

THREE FIRES COUNCIL KERNEL GUIDE



2017



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**Prepared.
For Life.®**

Resources available at www.threefirescouncil.org
Contact us at: tfcpopcorn@scouting.org

Each of the above
Parent Agreement
(Consignment Receipt)
Unit Time Table for Parents
(Fill in, copy, and hand out)

These forms need to be filled out and turned in at Super Saturday on November 4th.

- Scholarship Form
- Prize Order Form (If not completed online)
- Den/Patrol Checklist
- Popcorn Settlement Form (Excel version with formulas)
- \$1,100 Sellers Form



2016 KERNEL CONTACT

Council Kernel

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2017 POPCORN TIMETABLE

COUNCIL POPCORN KICK-OFF	AUGUST 19
DISTRICT ALTERNATE TRAINING MEETINGS	AUGUST 21-31
PRE-ORDER DEADLINE	AUGUST 30
POPCORN SALE STARTS	SEPTEMBER 1
PRE-ORDER HOME DELIVERY	SEPTEMBER 13-15
KISHWAUKEE DISTRIBUTION	SEPTEMBER 15
PRE-ORDER DISTRIBUTION	SEPTEMBER 16
BONUS ORDERS DUE	SEPTEMBER 28
BONUS DISTRIBUTION	OCTOBER 7
PRODUCT TRANSFER DEADLINE	OCTOBER 29
SUPER SATURDAY	NOVEMBER 4
7:00 a.m.-8:30 a.m. Units returning product only	
8:30 a.m.-12:00 p.m. Units returning & picking up product	
1:00 p.m.-3:00 p.m. Units dropping off take-order forms or picking up product	
Due at Super Saturday: Pre-order payments & returns, final orders & payments, and prize order forms	
 <i>Be ready to pick up part of your order. No returns accepted after 3:00 p.m.</i>	
FINAL ORDER HOME DELIVERY	NOVEMBER 16-17
KISHWAUKEE DISTRIBUTION	NOVEMBER 17
FINAL ORDER DISTRIBUTION	NOVEMBER 18
FINAL PAYMENT PROCESSED	DECEMBER 6
PRIZE DELIVERY	DECEMBER 2017

Questions: Contact your District Kernel or the Popcorn Team (tfcpopcorn@scouting.org)



UNIT POPCORN KERNEL RESPONSIBILITIES

- Plan your Popcorn Sale
- Work with unit leaders to develop a unit sales goal. Divide that goal into a “per-Scout” goal. Explain this year’s program to your unit committee and parents highlighting any changes. With the committee’s assistance, set Neighborhood Blitz Days, plan unit sales activities including door-to-door and online sales, place your pre-order, set up an exciting, fun unit kick-off, and plan your unit incentives. Organize your unit’s Ideal Year of Scouting Planning Program.
- Review sales planning materials to assist you with your unit’s sale. Decide when orders, money, and prize forms will be due to you.
- Prepare handouts for unit kick-off meeting for both Leaders and Scouts. Handouts include:
 - Timeline showing sale dates, date orders are due, time and place for pick up. ([Use Unit Timetable for Parents on our website.](#))
 - Unit Goal and per-boy sales goal
 - Den/Patrol Kernel Checklist to record Scout’s sales and prizes
 - Family guide (Order Forms)
 - Money envelope given with popcorn
- Sign up an adult for each den/patrol to be the Den/Patrol Kernel. They can help collect order forms & prize requests, fill out the Den/Patrol Checklist, and assist you in other ways making your job much easier.
- Check the online sales report in your account to monitor online sales of your scouts and to determine online sales amount to be included in each scout’s total sales.
- **Hold the best unit kick-off ever!**
- Discuss sales techniques, money collection, safety guidelines and register scouts for an online sales account.
- Have fun and get your Scouts excited and inform parents why this sale is important to your unit’s success!

As the Unit Popcorn Kernel, you have an important responsibility:

The annual popcorn Sale is the largest fundraiser the Council holds. The success of this fundraising campaign will determine the quality of the program your Scouts will receive during the next year.

It will also determine whether or not another fundraiser will be necessary. Your job, however, doesn’t need to be difficult. Many hands make light work. Involve everyone in some capacity.

Have fun!

