Trails-End Popcorn Fund-Raiser Program Guide

A Getting Started Guide for Latter-day Saint Relations Committees and Leadership Organizations

Trail's End
America's Best Popcorn

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1 Introduction

Welcome to the Trail's End Popcorn Complementary Fund-Raiser Program Guide.

In this guide you will find the steps necessary for Stake Presidents, Bishops, Relations Committees and Auxiliaries responsible for fundraising to get started and involved with the Trails-End Popcorn Program.

The purpose of the popcorn program for the Boy Scouts of America is two-fold:

1. Help Councils generate additional funds for improved camps, training programs and increased youth participation
2. Allow Scouting Units the opportunity to earn funds for camp, equipment, awards, courts, blue and gold and many other Scouting-related activities.

In this guide, individuals will learn about the:

- Latter-day Saint (LDS) guidelines for unit budget allowance
- Ideal Year of Scouting and how this program can help provide serviceability, leadership and advancement
- Details on how to sell popcorn within the established LDS guidelines for Boy Scouts
- Steps needed to gain LDS support and participation

Key Information
Download additional Trail's End material online at: http://www.trails-end.com

2 The Church of Jesus Christ of Latter-day Saint Program Guidelines

The Church of Jesus Christ of Latter-day Saints has put special guidelines in place to ensure the youth of the Church continue to learn the critical values of service, hard work, integrity and spiritual well being through quality programs.

Today, youth between the ages of 12 and 17 receive the current $98.00 per youth attending Young Men meetings (boys between the age of 8 and 11 receive an allocation of $73 per boy). The Church of Jesus Christ of Latter-day Saints does not have Tiger Cubs, however, the church does have a strong Pack program starting with eight-year old Cubs. Please note the new guidelines are designed to help run more effective activities and ease the financial burdens placed on some members within the Church. It is important to understand that these young men will learn the concept of "earning your own way".

The Church would also like to ensure Stake Presidents and Bishops are sensitive to the needs of the youth by allocating funds for:

- Cub Scout Day Camps
- 11 year old over night camps
- Weekly activities
- Week-Long Scout Camps
- High Adventure
- Duty to God
- Combined Activities
- Athletic Programs and Events
- Blue and Gold

While the current and generous increase helps in providing more funding for the young men, this fundraising program objective is to teach the young men traditional Scouting values including service, commitment, sense of achievement, communication, leadership and integrity. Each of these is perfectly aligned with the values the young men seek within their Church callings and as contributors to their communities.

The vision of the Boy Scouts of America contains the key components to the development of Scouts within the Church.

The Boy Scouts of America is the nation's foremost youth program for character development and values-based leadership training. These values are outlined on the Boy Scouts of America homepage. These values state that Scouting will continue to:

- *Offer young people responsible fun and adventure;*
- *Instill in young people lifetime values and develop in them ethical character as expressed in the Scout Oath and Law;*
- *Train young people in citizenship, service and leadership;*
- *Serve America's communities and families with its quality, values-based program*

With the Trails-End Program, an LDS Unit can obtain the complementary funding necessary to have an Ideal Year of Scouting with just one fund-raiser.

3 Trails-End and the Ideal Year of Scouting

Weaver Popcorn Company is the largest manufacturer of popcorn in the world. The company was founded in 1928 by Reverend Ira Weaver, and today is a fourth generation family owned company. The Trail's End Program began as a division of Weaver Popcorn in 1980 with the Buffalo Trace Council in Evansville, Indiana seeking a fundraising opportunity for both Units and Council. The program worked extremely well and was rolled out to several other Councils across North America. Today, Trail's End Popcorn is the primary fundraiser for close to 300 Councils.

THE IDEAL YEAR OF SCOUTING

The purpose of the Ideal Year of Scout (IYOS) is to help Scout Units plan and prepare the activities for their entire year. The program was designed to provide a year round quality program through planning, budgeting and goal setting. The Ideal Year of Scouting has six (6) primary components. These components include:

1. Planning (the ideal year)
2. Budgeting (for activities)
3. Goal Setting (for year program)
4. Communicating (the plan)
5. Earning (fund raising for activities)
6. Executing (the plan)

Planning

The Ideal Year of Scouting starts with a planning session. Scouting units should start by reviewing the previous year activities. Often times, there are activities that scouts, parents and leaders felt had a large impact on the lives of the scouts and should be included in annual activities.

For the current year, the unit should have a planning meeting where scouts, leaders and parents will help generate an annual calendar with all activities for the year. Once activities have been discussed, each activity should be aligned with a specific month so that a yearly calendar is the result of the planning session.

Budget

When a yearly calendar is created, each activity will have an associated cost. In the budget session, leaders will assign each activity with a cost. Scout leaders should factor all costs with the unit so that there are no out of pocket expenses for parents.

Leaders will be required to write down all expenses the unit will incur for the year. Unit leaders should be sure to include camps, awards, insurance, class B uniforms, mileage,

cost of admissions, merit badge activities and meals. Once the planning and budget sessions are complete, leaders should share the new Activity Calendar and Annual Budget with Scouts, parents and the leaders.

