Fall 2022

Product Sale
Tuscarora Council, BSA

2022 Important Fall Product Sale Event Dates

Council Sale Kickoff / Meeting: Monday, August 1st - 6:00PM
     Pine Forest UMC - Goldsboro
Show and Sell Orders Due: Wednesday, August 10th
Show and Sell Order Delivery: Thursday, August 25th
All Product Orders Due: Wednesday, October 12th
Product Pick Up / Distribution: Thursday, November 3rd
All Product money due to council: November 17th; base commission drops to 20% if payments are received after this date

**In Lieu of the Trails-End Popcorn Prize Program – 2022 Base Commission will remain increased from 30% to 33% for all units. This should allow you to better manage a local system of awarding Scout Prizes

2021 Top Ten Selling Units:

#1 Pack 124 – Neusiok
#2 Pack 33 – Neusiok
#3 Troop 58 – Neusiok
#4 Pack 57 – Neusiok
#5 Pack 41 – Neusiok

#6 Troop 57 – Neusiok
#7 Pack 29 – Neusiok
#8 Pack 10 – Torhunta
#9 Troop 24 – Neusiok
#10 Troop 581 - Torhunta
Sales Methods and Techniques

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

I have contacted Lowes, Tractor Supply, Food Lion, Walmart, Sams and Harris Teeter concerning our 2022 Fall Product Sale. All the above businesses stated there were open to supporting the sale and encouraged units to contact the local store managers to schedule dates and times.

- 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!!

Please provide me with a schedule of your units sales: kirk.mayes@scouting.org. This is to avoid any overlapping dates and locations between units.

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 Peanut order at tuscarorabsa.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 and peanut sales 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 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 2022 Product Sale once again have two product lines they can sell: Trail’s End Popcorn and Whitley’s Peanuts. Although these are two separate companies, we want to make things as easy for you as possible.

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 70% of that money stays local to support Scouting. Yes, you can buy it cheaper in the store, remember you are not buying product you are supporting Scouting!

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.

• All Take Orders are due by October 12, 2022.
  o 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 15th, for example, gives you an extra couple of days to collect forms before the hard deadline set by the council.
  o Orders not submitted by October 12th 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/cans.

2022 Product Sale Incentives

1. Unit Commission

All units participating in the 2022 product sale will again 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 will receive 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 2021 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 17, 2022.

**Base Commission will drop from 33% to 20% (plus any additional earned from above criteria) for units that submit their money after the November 17th date.**
2. All 2022 Prizes will be determined by the local unit.

   **Any Scout that sells $650 will receive a “Be Prepared” Skeleton Pocket Knife**

Time for a productive Fall Product Sale! If you have any questions or concerns, please contact your Unit Popcorn Chair First. Unit Product Chairs are there to help and be a direct point of contact for the needs specific to your district and unit. If current inventory does not allow for this version a substitute knife with similar value may be used.

![Skeleton Pocket Knife](image)

**Any Scout that participates and sells $25 will receive a Tuscarora Council custom designed product sale Patch!**

![Tuscarora Council Patch](image)

**Warehouse Delivery Locations**

*Show and Sell Product Delivery for “All Units Selling in the Council”*

**THURSDAY, AUGUST 25TH** / **INTERSTATE SIGNS – SELMA, NC**

809 S. RAIFORD ST.

**Take Order Sale:**

Council Product Pick-Up

**THURSDAY, NOVEMBER 3RD** / **INTERSTATE SIGNS – SELMA, NC**

809 S. RAIFORD ST.

Anyone that is willing to assist during distribution please contact Kirk Mayes at kirk.mayes@scouting.org .

**At pickup, please double and triple check your orders for accuracy, once you leave with product we cannot exchange**
2022 Product Mix

70% back to local kids

KETTLE CORN & WHITE CHEDDAR
GIFT BOX New!
$42 Over $29 to local kids*

CHOCOLATEY PRETZELS
$20 Over $20 to local kids*

SALTED CARAMEL
$25 Over $18 to local kids*

WHITE CHEDDAR
$23 Over $16 to local kids*

SWEET AND SALTY KETTLE CORN
$23 Over $16 to local kids*

12PK UNBELIEVABLE BUTTER MICROWAVE
$23 Over $14 to local kids*

POPPING CORN
$17 Over $12 to local kids*

CARAMEL CORN
$15 Over $11 to local kids*

SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!
Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:
$50 $30 $1 Continue Giving
Visit trails-end.com/terms for details.

More products available through online direct APP.

Allergen and Nutritional Facts
Scan the QR code to see the allergen and nutritional details.

Number of Packages Ordered

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*Amount donated to kids is calculated based on the Trail’s End Return to Trails Organizations.

Earn More! Earn Easier!
1.25 PTS Per $1 Sold App Credit/Debit Card (Wagon and Stationed) 1PT Per $1 Sold Cash and Online Direct
Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail’s End pays all transactions fees.

Name ___________________________ Unit____________ Leader Name____________ Contact Info__________ Our Goal__________ My Goal__________

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4 Pack Gift Tower
This popular set includes Honey Cinnamon Almonds, Salted Peanuts, Salted Jumbo Cashews, and Patachios. 4 cases - 21.75 oz. total $50.00

Salted Virginia Peanuts
The famous "Home Cooked" Virginia Peanuts! Crunchy, fresh and delicious. One bite and you'll taste why these peanuts are our most popular selection. 20 oz. $12.00 12 oz. $18.00

BEST SELLERS

Milk Chocolatey Peanut Clusters
We hand dip our "Home Cooked" Virginia Peanuts in a rich milk chocolatey coating to form a mouth-watering cluster. 10 oz. $19.00

Dark Chocolatey Peanut Clusters
We hand dip our "Home Cooked" Virginia Peanuts in a rich dark chocolatey coating to form a mouth-watering cluster. 10 oz. $19.00

Honey Roasted Virginia Peanuts
Unlike others that use artificial flavors, our large Honey Roasted Virginia Peanuts are actually made with real honey, sweet sugar and a dash of salt. 20 oz. $30.00 12 oz. $18.00

Honey Cinnamon Almonds
Our large whole almonds are bathed in pure honey, then generously dusted with cinnamon and sugar. 13 oz. $28.00

Whit's Party Mix
This tasty snack mix has the perfect combination of sweet and spicy! Enjoy the flavorful blend of hat Cajun sticks, almonds, smoky habanero chili lime peanuts, honey roasted sesame sticks, pumpkin seeds, butter toffee peanuts, toasted corn nuts and toffee sesame sticks. 18 oz. $30.00

Dark Chocolatey Almond Clusters
Lightly salted almonds coated in our rich dark chocolatey coating to create the perfect cluster. 10 oz. $14.00

Homemade Peanut Brittle
Our famous "Homemade" Peanut Brittle combines crunchy farm-fresh Virginia peanuts with sweet, crunchy caramel for a snack made in heaven. 10 oz. $18.00

Salted Jumbo Cashews
These crisp, creamy jumbo cashews are extra-large, plump, nasty and roasted to perfection to bring out their delicious flavor. 12 oz. $28.00

The Whitley's Difference
Whitley's "Home Cooked" peanuts have a wonderful, crunchy freshness and distinctive flavor because our peanuts are still roasted in old-fashioned way, hand cooked, slowly roasted to perfection. We choose only the largest quality, premium extra-large Virginia peanuts which are hand selected for their size and freshness. Each batch is uniformly cooked with proven traditional recipes to ensure the crisp, fresh flavor and unique taste which our customers have always loved.