- You may want to utilize tools from the sales planning materials.
- Collect and total orders from den/patrol leaders on designated unit order due date.
- Oversee product pick-up at delivery location (s).
- Arrange two-deep parental supervision at “high traffic” and “blitz day” activities so Scouts do not make errors.
- Encourage Scouts to join the \$650 Club to receive a bonus prize. \$650 Club prizes will be mailed with unit prizes at the end of the sale.
- Distribute popcorn and money envelopes to Scouts. Remind Scouts of money due dates. Make sure checks are payable to the unit itself.
- Collect orders and tally money by unit money due date.
- Issue unit checks payable to the Three Fires Council by the due dates.
- Prepare for Super Saturday
 - Collect and recheck the Den/Patrol Checklist.
 - Complete the Popcorn Settlement Form, \$1,100 Sellers List, Scholarship Forms.
 - Enter Prize Order online (see instructions, page 9).
 - Attend Super Saturday to turn everything in, return any leftover product, and pay for your popcorn.
- Check prizes immediately upon receiving. Work with unit leader to distribute prizes earned by Scouts at your December meeting. Immediate recognition is important to Scouts. **MAKE IT FUN!**
- Help recruit and train an assistant to replace you when you step down. Pass on ways to improve next year’s sale to your District Popcorn Kernel.



UNIT KERNEL CHECKLIST

- Plan the Sale with your Unit Committee.
- Set a unit sales goal and per-boy sales goal.
- Determine your Pre-Order.
- Sign up parents to help.
- Schedule Neighborhood Blitz Days.
- Communicate important dates to parents and Scouts.
- Submit Pre-Order online by August 31st.
- Email or fax Home Delivery form to the Council office by August 31st. and confirm with the Council.
- Regularly check your online sales of your Scouts through your account and encourage Scouts to start an online sales account.
- Hold an exciting, fun unit kick-off.
- Encourage Scouts to join the \$650 Club.
- Communicate with Den/Patrol kernels, parents, and Scouts throughout the sale to ensure Scouts have all the necessary tools to reach their goals.
- Collect Den/Patrol Checklist and Scouts' order forms from the Den/Patrol Kernels. Recheck the figures.
- Calculate the figures for your sale using the Popcorn Settlement Form. This form is available online in Excel, and will do all of the totaling for you.
- Have another adult or two recheck all your figures.
- Fill out all forms that are due at Super Saturday.
- Enter your prize order with our prize company online (instructions on page 9).
- Call your unit's treasurer and secure the two checks you will need for Super Saturday.
- Attend Super Saturday and return extra product, turn in forms and payments, and pick up any available product to partially fill your Final Order.
- Pick up the remainder of your final order at the Final Distribution. Return the order forms to the Scouts along with the product to deliver.
- Supervise the collection of money from the Scouts.
- Submit money to your unit's treasurer ASAP.
- Payment checks will be processed December 7th. Have money collected and in your unit's bank account by that date.

Prizes will be mailed directly to you. Check the packing slip against your copy of the prize order you placed. Any discrepancies must be reported to the prize company immediately.

You must pay for the first portion of your sale with one check dated November 5th.

The final payment of your sale must also be given on Super Saturday. Please bring a second check dated December 7th for the balance due. These final checks will be kept in the Council's safe and will not be deposited until Dec. 7th.

Prizes will not be sent until both payments are received. The checks should be made out to Three Fires Council.

If you made all your payments on Super Saturday and your prize order was entered online, you should have your prizes in early December. If you don't put your prize order online, fill out the prize order form (from our website) and turn it in at Super Saturday, November 5th and we will enter the order for you.

Please check out the new prize offerings this year, and make sure your Scouts see them.



DEN/PATROL KERNEL RESPONSIBILITIES

Many hands
make light work!

As the Den/Patrol Adult Popcorn Kernel,
you have an important responsibility:
To motivate the boys in your den/patrol
and keep an accurate record of their successes.

You make
a difference!

Your duties call for you to:

- ◆ Help the Unit Kernel distribute materials to your boys and keep them supplied with additional forms as needed.
- ◆ Provide lots of encouragement. Promote the sharing of their success stories with you and the rest of their den/patrol.
- ◆ Register for a leader online sales account to monitor your Scouts' online sales progress.
- ◆ Encourage your Scouts to reach the special incentive levels. If they sell \$250, they qualify for a free sundae from Colonial Ice Cream. If they sell \$650, they are additionally awarded the special \$650 Club prize. There is also a Bonus Gift Card for Scouts who sell \$1,500. Look for additional Council and unit prizes!
- ◆ Collect the Scouts' order forms and prize requests by the due date set by your unit.
- ◆ Complete the Den/Patrol Checklist. Double-check it for accuracy and turn it in to the Unit Kernel on their due date with their order forms.
- ◆ Collect the money due from your Scouts and turn it in to the Unit Kernel on the due date.
- ◆ Help the Unit Kernel with inventory.
- ◆ Help the Unit Kernel as needed.



RESOURCES

Popcorn Website

SCOUTING.TRAILS-END.COM

A.K.A The “Popcorn System”

This site is used by Kernels to Pre-Order popcorn, order prizes, and track Council adjustments (returned, picked up, and transferred popcorn) for their unit.

