



# 2015 SALES GUIDE





# In 2015 It's YOUR Sale

Congratulations on making the choice to have **YOUR** unit fund **YOUR** Scouting program through **YOUR** 2015 Popcorn Sale!

The funds **YOUR** unit raises through **YOUR** sale can be used to cover registration fees, provide Boys' Life subscriptions, uniforms, trips, activities, awards, day camps, summer camps, and high adventure experiences for **YOUR** youth, with little or no out-of-pocket expenses for **YOUR** families. **Help all of YOUR families save their money by having 100% of your Scouts participate!**

If you can't tell... we've designed the 2015 popcorn sale to be all about **YOU** and **YOUR** unit. The Michigan Crossroads Council has worked hard to make this year's popcorn sale the easiest, most customizable sale we've ever done! It is truly **YOUR** sale!

In this sales guide, you'll find the tools to develop a sale that works for **YOUR** Scouts.

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Visit Us Online at  
**[www.michiganscouting.org/popcorn](http://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!



# What's New? for 2015

- **A Unit Focused Popcorn Sale**—Your unit has the power to make the sale yours. You choose when you'd like to sell, what products you'd like to sell, and how you'd like to sell them.
- **A RISK FREE Sale**—In 2015, your unit can return 100% of the product they take out 3 times throughout the sale. Take out product, and return what you don't sell.
- **Simplified Product Line-up**—We've gone from 15 items to 13 items, with a mixture of popcorn, chocolate, cheese, and tins. In addition, the Return to Scouting per container has increased to an average of 73%.
- **Military Donation Ribbon Magnets**—In 2015, all customers who purchase a military donation at the \$30 or \$50 will receive a military sales magnet to proudly display they've supported Scouting, as well as the military.
- **Increased Incentives for Scouts** - Not only will Scouts be able to earn great prizes, but this year's incentives are new and improved, recognizing Scouts like never before. In addition—unit leaders will order prizes and incentive items all on one website!
- **Improved Product Quality**— In 2015, all Trails-End products will use only Weaver Gold popcorn kernels - providing the most servings per pound of any kernels available.
- **New Product Artwork**— All products will feature new artwork that promotes Scouting.
- **New Trails-End Popcorn System** - A new, updated Trails-End Popcorn system will make ordering easier, combining the older system, with the Online Sales system, all under one user log-in. It will also feature several e-commerce improvements.
- **New \$2,500 Scholarship Website** - A new website will be utilized for those Scouts who have achieved the \$2,500 Trails-End Popcorn scholarship.



# BUILDING

## A SUCCESSFUL SALE



### 1. Establish WHY Your Unit is

#### **Selling Popcorn**

- Scouts don't sell popcorn to sell popcorn. They sell popcorn to pay for their Scout experience. Conduct an [Ideal Year of Scouting Planning Exercise](#) with your unit and visit: [www.michiganscouting.org/idealyearofscouting](http://www.michiganscouting.org/idealyearofscouting) for more information on program planning.

### 2. Set a Unit and Per Scout Sales

#### **Goal**

- After you've established WHY your unit is selling, utilize the [Trails-End Program Planner](#) to set your unit and Scout sales goals. Units who set a goal in 2014 sold an average of \$11,470, compared to \$5,710 for units who did not.

### 3. Sign-up to Sell Popcorn!

- Visit [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn) and sign-up to sell popcorn. By signing up you'll start receiving popcorn related information and communication.

### 4. Attend Training

- Attend your local Field Service Council and District popcorn training opportunities. *See page 10 in the sales guide, as well as your Field Service Council Fact Sheet for complete training information.*

### 5. Formulate a Sales Plan

- Talk with your unit leadership and determine how you'd like to sell. Will you sell door to door, at a storefront, online? *See page 5 in this sales guide for selling methods available to YOUR unit.*

### 6. Hold a FUN Unit Kick-off for Your

#### **Unit Families**

- Hold a FUN and EXCITING Popcorn Sale Kick-off meeting with your Scouts and parents. The meeting should explain the popcorn sale to your parents, build excitement with the boys through the prize and incentives program, and communicate sale expectations to parents. Sample kick-off agendas and links to videos can be found at: [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn).

### 7. Order & Pick-Up Popcorn

- Order popcorn as your unit needs it throughout the popcorn sale. There are four product orders for your unit to receive popcorn. Order what you need, and you can return 100% of what you don't use up until the return deadline. *See page 6 in the sales guide for key dates & page 11 for pick-up / return procedures.*

### 8. Manage Popcorn Inventory

- Develop a plan to track the popcorn inventory your unit has in stock. The goal is to keep popcorn product in the hands of the Scouts, and keep them selling throughout the sale, not running out of product, while at the same time not having product left over to return at the end. Inventory management tools can be found at: [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn).

