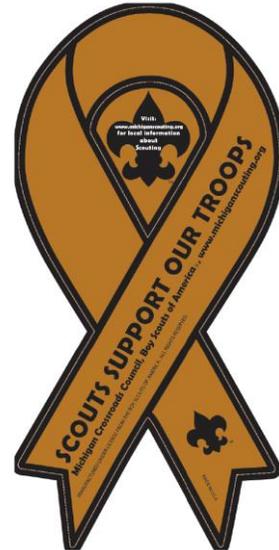


2015 MILITARY SALES GUIDE





MILITARY SALES GUIDE



In 2014, customers across Michigan purchased 4,081 Military Product donations—providing over \$144,000 in popcorn to military servicemen and their families, as well as supporting local Scouting programs.

For many customers, the military sales program is a great way to support our troops and our local Scouting programs. It is also an alternative way to support for those customers who may not eat popcorn.

We encourage all units to make the military sales program a part of the 2015 popcorn sale! This Military Sales guide contains valuable tools and resources that can be used in creating a military focused sales plan.

MILITARY Sales Toolbox: & Online

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Visit Us Online at

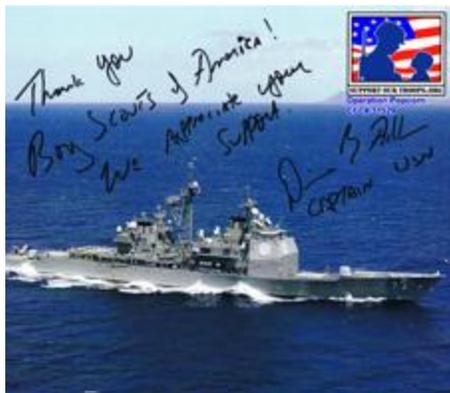
www.michiganscouting.org/popcorn

for additional Popcorn Resources:

- Ideal Year of Scouting / Program Planning
 - How To Guides on:
 - Popcorn Ordering System
 - Prize Ordering System
- Tracking and Inventory Management Tools
- Unit Kick-off Best Practices and Videos
- And much more being added each week!

POPCORN FOR OUR TROOPS

Military Sales Program



Military Product Donations are offered at two levels - \$30 silver level donation and \$50 gold level donation - to consumers across Michigan. When consumers purchase this option, the Michigan Crossroads Council and Trail's End will send a variety of popcorn treats to veterans' organizations, U.S. troops, and their families in Michigan and overseas. In addition—the customer receives a special “Scouts Support Our Troops” magnetic ribbon.

The selling Scouting unit simply places the order for the number of military donations they sold, as part of their product order, and the product is delivered servicemen and their families by the Michigan Crossroads Council and Trail's End popcorn.

Each military donation level is available on the Scout's paper order form, and on trails-end.com throughout the year.

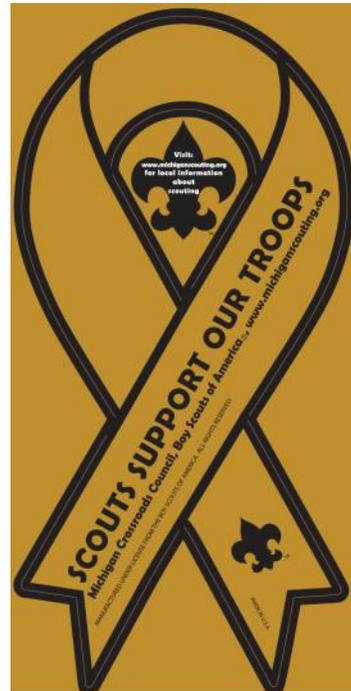
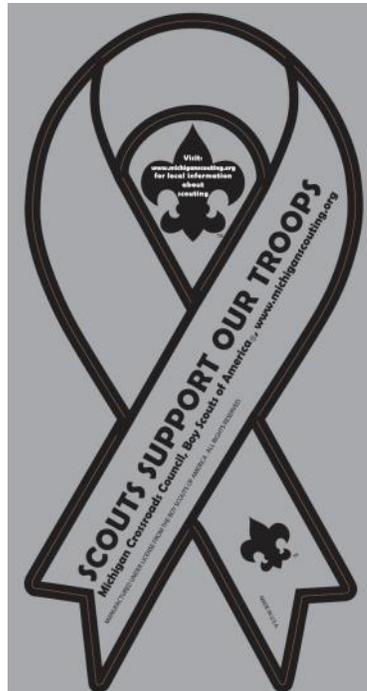
2015 kicks off the ninth year of Popcorn For Our Troops.

