

# What's Popping!

## Your Guide to the 2020 Popcorn & Peanuts Program

### Why participate in the Program

#### 1. Simple to Run & Minimal Risk

A turn-key program, with no up-front money required. Units receive Council and District support throughout the sale and beyond. Units can return up to 10% of product, reducing the risk of being "stuck" with popcorn.

2. Participating in the Popcorn & Peanuts Program can provide advancement opportunities and learn valuable skills.

There are requirements in at least 13 Merit Badges that can be completed through the Popcorn Program. For example, Eagle-required badges like Personal Management and Communication have requirements that can use the sale as well as Public Speaking. The Salesmanship Merit Badge can be completed using the Popcorn Program. For example #5a: "Help your unit raise funds through sales of merchandise or of tickets to a Scout event." Or #3: Write and present a sales plan for a product or service and a sales territory assigned by your counselor. American Business Merit Badge requirement #5: "Run a small business involving a product or service for at least three months. First find out the need for it. ... Keep records showing the costs, income, and profit or loss."

#### 3. Earn Money for College

Once entered into the Trail's End Scholarship program\*, a Scout can continue to earn 6% of his Popcorn Sales every year they sell. The more they sell, the more they'll have for college. (\*Sell 2,500+ in one year to be enrolled)

4. No upfront costs and commission incentive to try the sale.

Units can order product up front and through their District Popcorn Rep or Executive develop a sales strategy to include Storefront sales, Wagon Sales, Take Order Sales, and Online Sales. Payment on product sold is due in December at the completion of the program.

### Keys for 2020

- 27% Base Commission for all units selling Units can earn additional percentages.  
6% Attend a Kick-off  
2% Pay Unit's invoice Before December 4<sup>th</sup>  
2% Opt out of prizes
- Units can return up to 10% of product ordered on the August Show and Sell order. Return deadline October 23<sup>rd</sup>.

### Bonus Incentives

Fill A Sheet weekly Drawings: All Scouts who fill a sheet are eligible to win. Scouts must submit a copy of their filled sheet to the Virginia Head Waters Council office by faxing 540-943-6676, dropping off, or emailing [Robert.Guers@scouting.org](mailto:Robert.Guers@scouting.org) and their unit leader. Drawings will take place on Monday mornings from September 7<sup>th</sup>-October 12<sup>th</sup> and winners will be publicized in weekly E-Kernel. Scouts can earn additional entries by filling up more order forms with sales. Entries stay in the drawings each week unless they are pulled as the winner.

#### \$650 Bonus Sales Level

Each Scout that Sells \$650 or more in Show and Sell, Wagon Sales, Take Order will receive a \$25 gift card.

#### \$1,500 Bonus Sales Level

Each Scout that sells \$1,500 or more in Show and Sell, Wagon Sales, Take Order will receive a \$100 gift card.

These prizes will be available at the Scout office for immediate recognition and will not be ordered with the traditional prize order. Scouts/Families/Unit Leaders will be allowed to pick up these prizes as soon as the Scout hits the Bonus Sales Level. Prizes must be picked up by December 18<sup>th</sup>. Unit Leaders and or parents must show proof of sales by sending in copy of order form and sign for prizes (excludes online sales)

# 2020 Popcorn and Peanuts Program Virtual Kick-off

June 15<sup>th</sup> at 7:00PM

Meeting will be held via Zoom

An email with the link will be sent to Kernels before the meeting.

## Key Dates

August 1<sup>st</sup> Show and Sell orders due

August 15<sup>th</sup> Product Distribution

October 23<sup>rd</sup> Deadline for returns

October 30<sup>th</sup> Take orders and prize orders due online

November 14<sup>th</sup> Product Distribution

December 3<sup>rd</sup> Payments Due

## Contact Information

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