Goal Setting
With an annual budget and calendar in place, scouts should be encouraged to establish a fund raising goal. The key with fund raising is to determine the total number of selling scouts and divide that by your annual fund raising goal. With this number, each scout will be assigned a specific fund raising goal. In fund raising, leaders will need to use the following formula:

Example for a unit of 15 selling scouts and an annual budget requirement of $3500.00:
Budget Goal / Commission = Unit Goal
$3500 / .35 = $10,000
20 boys / $10,000 = $500.00
Per Boy Goal = $500.00

Once a per scout sales goal is determined, this goal will need to be communicated to each parent. Scouting Units will be much more successful when a goal is known and communicated.

Communicating
The communication plan can be one of the most important elements in a fund raising activity. To this point, leaders should have a annual plan and budget as well as a per scout sales goal. The communication plan requires that unit leaders hold a "Kick-Off" meeting to review all aspects of the popcorn sale. At an annual Kick-Off, unit leaders should:

1. Show Scouts and parents the great year planned for the unit
2. Show how expenses for all activities can be paid for by popcorn if each family contributes to the sale
3. Set the "per family or per Scout" goal
4. Get the Scouts excited and motivated about the sale
    a. Show Prizes
    b. Have Skits and Songs
    c. Serve popcorn
    d. Train Scouts how to sell popcorn
    e. Share guidelines to selling in an LDS unit

The communication plan should be written down. Along with the calendar and per Scout sales goal, Scouts should understand the Council's specific fund raising program. Most Councils will have a special program with extra incentives for units involved in the sale.

Earning
Today, time is becoming more and more limited. Families can spend the entire year involved in multiple fundraisers. The Trails-End Popcorn Sale is designed to fund a unit's entire year with just one fundraiser. The popcorn sale will allow units and families to spend more time doing things that they enjoy the most like white water rafting, rock

climbing, day camps and week long camps. Units can use funds to purchase new camping equipment and subsidize costs for camps and awards.

Trail's End also offers an exclusive program for top selling Scouts. At Trail's End, top-selling Scouts can have 6% of their entire sale applied to an educational fund or ecclesiastical account.

The Trail's End program provides funding to assist local councils. Local councils use popcorn money to improve camps, train leaders and buy new equipment. This money also lessens the expense of Scouting to parents.

Executing

Trail's End is the number one selling popcorn for taste. From Microwave popcorn to Cheese Corn to Chocolately Caramel, Trail's End offers multiple products to meet the needs of any market. Scouts have had great success with popcorn for more than 20 years. Current research shows that 2 out of 3 people will buy popcorn and 9 out of 10 will buy again. Once a customer has tasted Trail's End popcorn, they expect Scouts to return with more popcorn.

Unit leaders will want to teach Scouts specific scripts so that the Scouts will know how to approach customers and have higher levels of confidence. An example script is provided below:

Sample Script

"Hello my name is <First Name Only>"
"I am with <Pack or Troop X>"
"Our unit is selling popcorn this year to raise money for camp and equipment"
"In addition to camp and equipment, if I sell enough popcorn, 6% will go towards my education or mission fund"
"My favorite popcorn is the Chocolately Caramel Crunch"
"How many containers would you like to buy"

Effects of Scripting

1. Telling consumers a first name only makes the consumer feel as if they are buying from someone they know
2. Telling the consumer where you are from helps build an attachment to the community
3. Telling the consumer what you are doing shows you are taking responsibility for helping to support your group
4. Telling the consumer what they can do for you informs them on how they can be of service to you and your unit, thereby helping their community
5. By using a statement to close the sale you avoid asking them to buy popcorn. **You are telling them that they want to help your group.** It is easier for someone to say no if you ask them to buy something.

4 Successful Sales Methodologies for LDS Scouting Units

Latter-day Saint Scouting organizations can sell Trail's End popcorn through a number of sales vehicles. This section will outline the specific methodologies for selling popcorn in an LDS Unit. The most important element in selling popcorn is to understand the specific guidelines for selling. Current guidelines state that there cannot be any "door-to-door" sales. This means that scouts cannot go to the door of a potential consumer to purchase popcorn. There are currently four sales methodologies: Show and Sale, Parent Sale, Corporate Sale and On-line Sales.

Show and Sale

For LDS Units, the Show and Sale methodology will generate the most funds in the shortest amount of time. Show and Sale is a store-front sale. A store front sale will require that a Scouting unit engage with the local management of a store to secure that location for the duration of the sale.

Parent Sale

The Parent Sale is a great opportunity for LDS units to involve family. Trails End provides special forms that parents can hand out to friends at work and neighbors. Special mini forms make it simple for potential consumers to write out their orders and return the mini form back to a parent so that orders can be placed by the Scout.

Corporate Sale

One of the most untapped areas for growth lies with corporations. Trails End provides custom forms for corporations that demonstrate support and sponsorship of a young Scout trying to earn his way to camp and an Ideal Year in Scouting. In 2004, the number one selling Scout sold over $25,000.00 in popcorn when he accompanied his sale with a large corporate order.