Login info:

Username and password are the same as last year. If you don't remember your password, there is a recovery link to help.

New this year the site is used by Kernels to track online sales by Scouts in their unit. Popcorn orders from friends and family who buy popcorn online show here.

Here are a few items that can help you with the online system:

- Reference Guide for Unit Leaders
- Unit Check list
- Trails End.com Training Videos

This year, you can also order prizes via the popcorn system! Simply click the “Prizes” link at the top header, and follow the directions on Page 9.

In the Online Sales System

A Leader account and a Scout account cannot have the same email address, so if the Kernel is the parent of a Scout in the unit, the Scout and the Kernel must have different email addresses.



REFERENCE

Pre-Order

Your first popcorn order. This should cover all popcorn to be sold in Show-N-Sell/Table Sales and Show and Deliver sales.

This order is due on **Aug. 31st.** and is only available in cases.

Show & Sell : Table Sales

The unit sets up a table in front of a store and sells directly to the public with popcorn in hand.

Typically, each Scout is asked to help sell at the site for a set amount of time. You will need to make arrangements with the store well in advance of your desired sale date.

The national average is \$20 per Scout per hour using this method. This is a good method for reaching a broad base of customers, but not the most efficient for maximizing your sales and time.

Show & Deliver

Door-to-door sales with popcorn in-hand. The advantage of this method over take order sales is that Scouts only have to go selling once instead of having to go back and deliver the popcorn.

The national average is \$100 per Scout per hour using this method. This method is extremely effective on time and maximizing sales in your neighborhoods.

Bonus Order

8 An additional popcorn order.

This order is due on **Oct. 1st,** and is only available in cases.

Take Order

Door-to-door sales taking popcorn orders from customers and delivering the popcorn before Thanksgiving.

The national average is \$100 per Scout per hour using this method. This is a very effective and time-efficient method that should be used by all.

Online Sales

Sell popcorn online to friends and family across the country.

The average amount of popcorn sold using this method is \$103.12 per Scout. This method should be used in conjunction with other methods by all Scouts. (Online sales from Aug. 1-Nov. 7 count toward Popcorn Sale totals and prizes) It only takes 5 minutes to set up a Scout account and send out an email blast to friends and family, and can boost a Scout's total sales.

Neighborhood Blitz Day

The unit takes one day (usually a Saturday) to cover the entire neighborhood or community.

Some units will plan a party or other activities for the Scouts to enjoy to increase enthusiasm. Make table sale.”

District Kernel

Your District's popcorn leader. This member of the Popcorn Team is your contact person for your unit's popcorn sale.

Super Saturday

A large distribution on November 5th. Pre-Order payments and returns, Final orders and payments, and paperwork are due. Some product is available for pickup. Prize orders must be submitted online by this day.

Final Order

Your last popcorn Order. This should cover all popcorn sold that was not delivered/ distributed.

Final Distribution

2 weeks after Super Saturday, this is the last pick up/delivery of popcorn.

\$650 Club

Scouts who sell \$650 or more in popcorn receive the \$650 prize!

\$1,100 Sellers

Scouts who sell \$1,100 or more in popcorn are eligible to go to one of our \$1,100 Sellers events :

- Monster Jam,
- Wolves Hockey game
- A Movie Premier



REFERENCE

Home Delivery

DEMAR Logistics, Inc. will deliver your popcorn pre-order and final order directly to an address of your choice for \$230 per delivery.

Delivery will take place September 13-16.

DeMar Logistics will contact the Unit Kernel with delivery dates and either morning or afternoon times.

If your unit is opting for home delivery, send the 'Pre-order and Home Delivery Request' form (page 11) to the Popcorn Team. Payment for both deliveries is due on Super Saturday with your popcorn payments.

This MUST be to the Council on Aug. 31st by 5 PM for the pre-order, and must be turned in at Super Saturday for your final order. Without this form, we cannot guarantee your unit will receive home delivery.

Please contact the Popcorn Team to confirm receipt of your form.

You will receive a confirmation number.

Prizes

We are working with the same great prize company this year! To order prizes online, follow these steps: Click on the Prize Ordering link. At the top of this page, click Quick Order (some of you may have been linked directly to this page). Review District, unit type and number, total sales, and number of Scouts selling. Make changes if necessary. Enter the quantity of each prize needed. Click "Next" at the bottom left. Enter your shipping address (use "Address 2" to input your mailing address if different than your shipping address).

Click "Continue". Review addresses. If correct, click "Continue". If not, go back and make corrections. Review your order and print for your records. Click "Confirm". Your order is placed! You will receive a confirmation email. At this stage it is pending Council authorization, and may still be edited. Once authorized, you will be notified via email and the

order will be sent to processing. The order can no longer be adjusted. When your order is shipped, you will receive an email notification.

