

BLACK SWAMP AREA COUNCIL

Important Dates for 2024

—> There are **3 chances to order product** this year, in addition to online ordering <—

All Year	Online Direct Sale—more info at www.trails-end.com
July 30	Popcorn Kick Off #1: Lima Scout Shop 6:30-8:00 PM
Aug. 1	Popcorn Kick Off #2: Camp Lakota in Defiance 6:30-8:00 PM
Aug. 3	Popcorn Kick Off #3: Camp Berry in Findlay 9:00-10:30 AM
Aug. 14	First Order - Show & Sell Order No. 1 due. Unit Orders submitted on Trail's End website via the unit portal
August 23-24	Show & Sell Order No. 1 sorting & distribution at warehouses
Sept. 25	Second Order - Show & Sell Order No. 2 due. Unit Orders submitted on Trail's End website via unit portal. (Chocolate expected to be available)
Oct 4	Show & Sell Order No. 2 sorting & distribution
Oct. 25	Third Order - Final Order due & First Payment due 40% current amount "Due to Council"). Unit Orders submitted on Trail's End website
Nov. 1-2	Final Order sorting & distribution at warehouses
Dec. 7	Sellers Club Event
Dec. 9	Final Payment Due
Dec. 15	Unit bonus commissioners deposited into unit accounts

What new is Poppin this year?

- 1. Commit your Unit to sell by June 30th and earn an additional 1% commission.**
- 2. Kick Offs will be fun time for all! Parents, Leaders, and Scouts are invited for an evening of Popcorn Festivities and food for all. All Units that attend a Popcorn Kick Off and Membership Kick Off will earn an additional 2% commission.**
- 3. Units that have not previously sold Popcorn can earn \$570 at no cost to them—Sign up for a Storefront and receive 3 cases of product to sell.**



Council Contacts

Arrowwood District

Kernel: Heather Franks: mrsfranks05@gmail.com
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District Executive: Rochelle Manley, (567) 208-5286
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Chinquapin District

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Old Sycamore

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Council

Kernel: Ted Blum, (419) 306-4153, TWB@blumcounty.com
Staff Advisor: Jennifer Treece, (567) 208-5304, Jennifer.treece@scouting.org
Support Staff: Linda Weyer, (567) 208-5284, linda.weyer@scouting.org

Webpage

www.blackswampbsa.org

2024

EVERYTHING YOU NEED TO KNOW ABOUT THE POPCORN SALE

BLACK SWAMP AREA COUNCIL

GETTING YOUR POPCORN

Orders may be picked up at the warehouses listed below. Orders should be pre-sorted at pickup depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on unit's behalf.

- **Arrowwood District** (Hancock/Seneca Counties): Ohio Logistics, 6000 Fostoria Ave., Findlay OH 45840 (aka State Route 12)
- **Chinquapin District** (Williams/Fulton/Defiance/Henry/Paulding): Keller Warehouse 25135 Commerce Dr. Defiance, OH 43512
- **Great Oaks & Old Sycamore Districts** (Allen/Auglaize/Hardin/Mercer/Putnam/Van Wert Counties): Ohio Logistics, 6000 Fostoria Ave. Findlay, OH 45840
* "Additional Pickups" will only occur at the Scout Service Center in Findlay. Limited popcorn maybe transferred to Camp Lakota in Defiance & Lima Service Center, as needed

SHOW & SELL ORDER

Units should use caution when placing their Show & Sell order and know they can always place an additional order later in the sale.

NEW THIS YEAR: For Units that did not sell in last year's sale: Could \$570 help your Unit's program? Register your Unit and receive 3 cases of product and sign up for one storefront shift through Trail's End. Three cases include: White Cheddar, Kettle Corn and Microwave Butter.

2024 PRODUCT LINE UP

Microwave Unbelievable Butter \$25, White Cheddar \$20, Sweet & Salty Kettle Corn \$15, Popping Corn \$17, Salted Carmel Corn \$25, S'Mores \$25, Chocolatey Pretzels \$30, Additional Products are available online only.



