

UNIT LEADER'S GUIDE TO THE 2020 FALL PRODUCT SALE

Tuscarora Council, BSA



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2020 Fall Product Sale Calendar

Sale Starts, Product Sale Kickoff Meeting: August 1st

Show and Sell Orders due: August 5th

Show and Sell Distribution: September 3rd

First date for ordering prizes: October 12th

Sale end date: October 19th

All Product Orders Due: October 20th

Product Delivery and Sorting/Distribution Starts: November 19th

Product Distribution Ends: November 20th

All Product money due to council: November 25th; ***base commission drops to 20% if payments are received after this date, no exceptions***

All Prize Orders Due, including Fill-It-Up Patches: November 25th

Sales Methods and Techniques

1. Show and Sell Orders: Selling in front of storefronts

The Tuscarora Council has suspended scheduling of storefront sales for 2020 due to COVID-19. This is an unfortunate decision that we did not want to make, but all stores that we normally contact for storefront sales have either neglected to confirm the availability of dates or have suspended all storefront sales until further notice. These stores include:

- Lowe's Foods – all storefront sales suspended by corporate offices until further notice.
- Harris Teeter – all storefront sales suspended by corporate offices until further notice.
- Wal-Mart – Individual store managers can make decisions regarding storefront sales but have not yet responded to requests made by the council.
- Food Lion – Storefront dates have been requested by the council but have not yet been confirmed.

While the Council is not providing the scheduling of corporate stores for the 2020 Fall Product Sale, your units can still schedule your own storefront sales with locally owned businesses so long as the following guidelines are met:

- Any storefront sales must be locally-owned or franchised – no corporate chain stores (Food Lion, Wal-Mart, etc.) are permitted to be scheduled by the unit.
- The appropriate storefront sales form (included in this packet) must be completed and submitted to Stefan Spruill at Stefan.Spruill@scouting.org no later than 48 hours before the scheduled storefront sale is to begin.
- Your Chartered Organization's Executive Officer **and** Chartered Organization Representative have agreed to allow the unit to participate in Storefront sales.
- All state mandates, guidelines, and laws **must be followed without exception.** This includes social distancing guidelines, mask requirements, etc.

Show and Sell can be a great opportunity for Scouts and Scouting alike; youth are able to practice in-person sales, raise money for their units, spend quality time with one another and raise general awareness for Scouting in our communities. Scouts give their sales pitch and ask the customers to support their program. For all these reasons and more, the loss of our storefront sales is no small thing – ***we will need to work together to create creative solutions for our 2020 Product Sale.***

2. Take Orders

This method involves taking the order form to places such as work, school, church, or through the neighborhood to ask if family and friends would like to place an order. Money should be collected at the time the order is placed. Forms should be filled out as completely as possible, so that the Scout (and the unit) know where to deliver the product when it arrives. Be sure to tell your customers when they can expect their product to arrive; check the Product Sale Schedule for distribution dates and be sure to allow yourself time to sort and deliver (*Note: chocolate and candy peanut products will be available for our November 19th Distribution; they will not be available beforehand*). Once all Scouts have turned in their Take Order Forms, the Unit Product Sale Administrator will calculate all the Scout's orders and place a unit order for popcorn (using the online Trail's End system), and a unit order for peanuts (to be sent to the council office at stefan.spruill@scouting.org). We recommend keeping copies of all take order forms for your records.

Notes: Parents/Guardians **may** take a Scout's order forms to their place of work, worship, etc. if policies allow them to do so. Scouts **are not allowed** to do door-to-door sales on military bases. Order forms **are not allowed** to be placed at military bases.

3. Online Sales

Online sales involve a combination of email and social media to sell to people that are not local or may simply prefer to buy online. Scouts can set up accounts for online **popcorn** sales at www.trails-end.com and at www.whitleysfundraising.com. After a Scout has created an account, they will be assigned an ID Number. Online sales can be placed using the Scout's ID Number, and they (along with their unit) will receive credit for the sale. Scouts can send emails and messages to family and friends across the country (or even the world!) to support their Scouting experience.

The online sales option provides Scouts with multiple features to help increase your sales, such as:

- Address Book: Scouts can add or import contacts to keep track of their customers
- Scout Link: Each Scout has a unique link to directly connect customers with their ID Number. This link can be used to share across text, email and various social media platforms.
- Customizable Email Template: Scouts can add a personal touch to emails they send out to customers.
- Sale Notification: Scouts, Leaders and Units can choose to receive notifications after a sale has been made using a Scouts ID Number.

- More resources: Check out the “**Tool Kit**” and “**Training**” tabs in the online sales tool for additional resources to help grow your sale, such as: banners, posters, door hangers, updated training videos and more!

