

TUSCARORA COUNCIL  
2021 FALL PRODUCT SALE

Tuscarora Council, BSA



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Goldsboro, NC 27530

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[www.bsanc.org](http://www.bsanc.org)



**FALL P<sup>OP</sup>PCORN  
SALE**



**WHITLEY'S**  
ESTD 1986  
— PEANUT FACTORY —



Tuscarora Council, BSA  
2021 Fall Product Sale Event Dates

Sale Starts: Council Product Sale Kickoff / Meeting: Monday, August 2<sup>nd</sup>

Show and Sell Orders due: Wednesday, August 11<sup>th</sup>

Show and Sell Order Delivery: Thursday, August 26<sup>th</sup>

All Product Orders due: Monday, October 18<sup>th</sup>

Product Pick Up / Distribution: Thursday, November 4<sup>th</sup>

All Product money due to council: November 18<sup>th</sup>; *base commission drops to 20% if payments are received after this date.*

## Sales Methods and Techniques

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

While the Council is not providing the scheduling of corporate stores for the 2021 Fall Product Sale, your units can still schedule your own storefront sales with businesses so long as the following guidelines are met:

- Any state mandates, guidelines, and laws **must be followed without exception**.

Show and Sell is a great opportunity for Scouts and Scouting alike; youth can 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!!

### 2. Take Orders

This tried and true 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. Once all Scouts have turned in their Take Order Forms, the Unit Product Sale Administrator will calculate all the Scout's orders and place an online 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 [kirk.mayes@scouting.org](mailto:kirk.mayes@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.

### 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](http://www.trails-end.com) and at [www.whitleysfundraising.com](http://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 into the Popcorn System, while demand is created for Scout orders 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 and Commissions**

Scouts and Units participating in the 2021 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 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 unit 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 storefront sales following the appropriate procedures, please keep the following in mind:

- 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.
- 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.
- 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!
- When asked about pricing remember to let your customers know that most of the money stays local to support Scouting. Yes, you can buy it cheaper in the store, you are donating to Scouting in the Tuscarora Council!

## 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.
- Orders must be submitted using the *Additional Product Order Form*. Submit forms via email to Kirk Mayes at [kirk.mayes@scouting.org](mailto:kirk.mayes@scouting.org)
- All Take Orders are due by October 18, 2021.
  - It is recommended to use your own order and money deadlines with plenty of time to accommodate lateness. Setting a deadline for orders by October 15<sup>th</sup>, 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 18<sup>th</sup> 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.

## 2021 Product Sale Incentives

### 1. Unit Commission

All units participating in the 2021 product sale will receive a base commission of 33% (With no prize program that represents a 3% base increase from 30% to 33% to honor this difference); this applies to both traditional sales. **"Online Sales is a flat 35%."** Units can earn up to an additional 3% in traditional sales based on the following:

- “ **+1%:** Have at least 1 leader for your unit attend the scheduled Council Kickoff
- “ **+2%:** Increase your Unit’s total sales (over 2019 sales) by 10%.
- “ **New** Units or Units that have not sold for two years or more will have a \$1,500 goal assigned to achieve the **+2%** increase.
- “ **Total Achievable Unit Commission: 36%!**

All Popcorn Money is due on or before **THURSDAY, NOVEMBER 18, 2021**.

**\*\*Base Commission will drop from 33% to 20% (plus any additional earned from above criteria) for units that submit their money after the November 18<sup>th</sup> date.**

- ### 2. All 2021 Prizes will be determined by the local unit.

**Any Scout that sells \$650 will also receive a \$20 Scout Shop Gift Card!**

Time to retake our Fall Product Sale! If you have any questions or concerns, please contact your Unit Popcorn Chair 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 successful!

## Warehouse Delivery Locations

### Show and Sell Product Delivery for "All Units Selling in the Council"

THURSDAY, AUGUST 26<sup>TH</sup> / SEEGARS FENCE COMPANY – GOLDSBORO, NC  
401 PATETOWN RD GOLDSBORO, NC 27530

### Take Order Sale:

#### **Neusiok District Product Pick-Up**

THURSDAY, NOVEMBER 4<sup>TH</sup> / AIRFLOW PRODUCTS

#### **Torhunta District Product Pick-Up**

THURSDAY, NOVEMBER 4<sup>TH</sup> / SEEGARS FENCE COMPANY – GOLDSBORO, NC  
401 PATETOWN RD GOLDSBORO, NC 27530

Anyone that is willing to assist during distribution please contact Kirk Mayes at [kirk.mayes@scouting.org](mailto:kirk.mayes@scouting.org).