



April 25, 2023

Dear Unit Leaders, Volunteers and Scouts,

At the beginning of 2023 a Popcorn Steering Committee was formed to research ways to increase involvement of the Fall Product Sale and increase the amount of revenue earned and returned to Units within our Scouting Movement. Popcorn Kernels, Parent Volunteers, Leading Sellers and Council Leadership formed the committee, which met three times.

A survey was developed to reach out to our Units that sold Popcorn in 2022 and Units that did not sell in 2022. We had a great response to the survey with over 60 individuals who responded. The results showed many different aspects that the committee felt could be improved in the 2023 Fall Product Sale. These included: starting earlier to recruit more help from parents and volunteers, better range of products offered, lower shipping costs, increased training and further use of technology in sales, improved incentives, strong kick offs and improved communication.

As a result of the survey an additional licensed vendor was sought out to see if they were interested in our 2023 Popcorn Sale, but they were at capacity for the year and could not add an additional sale. Trail’s End, our current vendor was contacted, and their Sales Leadership met with the Popcorn Steering Committee to hear the concerns addressed in the survey and discuss opportunities for this year’s sale. Trail’s End has some exciting opportunities that will be a great asset to our sale. They are currently working on securing Storefront Opportunities and will have an online process that will allow Units to secure their storefronts for selling, including some new stores. They are committed to lowering the cost of shipping and have a few items that are being offered at a lower price point. We are excited about what they have to offer and look forward to making this year’s sale a huge success.

Black Swamp Area Council Popcorn Sale 2023

Spring	Recruit Popcorn Kernels and Volunteers
May 2	Unit Commitment Email Sent Out to all Units – system open for Units to make their commitments
July 27	Chinquapin District Kickoff at Camp Lakota, with Popcorn Breakout
August 1	Chinquapin District Kickoff in Bryan (TBD), with Popcorn Breakout
August 2	Chinquapin District Kickoff in Wauseon (TBD), with Popcorn Breakout
August 8	Old Sycamore District Kickoff at the Purple Door Church, Celina, with Popcorn Breakout
August 10	Arrowwood District Kickoff (TBD), with Popcorn Breakout
August 10	Great Oaks District Kickoff, Lima Scout Office, with Popcorn Breakout
August 18	Show & Sell Order No. 1 due
August 26-27	Show & Sell Order No. 1 sorting & distribution at warehouses
Sept. 15	Show & Sell Order No. 2 due
Sept. 23-24	Show & Sell Order No. 2 sorting & distribution at warehouses
Oct. 27	Final Order due & First Payment due (40% current amount “Due to Council”)
Nov. 11-12	Final Order sorting & distribution at warehouses
Dec. 8	Final Payment due

We hope that your Unit will be active in the Fall Popcorn Sale, as it is important to our Scouting Program. By participating, our Troops and Packs help tell the story of Scouting and what it does for the youth in our community. Please let us know what we can do to assist your Unit with their sale, we are here to support you.

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