4. Take Order Digital App

With the use of the Trail’s End Take Order Digital App, you never have to worry about losing a sale because a person isn’t carrying cash; accept credit and debit cards from Apple, Android or Windows device, all while tracking your sales in real time.

Orders are automatically entered in to the Popcorn System, while demand is created for Scout order that are marked “Not Delivered”.

Safe and Secure, the online app is Encrypted and PCI Compliant.

5. Military Sales

Military Sales are exactly what they sound like; selling popcorn to give to our military service members. Scouts can take an order form and sell popcorn to give to the men and women of our armed forces overseas and around the world. All money collected for Military Sales are a tax-deductible donation. No popcorn exchanges hands with our units but are instead directly shipped to our military service members.

All Military Sales benefit airmen at the Seymour Johnson Air Force Base, and it’s members abroad.

Remember that units cannot directly solicit funds for themselves, as they lack the appropriate licenses. Donation buckets should **always** be labeled as military donations and should always be submitted to the council as such.

Note about Product Sale Prizes and Commissions

Scouts and Units participating in the 2020 Product Sale have two product lines that they can sell; Trail’s End Popcorn and Whitley’s Peanuts. Although these are two separate companies, we want to make things easy for you.

All Commissions and all Prize qualifications will be based on total sales for **both** product lines; no complicated math, no decisions on which product is better to sell, and no headache. Any scout selling any amount of either product will qualify for prizes (and qualify their units for commissions) based on the total amount of sales. Period.

All Product Sales have the same goal: to support Scouting.

Show and Sell Guidelines and Tips

If your unit schedules its own storefront sales following the appropriate procedures, please keep the following in mind:

- Any storefront sales must be locally-owned or franchised – no corporate chain stores (Food Lion, Wal-Mart, etc.) are permitted to be scheduled by the unit.
- The appropriate storefront sales form (included in this packet) must be completed and submitted to Stefan Spruill at Stefan.Spruill@scouting.org no later than 48 hours before the scheduled storefront sale is to begin.
- Your Chartered Organization’s Executive Officer **and** Chartered Organization Representative have agreed to allow the unit to participate in Storefront sales.
- All state mandates, guidelines, and laws **must be followed without exception**. This includes social distancing guidelines, mask requirements, etc.
- Both Trail’s End Popcorn and Whitley’s Peanut products are available for Show and Sell booths, except for chocolate products.
- All Scouts and Leaders should, when able, wear their “Class A” uniform, and wear it properly, for all Show and Sell booths.
- Bring a table large enough to display your product and unit insignia, but not so large as to cause issues at your location. Card Tables usually work very well.
 - *Note: Show and Sell kits are available for checkout from our council office. Please contact Stefan Spruill at Stefan.Spruill@scouting.org if you would like use of one of these kits. Kits contain table cover and “Support Scouting” banner.*
- Include a Military Donations bucket on your table! Many people won’t buy product but would love to donate to the military!
- At least two adults must always be present. Always follow Youth Protection guidelines.
- Be ready and able to make a change in your plans for your Show and Sell. Your set up location, time allotted, and much more is up to the discretion of the location’s management.
- Being allowed to conduct a Show and Sell is a privilege, not a right. Please respect the decisions of all location’s management, as well as any other organizations (or units) that may be present at the same time as you.
- Bring a poster or sign with all your product offerings; people are more likely to buy what they can see.
- Scouts should always be ready (and willing!) to address a potential customer. Scouts should stand throughout the sale period; scouts who sit, play around, and generally ignore their audience in favor of other things sell less.
- Make eye contact with your customers, open doors, and be courteous! Ask people if they would like to “Buy some delicious popcorn or peanuts”, “Support Scouting”, or something similar. People won’t say “Yes!” if you don’t ask!
- Remove all empty boxes and any other trash you may have as you leave!

Additional Product Pickup

- During the Show and Sell period, requests for additional product can be placed **at any time**. Once the product is available, you will be given a pickup time. We will do our very best to get the product to you quickly, but keep in mind that COVID-19 has slowed down the production and delivery of some products.
- Orders must be submitted using the *Additional Product Order Form*. Submit forms via email to Stefan Spruill at stefan.spruill@scouting.org
- All Take Orders are due by October 20, 2020.
 - It is recommended to use your own order and money deadlines with plenty of time to accommodate lateness. Setting a deadline for orders at October 17th, for example, gives you an extra couple of days to collect forms before the hard deadline set by the council.
 - Orders not submitted by October 20th cannot be guaranteed, requiring your unit to either *a)* issue refunds to those that ordered product from your scouts, or *b)* pay an additional shipping cost to receive your product later.
- All ordering for Show and Sell must be done in cases.
- Ordering for Take Orders are by individual bags.