### 9. SELL SELL SELL

- Keep Scouts motivated throughout the sale! Energy will be high in the beginning, but tends to dissipate as time passes. Do one fundraiser per year for your program and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

### 10. Collect Payments from Families

- Develop a plan to collect payments for products sold from your Scout families. You make the choice as to when you'll require payment (up front, after the sale is complete). Utilize Scout collection envelopes and train Scouts to collect fees, setting unit due dates before the council payment dates so you have enough money in your account.

### 11. Order Prizes and Incentives for your Scouts

- Recognize your Scouts for their hard work with the great prizes and incentives offered through the popcorn sale. Be sure to place your prize order on time, by November 15th. *See page 9 in the sales guide for complete prize and incentive information.*

### 12. Pay Your Popcorn Bill

- Make payments on your 2015 popcorn bill throughout the sale as you are able. Your final popcorn bill however, must be paid in full by December 12th. Check your invoice at any time throughout the sale at: <http://sell.trails-end.com> to see how much you owe.

### 13. Spend Your Earnings!

- Congratulations! You've followed your plan and raised what your unit needed to support their program. Now recognize your Scouts by providing a fantastic Scouting program in 2015 and 2016. Great job and happy Scouting!



# SELLING METHODS



Scouts can participate in the 2015 popcorn sale using several sales methods. Face-to-face sales methods, including, “Door-to-Door / Neighborhood Blitz”, “Storefront Sales”, and “Order Form / Take Order”, are tried and true methods. Selling online through the Online Sales System shows significant promise to reach customers out of town. For units with the right connections, corporate sales have been shown to be a good way to sell a significant amount of product to one customer. Whatever methods **YOUR** unit and Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

- **“Storefront Sales”** – This method involves coordinating booths at high foot traffic locations throughout your community. Trail's End research shows about 1 in 10 contacts will result in a sale. The method averages \$28 per Scout per hour. Begin the reservation process in the summer for access to the best locations.
- **“Door-to-Door / Neighborhood Blitz”**– This is the most effective sales method (averaging \$99 per hour per Scout) and involves the Scout soliciting orders at the customer’s home. This method is preferred for neighbors close to home, parent’s coworkers, close friends and family. Trail's End research shows about 3 in every 5 contacts will result in a sale. This is an area of great opportunity as 80% of homeowners are not contacted about buying popcorn. Through this method, the order can immediately be fulfilled as product is brought along (in wagon or vehicle). If the desired product is not on hand, an order can be taken with the product being delivered when the order can be fulfilled.
- **Order Form / Take Order** – This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to a member of the unit’s popcorn team (i.e. Unit Popcorn Kernel). The product is ordered by the unit, and once received, orders are delivered by the Scout’s family. It is at unit’s discretion whether money is collected up front or upon delivery. Many parents/guardians assist their Scout with this process by soliciting orders at places of employment.
- **Online Sales** - This online-based method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts and Venturers who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trails End Website (with parental approval if under the age of 13). Perhaps best of all, the customer pays securely online and the product is shipped directly to the consumer. The unit has no involvement in the ordering or shipping process, and receives a commission of 30% from all online sales.
- **Corporate Sales** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples. If a company is interested and needs assistance with special ordering, please contact your District Kernel, or Professional staff advisor.





# KEY DATES



## Popcorn Ordering / Distribution / Returns & Payment

There will be four popcorn product distributions for the 2015 popcorn sale. Units should place orders for popcorn product by the date listed below, on the Trails-End Website: <http://sell.trails-end.com>, and it will be available for pick-up (by distribution site) during the distribution window as listed below. Choose when **YOUR** unit will order based on how you're selling, and when you need popcorn. Units will be allowed to return 100% of the product (in full cases) up until **Saturday, November 7th**. For inventory management purposes... No product returns will be accepted after that date.

**Online Sales** officially start on August 1, 2015      **Physical Sales** officially start on August 29, 2015

All online and physical sales between August 1, 2015 and November 15, 2015 will count towards prizes and incentives.

Units should establish end dates before council deadlines to allow time for processing and sale management.

Follow the steps below for each of the product orders:	Product Order # 1 - August <small>Limited Product Line-up - in Full Cases</small>	Product Order # 2 - September <small>Order in Full Cases</small>	Product Order # 3 - October <small>Order in Full Cases</small>	Product Order # 4—November <small>Order in Full or Partial Cases</small>
<b>1) If You Place Your Popcorn Order...</b> online at: <a href="http://sell.trails-end.com">http://sell.trails-end.com</a> by:	<i>Sunday, August 16th at midnight</i>	<i>Sunday, September 13th at midnight</i>	<i>Sunday, October 11th at midnight</i>	<i>Sunday, November 8th at midnight</i>
<b>2) You'll Receive Your Popcorn Order...</b> at your local distribution site <u>between</u> :	<i>Thursday, August 27th &amp; Saturday, August 29th *</i>	<i>Thursday, September 24th &amp; Saturday, September 26th *</i>	<i>Thursday, October 22nd &amp; Saturday, October 24th *</i>	<i>Thursday, November 19th &amp; Saturday, November 21st *</i>
<b>3) You Can Return Your Popcorn...</b> 100% of the Popcorn you take out (in full cases—from any 2015 product order) can be returned at your local distribution site between:	<i>Thursday, September 10th &amp; Saturday, September 12th *</i>	<i>Thursday, October 8th &amp; Saturday, October 10th *</i>	<i>Thursday, November 5th &amp; Saturday, November 7th *</i>	<b>No Product Returns after Saturday, November 7th</b>
<b>4) and Pay for Your Popcorn....</b> Units are encouraged to pay their invoices throughout the sale. Encouraged payment dates are:	<i>By Saturday, September 26th</i>	<i>By Saturday, October 24th</i>	<i>By Saturday, November 21st</i>	<b>Final Payment for all 2015 sales is due by December 12th</b>

