely, but strive to reach your goal!

Take Order/Online Sale

Take Order Sale Information

Take Order Sale starts September 17th. This sale is designed to reach families and friends of your unit to help fund your program. Selling to your community through door to door sales, work associates, friends and family members will help extend your reach into your community and increase your sales to support your unit's program! Your unit can establish a geographic area for your Scouts to sell to avoid overlap and to increase your effectiveness. Remember to revisit your customer base from previous years for their support. Collecting funds at the time of the sale will help your Scouts stay organized and ensure that the customer follows through on the sale. Remember to never go door to door alone! Always sell with a parent and or a buddy!

Final orders are due to the Trails End online ordering system on Monday, October 30, 2017. To see full product information please visit www.scouting.trails-end.com.

Orders will be picked up at designated locations by District. Each unit must schedule a pick up time with District Executive. No order will be released without full payment (commission less) written to the Conquistador Council.

Online Sale Information

Online Sale starts in conjunction with Take Order Sale, August 28th. This sale is designed to reach out to family members and friends who are wanting to support, but do not live close to you. Online sales can be used for prize ordering for each Scout. Please visit www.scouting.trails-end.com to learn more about online sales tracking and account set up. Online sales credit for prize ordering will end October 31.

The product selection for online sales will be different than our local Take Order sale. The prices per product will also be different as they are averaged throughout the country.

Online sales commissions will be issued after the first quarter of 2018 as the Council receives commission credit from Trails End. This can be issued in the form of a check or through the Unit account that is housed at the Council Service Center.

Unit and Scout Incentives

Commission

- 30% base commission
- 2% commission bonus for attending District Kick off
- 2% for exceeding sales by 20% or more from 2016 Total Sales
- 1% for not returning product

- **35% total potential commission**

District Incentive

- Each Scout has opportunity to earn a UFO Drone.
 - o 1 ticket per scout for selling 1 item
 - o 3 Tickets per filled sheet

Council Incentive

Top Sellers Party... Saturday, December 15.

Top 20 sellers over \$1000 will be invited.

1 spin for invited Scout

1 spin for each \$500 over initial \$1000 sold

1 Spin for Council Top Seller

2017 Prize Ordering

Basic Information

- Prizes will be available based on youth sales for the Take Order and Online sales only.
- Each unit will be invited to BSA Prize Mania by the Council Popcorn Advisor to initiate account set up.
- Prizes will be approved and released under the following conditions:
 - When all popcorn is accounted for and monies are paid.
 - Prize selection does not surpass total amount of sales for Take Order and Online Sales
 - If prize selection surpasses total amount sold, the order will be rejected and the unit will be contacted by their DE and will have to reconfigure then resubmit prize order.
- Prize Ordering will end December 15th, 2016.
- Once prizes are approved, expected timeframe for delivery to Unit Popcorn Leader is 2 weeks.

Distribution Locations

Show & Sell: American Moving Warehouse – 901 East 19th, Roswell, NM.

Take Order: Rio Hondo & Sierra Blanca: American Moving Warehouse

Chisum Trail - Dowling Aquatic Base, 205 S James St. Carlsbad NM

Oil Patch - Beautiful Camp Jim Murray,

El Llano Grande - TBD

Contact Information

Rio Hondo & Sierra Blanca - Patrick Smith: 575 622 3461

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Oil Patch - Jeff Darnell - 575 749 2784

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El Llano Grande - Patrick Smith: 575 622 3461

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