PRODUCT RETURNS

Black Swamp Area Council **will accept up to 10 percent** of a unit's popcorn as a return this year. Only full cases of same product in case will be accepted either on Sept. 25 or Oct. 25 (last day), at the Findlay Scout Office during business hours 8 a.m. to 5 p.m. Monday-Friday. To schedule a product return time at the Findlay Scout Office, contact Linda Weyer at Scout Office direct at (567) 208-5284

Units can also use the **Unit-to-Unit Transfer** option

LATE PAYMENTS

Unit commission will be reduced by 2% if unit's first payment not made by Oct. 25; An additional 2% reduction if final payment not made by Nov. 15; an additional 2% reduction if final payment balance is not made by Dec.9; An additional 2% reduction if final is not made by Dec. 15; All additional commission forfeited if final payment is not made by January 2, 2024.

2024

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SCOUTS CAN EARN A FREE WEEK OF SUMMER CAMP

FREE WEEK OF SUMMER CAMP (\$2,000 or more) Scout selling \$2,000 or more receive a free Summer Camp 2025 experience at one of the following Black Swamp Area Council events: Scouts BSA camp, NYLT, Day Camp, Adventure Camp, or a council family weekend event. Only registration fee will be covered and a slushie cup (additional fees are not covered like merit badge fees, camp store purchases, etc). This is a one-time voucher and there is no cash value. Only 1 Scout per voucher. Transferable within same household. A Webelos and Arrow of Light Scout can qualify this year and apply toward a Scout BSA camp next summer. Offer Expires Dec. 31, 2025.

UNIT INCENTIVES

For 2024, the Unit Commission structure is the following:

	<u>Pct.</u>
Base Commission for all units selling	30%
Performance Bonus Commission (PBC)*	
• Unit Committed to sell by June 30th	1%
• Successfully complete both of the following: Attend a Fall Membership District Kickoff and Popcorn Kickoff	2%
• \$500 per Scout sales average	3%
	36%

NOTES: To be eligible for all PBC, unit's orders must be submitted by due dates and all payments made to council by due dates. Unit Scout membership total, as of March 1. Unit commission reduced if payments not completed on time.

OTHER SCOUT REWARDS

Each Scout earns a popcorn patch for selling one item in the popcorn sale.

Scouts selling \$1,250 or more earn a ticket for themselves and one parent/guardian to a special popcorn sellers event. Event to be determined, but in recent sales there has been a Scout Popcorn Sellers Movie with refreshments. Event date is Dec. 7, 2024.

Scouts selling \$2,000 or more, will be eligible for free summer camp. The top 25 sellers (over \$2000) will be invited to a Spin to Win Event in December for a chance to win additional prizes.

BLACK SWAMP AREA COUNCIL

How to sell \$1,000 Sell for 8 hours, fund your entire program year!

Step 1

Create your Trail's End Account for your child:

Text APP to 62771 to download the Trail's End App

Step 2

Make a list of 30+ People you know to ask for support:

with your child, go through the contact list of your phones and your social media friends list

Step 3

Draft your Child's Sales Pitch:

Example: Hi *customer's name*, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way. "Can I count on your support?"

Step 4

Build Your Child's Personalized Fundraising Page:

Once signed in to the App, go to Online Direct and then Manage Page.

Upload a picture of your child smiling

Paste your sales pitch into the About Me section

Select your favorite product

Step 5

Ask for Support :

Share your fundraising page from the App through Social Media

For BEST results, kids should make phone or video calls

TIP: just like face-to-face selling, customers say yes more often with a personal ask.

Step 6

Ask for support in the neighborhood:

Ask neighbors for support in local Facebook Groups

Visit 30 homes in your neighborhood

Use the cart sharing feature

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit the Training tab in the Trail's End App for more resources.