2014 Unit Commission Structure

EARN UP TO
35%

30 % Base Commission for all units selling

2% Bonus (Must do all four)

-Attend Popcorn Extravaganza event at Daemen College, Wick Center- Amherst, June 3, 2014
-Complete unit sign up application by Program Launch, June 11th, 2014
-Attend your District Kickoff in August to submit your Unit Sales Plan and get questions answered
-Develop and host a motivational and exciting Unit Kickoff by Septemer 30th, 2014

3% Bonus (Must do all three)

-Submit your final take orders online and submit your prize orders online by November 7th, 2014
-Pay bill in full to GNFC by December 12th, 2014
-Grow overall unit sale by 10% over 2013 sale, if no previous sale then $5,000 minimum in order to achieve bonus.

(3% bonus will be distributed to units after the Council verifies all qualifications have been met and will be paid back to unit on/before December 31 in the form of a check)

Council Kickoff

Popcorn Extravaganza – June 3, 2014- Daemen College- Wick Center

A fun-filled event for leaders, emphasizing training and giving scouts the tools to sell. Helping leaders to create the atmosphere, positive environment, support, encouragement, accountability, follow up, goal setting, weekly updates and achievements to be successful and fund their program. We will also roll out the 2014 plan for all units, along with new products and prizes and incentives, and showcase some of our best units and their sales methods. We will have plenty of prizes to give away.

District Kickoff

Each District will host a District Kickoff on August 5, 6, and 7. We will have additional unit Kernel orientation, web training, Kickoff training and we will have a significant question and answer period.

2014 GNFC Bonus Incentives

$600 BONUS SALES LEVEL

Each Scout that sells $600 in combined sales; including Show and Sell/Deliver, Take Order and online sales will receive a Skylight Stomp Rocket.

- These prizes will be available at the Scout office for immediate recognition and will not be ordered with your traditional prize order.
- Scouts/families/leaders will be allowed to pick these prizes up as soon as the Scout hits $600 in sales.
- This prize must be picked up prior to December 15, 2014 at the Council office to guarantee quantities for the unit; after December 15, the incentive will only be available while supplies last.
- Look for more information in weekly emails as we get closer to the sale on how to redeem the prize.

GNFC PRIZE VAULT INCENTIVE

Each Scout that sells $4,000 will be allowed to pick a prize of his choice from the GNFC Prize Vault. Prizes will range from gaming systems, gift cards, a free week at summer camp and other fabulous prizes. This event will take place in December, a date will be set mid sale. Scouts will be required to turn in the Prize Vault Incentive forms which will be available on the Council website.

FILL A SHEET DRAWINGS!

- All Scouts who fill a sheet are eligible to win (Show and sell/deliver, take order, and online sales included)
- Scouts must submit a copy of their filled sheet to the GNFC office, 2860 Genesee St, Buffalo, NY 14225 or fax to 891-4008 or email to Lenora.Stepp@scouting.org
- Drawings will take place on Monday mornings at 9 am from September 8 through November 3 and winners will be publicized through weekly E-Kernel emails.
- Great Prizes are available and there are multiple winners per week
- Scouts can earn additional entries by filling more order forms with sales
- Entries stay in the drawings each week unless they are pulled as a winner

Make sure your top selling Scouts get their sheets turned in for entries!

Free Take Order Delivery for units who sell $25,000 and above

Any unit who sells a total, combination of Show and Sell and Take Order, of at least $25,000 will receive free delivery of the Take Order product to their home or unit distribution site. The delivery may take place on either November 21st or 22nd and will be coordinated with the unit leadership to pick a time.

Marketing Available:

Trail's End Unit Sales Kits provided at the Popcorn Extravaganza, including posters and military receipts
Show and Sell vinyl banner distributed at Show and Sell Pick up in August.
Trail's End to provide PSA's, and local newspaper Advertisements

Weekly E-Kernel

Each week Kernels and Unit leaders will receive emails relating to the popcorn sale, including updates, upcoming dates, weekly prize winners, events and good success stories from the field. Turning in your sign up form will get your email registered to receive the weekly emails.

GNFC Website Resource

A popcorn tab on the GNFC website will be added to include resources, tips, ideas, templates, dates and rules. Follow the link for popcorn: www.wnyscouting.org/popcorn for new updates.

