Council Product Sales Committee

Jon Ziehl  Council  Rob Ryan  Seneca
Angie Capps  Black Creek  Caryn Wright  Towpath
Wendy Bailey  Black Creek  Ed Foley  Towpath
John Fien  Genesee Crossroads  Chris Crittenden  Council
Brian Bowdish  Lighthouse  Tony Vogl  Council
Michele DeYulio  Mohawk  
Angel Romeiser  Mohawk  
Kristen Davies  Seneca  

COVID-19 Guidelines

- All Scouts, leaders and families participating in the sale must wear a mask
- Show & Sell falls under curb-side pickup guidelines
- Maintain log of all individuals who participate in Show & Sell sites for contact tracing (see sample on website)
- Train all Scouts on proper sanitation procedures and social distancing

- See Pages 5-6 of Leader's Guide
Key Sale Dates

- 8/16 – SALE STARTS!
- 8/21 – Unit Show & Sell Orders due to Council
- 9/11-12 – Show & Sell Distribution
- 10/15 – Show & Sell Returns Due (up to 20% unopened product)
- 10/25 – Unit Take Orders submitted to Council
- 10/26 – Holiday Sale Begins
- 11/4 – Show & Sell Payment Due
- 11/13 – Take Order Distribution
- 12/1 – Holiday Sale Orders Due
- 12/4 – Take Order Payment Due
- 12/15 – Holiday Sale Distribution
Product changes

- Replace $10 Caramel Corn tin with a larger bag for same price. 25% more product, less packaging.
- Replace $55 5-Pack Gift Set with $25 Jalapeno Ranch peanuts in 20 oz. tin. (Listed incorrectly as 12 oz on form)
- New product labeling on Whitley products
Placing Your Unit Show & Sell Order

- Deadline: Friday, August 21
- www.campmasters.org
- www.senecawaterways.org/nutorder

- Order conservatively and cautiously.
- You can return up to 20% of initial order in unopened/undamaged cases by October 15.
NEW Product Distribution Site

Thanks to:

- Perinton Plaza (former Tops)
- 6720 Pittsford Palmyra Road, Fairport
- Safety precautions and procedures
- Volunteer to sort, pick up product early
  - Email to follow
Unit Incentives / Commission

- Base Commission ........................................... 25%
- Unit On-Time Payment Bonus (10/4 & 11/4)........ 5%
- Attend virtual Kernel Training ......................... 1%
- Attend Council Kickoff (2 volunteers) ............ 2%
- “Top Star Unit” Bonus = 3%
  - 25% increase vs. 2019
- New Unit Bonus = 3%
  - Units new to the sale (haven’t sold in past two years) that achieve >$2,500 in total product sales.
- Maximum Commission = 36%
- CAMP MASTERS 1% Bonus = 1% (ONLY POPCORN SALES)
  - Average popcorn sales of $400/registered youth

33%
SWC Scout Incentives

- **Bonus Club ($625)**
  - Choice of prize + entry into drawing for free week of camp

- **Super Achiever Club ($1,250)**
  - Earn $50 gift card of Scouts’ choice plus entry into December drawing for a $250 gift card. Prize is cumulative.

- **Popcorn Only High Achiever Prize ($3,000+)**
  - Camping Package or Visa Debit Card (5% of total popcorn sales)

- **Online Sales Incentive ($400 in online sales at [www.popcornordering.com](http://www.popcornordering.com))**
  - $10 Amazon Gift Card
Complete Google Form to set up your unit’s link and assign a volunteer.

www.senecawaterways.org/setupsoldbyscouts
Customer requests product via website

Unit Kernel forwards customer lead to Scout

Scout contacts customer to close sale and arrange payment

Scout records order on his/her order sheet
Two other online options for direct shipping to customer

Popcornordering.com
Whitleysfundraising.com
Goals of Unit Kickoff

- Get everyone on board to fund your entire Scouting program.
- Parents understanding how the sale benefits their children and his/her Scouting program.
- Leaders understanding how the sale provides a better Scouting experience.
Unit Kickoff

- Conduct an enthusiastic Unit Kickoff
  - Make it FUN!
  - Communicate the unit goal and what it means for the Scouts
  - Discuss prizes and incentives, including any unit prizes

- Focus on Skill Development
  - Public speaking, goal setting, personal responsibility, advancement

- Establish Best Practices
  - Demonstrate what good looks like, and train/practice
  - Talk about safety and precautions
  - Masks, gloves, wipes, possible rejection
  - Remind: Never enter a stranger’s house, Never sell at night, Always have an adult with you, Always BE COURTEOUS.

- Virtual Kickoff??
Getting Scouts excited!

- Scouts circle prizes they want
- Silly String (in lieu of pie in the face)
- Never end on a “No”
- Goal sheet
Getting Parents excited!

- Reinforces Scouting values
  - Public speaking
  - Goal-setting
  - Personal responsibility
- Learning from rejection
- Scouts pay their own way
- Advancement opportunities
Kernel’s Keys to Success

- Safety first
- Goal Setting
- Early bird gets the worm
- Use all Sales methods
- Maximize commission ~ pay on time
- Keep accurate records (inventory & dollars)
- Reinforce key unit timelines
- Coordinate product distribution
- Check online sales reports
- Safety last
PayAnywhere™
Credit Card Readers

Bonus Tool
www.payanywhere.com/campmasters
Picking up stuff

- Monday, August 17 & Friday, August 21
- Scout Office
- Leader Guide
- Additional order forms
- Product samples (expired but still tasty)
- Limited yard signs
HELP!?

- District Kernels / Council Committee
  - www.senecawaterways.org/popcorn-nuts
- District Executives
  - www.senecawaterways.org/contacts-staff-listing
- Key Product Sales Staff Contacts
  - Christine.crittenden@scouting.org
  - Anthony.vogl@scouting.org
Questions