Order On-Line

(ORDERPOPCORN.COM)

Trails has a program that provides the ability for Scouts to encourage family members from out of state to help support him in his selling efforts and achieve his personal selling goal. Orderpopcorn.com is a 24/7/356 on-line program that allows friends and family to order popcorn in cases any time during the course of the year. Scouts are given a special key-code that identifies that Scout as the seller. Family and friends simply go to **www.orderpopcorn.com** and enter in the Scout's key-code. A list of products will appear and consumers simply add the desired products to their basket. The product will be shipped directly to the doorstep of the family member, friend or consumer.

5 Steps To Gaining LDS Support and Participation

The popcorn sale has and will continue to provide a service to the Council by raising much-needed dollars to increase support and services to Scouts and leaders. Key programs, trainings and camps must be in place to provide the necessary leadership critical to the development of young men.

Each program within the Church of Jesus Christ of Latter-day Saints must have a specific purpose. The popcorn sale helps in a number of ways by providing the following:

- Earn dollars for camps and equipment (*specified within guidelines*)
- Develop characteristics of service, commitment, sense of achievement and leadership
- Advance in the Scouting program through earning awards for Packs, Troops, Teams and Crews (26 available awards)
- Provides a safe and effective use of time for Scouts, leaders and parents
- Helps promote unity and team spirit within the unit

HOW TO GAIN LDS SUPPORT AND PARTICIPATION

Local LDS leadership must first understand what the popcorn sale is, the importance of the sale to the Council, and the benefit to the LDS Units and Wards. Councils must also gain the support of their local LDS leadership before aggressively marketing to their LDS youth. Because most LDS units and local leadership are unaware of the features and functionality of the sale, as well as the benefits the sale provides to church youth and the Council, an education process must take place in order to make this campaign a success.

Trails End provides a number of trainings, seminars and kick-offs to provide information on research, sales methodologies, program development, quality incentive programs and current year product mixes. As a part of this effort, Trails End includes sales training and computer training using an advanced sales system for monitoring and executing a sale from beginning to end.

Current research shows that 2 out of 3 consumers will purchase popcorn. Research also shows us that over 92% of consumers will buy again. Trails End is the foremost leader in popcorn consumer research and continually monitors the sale to ensure the optimum levels of success for Scouts, units and councils.

7 KEYS TO A SUCCESSFUL PROGRAM IMPLEMENTATION

- Individuals must ensure the local Stake President and/or Bishop is involved to have a successful popcorn sale within an LDS organization.

- Share and discuss the statement by President Charles Dalhquist of the General Young Men Presidency allowing LDS units to sell popcorn within the guidelines established by the church.

- Each Council must have an LDS Relations Committee established to help obtain support for LDS youth participation and educate individuals on the Fund-Raising Program.

- Once the committee understands their role, they must work with Stake Presidents and Bishops to obtain support for the popcorn sale.

- Bishops can share the letter from President Dalhquist or from a Stake President endorsing the popcorn sale to unit leaders, parents and Scouts.

- Invite LDS Bishops and Young-men Leaders to an Open House to solicit the necessary support and communicate the importance of a strong fundraising program. Educate the leaders on the benefits of the popcorn program and communicate the support of the Stake President. If necessary, the Council Popcorn Staff Advisor (PSA) and Trails-End can team up for a presentation.

- Attend special trainings and seminars to understand the key elements to executing a successful popcorn sale

COUNCIL CAMPAIGNS

As part of awareness programs, the Council can put together marketing campaigns that include mailers and/or special phone calls to key leaders regarding the popcorn sale. A standard mailer campaign might include the following:

- 8 Page Color Family Sales Guide
- Letter of Support from the Church of Jesus Christ of Latter-day Saints

During Council Kick Off Meetings, other forms can be made available:

- Council Popcorn Sale Program Guide
- Take Order Forms
- Mini Order Forms
- Unit Master Records and Settlement Forms

It is important that units gather as many Take Order forms as necessary to ensure all selling Scouts have forms for their sale.

In the Council Program Guide, Councils will want to promote their own specific incentives program. Some successful ideas include:

1. Free Camp for selling $1000.00
2. Free Camping Package (stove, utensils, pots & pans,etc.) for selling $2500.00
3. Scout Bucks for scouts to purchase scouting related items from a local Scout Shop
4. Top Seller Dinners with door prizes and T-Shirts

The ideas for councils can be endless. However, it is equally important that councils communicate with unit leaders that unit programs should include incentives as well, such as:

1. Pie in the face for reaching a specific goal
2. Dunking booths
3. Tiered programs with incentives such as
    a. Sell $50 worth of popcorn and registration fees are paid
    b. Sell $100 worth of popcorn and registration fees and Boys Life are paid
    c. Sell $200 worth of popcorn and registration fees, Boys Life and Class-B T-shirt is paid

The Council programs and campaigns should be rolled-out from District Executives to Unit Leaders inviting all LDS Leaders to participate in the Council Ideal Year of Scouting Workshops and Popcorn Sale Kick-offs. The programs are Council-wide and designed to educate LDS Units on the Council Popcorn Sale. The meetings should emphasize the features, functions and benefits of the sale and how to sell within the Church Guidelines. These can be held in conjunction with Council kickoffs and if necessary a Trails End Representative.