Improve your Unit's Finances With the Council Popcorn Sale

Why sell popcorn???
Selling popcorn promotes the Scouting value of being Thrifty - which a Scout can and should earn his own way. By working hard, a Scout will have a sense of accomplishment. It could be said that the Scouting adventure can be *Powered by Popcorn.*
There are many ways your unit can participate in the Popcorn sale. You can do a **Show N Sell** where you set up at a specific location, i.e. in front of Valu, with product ready to hand out to the public as they pay for it. Another method is the **Show N Deliver** where a Scout sells and delivers the product at the same time typically door to door. The third method is the **Take Order** which would entail selling to family, friends, and door to door and then delivering the product at a later date. The final and newest method is **online selling**. Scouts can send emails to friends and family out of town, inviting them to support them and purchase popcorn. One or all of these methods can be implemented.
There are a variety of contests and incentive programs that have been set up for this year which include:

$600 program - Skylights Stomp Rocket
ñFill A Sheetò Recognition Drawing
Trails End College Scholarship
$4,000 Sellerôs Prize Vault
Unique GNFC bonuses

Individual Unit Prize Program

Details on all of these programs can be found in the Unit Leaders Guide book online at www.wnyscouting.org/popcorn

Three Keys to a Successful Sale

1. Unit Leader or Kernel attends Orientation
2. Unit hosts an exciting Kick-off
3. Each Scout is given a goal

2014 Popcorn Sale Dates

June 3-_ 6-8:30 PM: Popcorn Extravaganza!
Includes breakout sessions for kernels of varying experience levels. At Daemen College - Wick Center- Amherst

June 11th: District Program Launches
Visit the popcorn resource table to sign up for the sale

August 5, 6, 7: District Popcorn Kickoffs
Unit Kernel Orientation and Online Training

August 8th: Show and Sell Orders Due
Show and Sell/Deliver orders due to the online system

August 23rd: Show and Sell Pick Up
Show and Sell/Deliver product distribution to units at warehouse. Call Lenora to schedule your time. Take order forms distributed at warehouse to those units participating in Show/Sell

August 26th: Take Order Forms Available
Take order forms will be available at the GNFC Service Center for all other units selling

SALE PERIOD: AUGUST 23 to October 31

November 1st: All Show & Sell Returns Due
Returns to warehouse site (TBD) 8am to noon.
Early payments accepted. Only full cases can be returned.
No mixed cases.
***Show and Sell returns will NOT** be accepted after Nov 1.

November 7th: Popcorn Order Due Online
Take orders AND Unit prize orders due online.

November 21st and 22nd : Popcorn Distribution
Take order popcorn distribution at warehouses. Units must call Lenora at the GNFC office at 891-4073 ext 5204 by November 18th to schedule a time for pick up.

December 12th: All Payments DUE
All Popcorn payments due to GNFC
Keep in touch with weekly emails from Popcorn Central. If you do not receive the weekly E-Kernel emails, please let Justin or Lenora know immediately at Justin.King@scouting.org or Lenora.Stepp@scouting.org . Thank you!

Visit Trails End at www.trails-end.com

For support please contact your District staff member:

Onondaga: Patrick.covell@scouting.org or 512-6213

Polaris: Mark.Gerlach@scouting.org or 512-6219

Red Jacket: Greg.Voyzey@scouting.org or 512-6208

2014 GNFC Popcorn Contact Information

Please direct all questions regarding sale information to your District staff members. District staff will help you with your problem or will find answers for you from the appropriate resources.

Polaris District

Mark Gerlach, District Executive: 716-512-6219 or mark.gerlach@scouting.org

Onondaga District

Patrick Covell, District Director: 716-512-6213 or Patrick.covell@scouting.org
Mario Hicks, District Executive: 716-512-6214 or Mario.hicks@scouting.org

Red Jacket District

Greg Voyzey, District Director: 716-512-6209 or greg.voyzey@scouting.org
Melissa Schreiber, District Executive: 716-512-6201 or Melissa.schreiber@scouting.org

Buffalo District

Stephen Blass, District Executive: 716-512-6219 or Stephen.blass@scouting.org

For any other inquiries please contact Lenora Stepp at the Scout office;
716-891-4073 ext 5204 or Lenora.Stepp@scouting.org

And you can always contact Justin King, GNFC Popcorn Advisor at 716-512-6202 but email is preferred at Justin.King@scouting.org .

Trailôs End customer support can be reached by email at Support@trails-end.com or for scholarship questions please email scholarship@trails-end.com