Home Delivery
We ask all of our units to remember that this is a community service project for DeMar Logistics, Inc. The delivery department normally moves household and office goods, and the true cost of delivery is much greater than the charge. We ask your unit to show its gratitude when your driver arrives, as DeMar Logistics is providing a great service for our Council in delivering over 20,000 cases of popcorn to 51 communities in 4 days.

Trail's End Scholarship Program

This program encourages the youth participating in the Boy Scouts of America and the Trail's End Popcorn Sale to reach their full potential.

To enroll as a participating Scout, an applicant must: (A) be a registered member of the Boy Scouts of America; and (B) have

sold a minimum of two thousand five hundred dollars (\$2,500.00) in retail sales for a given sale period. There is no minimum sale necessary after the initial year to add to the scholarship.

Ideal Year of Scouting

This is the program where a unit, with the help of its Scouts, plans the activities for the entire year, determines the amount of income needed to achieve that plan, and then organizes its popcorn sale as a means to reach that goal.

Units will use this to motivate parents and Scouts to have a good sale to cover all of the expenses so they do not have to have multiple fundraisers, or ask the families for money throughout the year.



REFERENCE

Product and Money Handling

Popcorn Pick-up

If you choose to pick-up your popcorn, you need to bring vehicle (s) large enough to hold all of the popcorn and at least two strong people (one to stay with the vehicle and one to enter the building to recount and sign for the product). The product will be presorted for you but you will need to load it into your vehicle. With limited space at the distribution points, orders will be packed in the order of the pick-up appointment times. Please arrive at your given time. Arriving too early or too late will create problems for all and will result in a longer wait for you.

Money Collection

While selling popcorn:
Do not collect money until the popcorn is delivered to the customer.
Do not leave popcorn with a customer until it is paid for.
Do not carry large amounts of cash while delivering popcorn.
Scouts are to count aloud when giving change, and should take their time.
Customer checks should be made payable to your unit.

Money Collection

Throughout your sale:
Set a deadline well before your payment to Council is due (Nov. 4th).
The Popcorn Parent Agreement form (available online) is a very useful tool when distributing the popcorn and collecting money from Scouts.
Record each Scout's payment to you on your copy of the Den/Patrol Checklist.
Payment for your total sale is due on Super Saturday (Nov. 4th).
The payment for the Pre-Order portion of your sale will be paid by one check made payable to Three Fires Council, BSA and dated November 4th.
The Final Payment, for the remainder of your sale (final order, transfers, delivery, etc.), must also be made on Super Saturday with a separate check dated Dec. 7th.
This check will be held in the Council safe until we deposit it on December 7th.
Make sure the money collected is deposited to your unit's bank account immediately, so that the funds will be available when the Council deposits your checks.

Product Transfer between Units

If a unit wishes to transfer popcorn to another unit, they must follow these guidelines and submit a completed product transfer receipt to the Council. This form is designed to accurately show what was transferred, so the council can make adjustments which accurately reflect each unit's total sale. (this way one unit doesn't pay for popcorn that was transferred to another).

Only full cases of product may be traded or transferred.

All transfers must be approved by your District Kernel who will complete the product transfer receipt, and see that each unit kernel provides a signature, as the District Kernel will. A copy of the receipt will be given to each unit kernel and the Council. The deadline for transfers is **October 30th**. All completed product transfer receipts must be turned in by this date.

Thank you!



PRE-ORDER AND HOME DELIVERY REQUEST

This form **MUST**
be to the Council by
August 31st
to receive
Pre-order and
home delivery.

District: _____ Unit #: _____

Pack Troop Crew Team

Date: _____

Kernel Name: _____

Pages: _____

(if different from delivery name)

Confirmation #: _____

Delivery Name: _____

Special Instruction/Delivery Notes:

Delivery Site & Address: _____

Delivery Site Phone: _____

*Delivery Email: _____

**Delivery notifications will be sent from DeMar Logistics to this email.*

Pre-Order *Check all that apply*

- We are unable to place the attached pre-order online. Please enter it for us.
- I will contact the Popcorn Team to confirm the Council's receipt of this order and get a confirmation number.
- I understand that our popcorn order and this form are **due August 31st**.

Home Delivery *Check all that apply*

- We are opting to receive our Pre-Order via Home Delivery from DeMar Logistics.
- We understand that this order must be in full cases.
- I will contact the Popcorn Team to confirm the Council's receipt of this order and get a confirmation number.

No more than 2 units may combine for 1 delivery location.

- I understand that DeMar Logistics will email me in advance regarding product delivery dates and the approx. time of my delivery.
- I understand that my unit will be charged a \$230 fee for this delivery, and that will be due with our final payment on Super Saturday, November 4th.