2020 Product Sale Incentives

1. Unit Commission

All units participating in the 2020 product sale will receive a base commission of 30%; this applies to both traditional and online sales. Units can earn up to an additional 6% based on the following:

- **+1%:** Have at least 1 leader for your unit attend a scheduled District Kickoff, plus complete and submit the 2020 Unit Commitment Card.
- **+1%:** Hold a Unit-level Product Sale Kickoff (in-person if able, virtually if not) and send a picture/video to me! You can submitted these to Stefan Spruill at stefan.spruill@scouting.org with the subject line “Product Sale Kickoff Photos”, or similar. *Ensure that I reply to you, so that you know I have given your unit credit!*
- **+1%:** Post photos/video to social media (Facebook, Twitter, etc.) of either *a)* a Show and Sell location you’re running, *b)* a link to your unit’s online sales resource for Trail’s End and/or Whitley’s Peanuts, or *c)* your scouts making a door-to-door sale. You can send photos of said post to Stefan Spruill at stefan.spruill@scouting.org with the subject line “Product Sale Kickoff Post”, or similar.
- **+1%:** Increase your Unit’s total sales by 5% or more (when compared to 2019).
- **+1%:** Increase your Unit’s total **online** sales by 15% or more (when compared to 2019).

- **+1%:** Each scout in your unit lists at least 1 military donation (as indicated by the *Final Unit Totals* sheet submitted at the end of the sale)
- **Total Commission w/o Prize Opt-Out: 36%**
- **Total Commission w/ Prize Opt-Out (does not include Scout Rewards): 39%**

All Popcorn Money is due on or before November 25, 2020.

Base Commission will drop to 20% (plus any additional earned from above criteria) for units that submit their money after the November 25th date.

2. Prize Program

The Prize Program this year consists of 14 levels. At level 1, Scouts can earn a patch for simply selling 1 item. Level 2 starts at \$115. Prizes are earned all the way through level 14, where Scouts can win a Nintendo Switch, or a Platinum Camping Bundle!

At \$650, a “Bonus” prize is automatically earned; a \$20 Gift card to use at our Scout Shop!

Unit’s that do not wish to participate in the prize program may opt out.

Unit’s that opt out will earn an additional 3% commission for their unit (allowing for a maximum commission of 39%).

See the Full Prize Brochure for details on available prizes and prize levels.

Scout Rewards is a new prize option that units have using their new app will have access to, providing scouts with Amazon gift cards.

3. Trail’s End Scholarship

Trail’s End offers college scholarships for Scouts that sell at the \$2,500 level. Once a scout has sold \$2,500+, 6% of the Scout’s total sales (until they are 18 years old) will be placed in an interest-earning account with Trails’ End. See the attached scholarship page for complete instructions.

4. “Fill It Up” Patch

Scouts that completely fill out a Take Order Form can earn a Fill It Up Patch, if they are completed **and submitted** by November 25, 2020.

Take Order Forms must be completely and correctly filled out to qualify. When filling a Take Order Form for a Fill-It-Up patch, remember:

- One Line **per customer**
- Donations can only be listed in the form of Military Sales; \$30 and \$50 increments
- Name and address must be filled out completely for each sale (if an item was sold at a Show and Sell, it can be counted by writing “Show and Sell” in the address line)

- The “Total” box must be filled on the Take Order Form.
- The forms submitted must have a total of 30 completed and unique sales.

When you submit your prize order, please attach a copy of the Take Order form for each Scout earning the Fill It Up patch; we must have copies submitted for year-end auditing.

Here’s to an amazing Fall Product Sale! If you have any questions or concerns, please contact your District Show and Sell Administrator first. They are here to help and be a direct point of contact for the needs specific to your district and unit. Let’s help each other and make this product sale one to remember!

Warehouse Delivery Locations

Show and Sell Product Delivery – September 3rd

Location TBD – Look for future communication

Coharie District Warehouse Location – November 19th

Location TBD – Look for future communication

Neusiok District Warehouse Location – November 19th

Location TBD – Look for future communication

Torhunta District Warehouse Location – November 19th

Location TBD – Look for future communication

Anyone that would like to be helpful during these distribution dates and times can contact Stefan Spruill at Stefan.Spruill@scouting.org to sign up to help.

*Product will not be available for distribution until all sorting is done; please **do not** arrive before that time. We will send out an email when product is ready for pickup; anyone arriving before that time will have to wait until we are ready.*