Here are the national & local results from the past few years:

- Consumers have donated over **\$42 million** worth of popcorn to U.S. troops
- Over **3,000 tons** of popcorn treats have been shipped to hundreds of locations around the world
- In 2014, **4,081** Military Product Donations were purchased in the Michigan Crossroads Council, totaling over **\$144,000** in popcorn to the military and in support of local Scouting
- Consumers have placed over **98,000 orders** online for the Military Product Donation since the program start.

Trail's End ships popcorn to veterans' organizations, U.S. troops stationed in Afghanistan and Iraq, all other U.S. Military Bases overseas, domestic U.S. Military Bases, and families of U.S. servicemen and women.

MILITARY DONATION Ribbon Magnets



Customers that do not want to purchase popcorn but want to support Scouting can do so in 2015 by buying popcorn on behalf of our U.S. Military men and women through the military donation program. The popcorn will be shipped to locations where American service people are stationed, as well as Michigan military installations.

In recognition for the customer's contribution, the customer receives a gold or silver "Scouts Support Our Troops" magnetic ribbon. This ribbons will be used at the \$30 and \$50 price levels.

Just like other products ordered throughout the popcorn sale, units can order these ribbons at the \$30 (silver) and \$50 (gold) price levels and return the ones that are not sold. **Returns must be made no later than Saturday, November 7, 2015—the final popcorn return.** Additional ribbons will be available during the sale if the unit needs more.

Remember—the Military Ribbon Magnets will be handled just like other products. Units are financially responsible for the ribbons and will be charged \$30 (silver) or \$50 (gold) for any ribbon not returned by November 7, 2015.

MILITARY SALES CLUB Patch Incentive



WHO Qualifies for this Incentive?

Any Scout that sells at least 5 Military Donations at the combined \$50 & \$30 donations levels.

WHAT do Qualifying Scouts Receive?

In recognition for the Scout's sales success... qualifying Scouts will receive a special Military Sales Club Patch.

WHEN will Scouts Receive the Patch?

Qualifying Scouts will receive their Military Sales Club Patch as part of their unit's prize and incentive order. In most cases—units will present these items at a December 2015 meeting.

HOW does the Unit Order the Incentive Patch?

The unit will be asked as part of their prize / incentive order to indicate how many Scouts sold at least 5 military donations as part of their 2015 popcorn sale. The prize company will send one patch to the unit for each qualifying Scout. The unit will give the patch directly to the Scout.



Sample Military SALES FLIERS



POPCORN FOR OUR TROOPS FLIER

[Click here to download the pdf version of this flier.](#)

Your purchase makes a difference. 70% of your purchase goes back to local Scouting to fund program and camping activities for Scouts in your community.

POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

Gold Donation Over \$35.00 to local Scouting	\$50
Silver Donation Over \$21.00 to local Scouting	\$30

Over 2,000 tons of popcorn treats have been shipped to hundreds of locations around the world!



SUPPORT OUR TROOPS FLIER

[Click here to download the pdf version of this flier.](#)

SUPPORT OUR TROOPS

DONATIONS ACCEPTED!

Popcorn for our Troops

\$30 Silver Level Donation	\$50 Gold Level Donation
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DONATE A GIFT FLIER

[Click here to download the pdf version of this flier.](#)

Donate a gift of popcorn for our military men and women, their families, and veteran's organizations.

Your purchase makes a difference!
70% of your purchase goes back to local Scouting to fund programs and camping Activities for Scouts in your community.





Military Donation RECEIPTS



MILITARY DONATION RECEIPTS

[Click here to download the pdf sheet of receipts.](#)

Military donation receipts can be given to a customer by your unit, and used as a method of tracking how many military donations you've sold.

The Michigan Crossroads Council will not be providing donation receipts to every unit, due to the new military magnet program. Units can however print and provide their own, or check with their local Field Service Council office as a limited supply may be available from previous years.

Thank You
for your generosity.

70% of your purchase goes to local Scouting, and Trail's End ships popcorn to our military men and women, their families, and veterans' organizations.

MILITARY DONATION RECEIPT

Date _____

Please mark how many of each donation

\$30 **\$50**

Trail's End **trails-end.com**

Consumer Military Receipt

Unit Receipt

Date _____

Please mark how many of each donation

\$30 _____ **\$50** _____



