

# ***2021 TROOP 726 POPCORN SALES***

## **WHY DO I NEED TO SELL POPCORN?**

There are several reasons, but the main reason is to earn money to pay for Scouting. Each Scout in the Troop that sells popcorn gets 100% of the profit from their popcorn sales to use to pay for Scouting, including dues, registration fees, books, uniforms, camping equipment, trips, etc. A side benefit is that you also earn money for our Council that is very vital to the existence of every Scouting Unit.

## **SALES GOAL**

The sales goal should be \$2500 for **FREE** Residence Camp (a \$350 value). If not going to camp, the sales goal should be \$600 to help the Troop maximize profit from Council. **Key** – Scout needs to set a goal and develop a plan to reach it. \$600 can be done in less than 6 hours door to door.

## **ORDER SHEET**

Make sheet legible and multiple sheets can be used. You will get sheets back when the popcorn comes in, so mark any customer that paid up front. The order sheet must have each column totaled. We ran into issues with us totaling and we missed something. **Order sheets not totaled** in each column **will be returned** to Scout to be totaled.

If you do a show & sell or show & deliver, put those items sold on a separate form. The sale will count toward total sales and prizes, but order form above needs to be only popcorn that needs to be ordered.

## **WHAT DO I GET FOR SELLING?**

### **From AWAC/Trails End:**

**Gift Card:** Again this year is an Amazon gift card (actually a code to enter into your Amazon account) for 500 points and up. If a Scout does a cash sale, they get 1 point for every \$1 sold. If they do a credit card sale and online sale, they get 1.5 points for every \$1 of sales. The different card amounts are listed on the sales sheet. If you don't have an Amazon account and don't want the card, the Troop or I will buy it from you. Due to this prize program, **ALL SCOUTS** selling need to set-up an account on Trails-end.com to be able to receive their prize code.

**\$2500 or more:** Free Residence Camp for 2021! This is a \$350 value.

### **From Troop 726:**

Each Scout selling gets @ 30% of their total sales into their unit account and 35% for online sales. So Scouts that reach the \$750 level get @ \$225 in their unit account and those that get Free Camp get at least \$750 in their account. Therefore, those getting free camp are getting an equivalent benefit of over \$1100!

## **TOOLS FOR SELLING:**

**APP for Sales on a Smart Phone** – Trails End has rolled out an app that Scouts can download onto their phone and take orders with. With this App, we are also capable of taking credit cards for sales either by typing in the credit card information or using a Square reader. The Troop was given Square readers from Trails End, so if you don't have your own, you can check out one of ours to use. To get

the App, text the word **APP** to **62771** and the link will be sent to your phone. Those needing help with the App see Scott Fox for more information.

## **WAYS TO SELL**

**Take Order** – The traditional method of taking order and then delivering at a later date.

**Show & Sell / Show & Deliver** - We will have product to check out from so that you can do either type of sales and deliver the popcorn right away and collect the money right away. If interested, see Scott Fox.

**Online Sales** - This is a 4<sup>th</sup> way to sell product, especially to family and friends out of town. You get 35% profit from an online sale versus the @30%. The person ordering pays online and the product is delivered directly to them. The product choice is also different for those who order online. Each Scout needs to set-up an online account at [www.Trails-end.com](http://www.Trails-end.com) and from there you can send an email or post a Facebook post. Instructions are online as well as the brochure that is with the order form. If you need help setting up an account, see Scott Fox. Make sure you tie your account during the set-up process to Troop 726 and zip code 46555. New this year is the ability to have your customer order products online from your app right away. This is called Direct Online on the App.

**Collect the money at the time of order this year!** In the past, we have allowed the Scouts to take the order with or without payment. This year, we must pay for the popcorn at the time we get it in November. Therefore, we need money turned in with the orders by the deadline below!

**Credit card payments!** One way to get your money up front is to get a credit card payment. There are no extra fees to the buyer nor the Troop as Trails End is picking up the transaction fees. New this year is that parents can choose to take the cash collected, deposit in their own bank account, and go into the app and pay for what they collected with a debit or credit card. The Scout gets extra sales points towards the Amazon gift card (1.5 points per \$1 sold) and the parents don't need to hold onto the cash.

## **DATES TO REMEMBER**

**Now** – Show & Sell, Show & Deliver popcorn will be available to check out.

**October 19** – Turn in Show & Sell left over popcorn and any orders with money.

**October 20** – Absolute last day to turn in orders with money.

**November 12** – ALL popcorn money must be turned in!

**November 12** - Popcorn pick-up Night 7:00-8:00 pm at North Webster United Methodist Church. If you ordered popcorn, **YOU MUST BE THERE OR MAKE ARRANGEMENTS.**

**Scott Fox – Troop Popcorn Kernel**

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Go to [www.nwtroop726.com](http://www.nwtroop726.com) for fillable order forms and more information. Also on [www.trails-end.com](http://www.trails-end.com) there are selling tutorials to help sell.