\* Please check your Field Service Council's popcorn fact sheet for complete district product distribution and return information. The dates listed above are windows in which the popcorn will be available. Warehouse days and times will vary. Download your Field Service Council's popcorn fact sheet at: [www.michiganscouting.org/popcorn](http://www.michiganscouting.org/popcorn) for complete details.

## Popcorn Prize and Incentive Order

<b>Popcorn Prize / Incentive Order</b>	<i>Units should place their prize and incentive orders no later than Sunday, November 15th at midnight</i>	Prizes and all incentive items will be shipped directly to the unit. <u>Prizes ship 3 days after they are ordered and released by the council. Prizes are released as soon as the unit's final invoice is paid in full.</u>
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# PRODUCTS

## AVAILABLE TO SELL



The following products are available for your unit to sell in 2015. You can choose all or some of them to sell, it's up to YOUR unit! Products ordered in the August, September, and October orders (1-3) can be ordered in full cases only. For the November order (4), product can be in full or partial cases.

	Product:	Retail Cost:	Includes:
	<b>*Chocolate Lover's Collection (Tin)</b>	<b>\$60</b>	1—15 oz. Bag Chocolatey Caramel Crunch, 1—17 oz. Bag White Chocolate Pretzels, 1—13.5 oz. Bag Chocolatey Triple Delight, 1—17 oz. Bag Milk Chocolatey Pretzels
	<b>Gold Military Donation (Ribbon Magnet)</b>	<b>\$50</b>	Popcorn will be given to Michigan Soldiers and customer will receive a gold military magnet.
	<b>*Sweet &amp; Savory Collection (Box)</b>	<b>\$40</b>	1—5 oz. Bag White Cheddar Cheese, 1—20 oz. Bag Butter Toffee (Caramel), 1—13.5 oz. Bag Chocolatey Triple Delight
	<b>Cheese Lover's Collection (Box)</b>	<b>\$30</b>	2—5.25 oz. Bags White Cheddar Cheese, 1—5.25 oz. Bag Jalapeno Cheddar
	<b>Silver Military Donation (Ribbon Magnet)</b>	<b>\$30</b>	Popcorn will be given to Michigan Soldiers and customer will receive a silver military magnet.
	<b>*Chocolatey Caramel Crunch (Tin)</b>	<b>\$25</b>	1 - 15 oz. Bag Chocolatey Caramel Crunch
	<b>* Chocolatey Triple Delight (Bag)</b>	<b>\$20</b>	1—18 oz. Bag Chocolatey Triple Delight
	<b>Premium Caramel Corn (Bag)</b>	<b>\$20</b>	1—22 oz. Bag Premium Caramel Corn
	<b>Unbelievable Butter (Box)</b>	<b>\$20</b>	1—18 pack of Unbelievable Butter Microwave
	<b>Butter Light (Box)</b>	<b>\$20</b>	1—18 pack of Butter Light Microwave
	<b>Jalapeno Cheddar (Bag)</b>	<b>\$15</b>	1—5.25 oz. Bag Jalapeno Cheddar Cheese
	<b>Popping Corn (Bag)</b>	<b>\$10</b>	1—30 oz. Bag Popping Corn
	<b>Classic Carmel Corn (Bag)</b>	<b>\$10</b>	1— 11 oz. Bag Classic Caramel Corn

Please note: The items marked above will not be available in the first (August) product order as they are chocolate and will melt. They will be available for ordering in the September, October, and November orders.

For nutritional information on each product - visit: <http://sell.trails-end.com/content/85aad31b28e76d8/trail's-end-products>.



# COMMISSION



30%

**Base Commission** - All units who sell popcorn in 2015 will receive a Base Commission of **30%** of their total sales. Example: If a unit sells \$1,000, \$300 will go back to the selling unit.

+

3%

**Bonus Commission** - If **YOUR** unit sets a 2015 sales goal that is greater than your 2014 actual sales, and hits that sales goal, your unit will receive an additional **3%** bonus commission.

A unit must submit their 2015 popcorn sales goal at [www.michiganscouting.org/popcornleaders](http://www.michiganscouting.org/popcornleaders) by August 31, 2015 in order to be eligible. A helpful tool in setting your 2015 sales goal is the Trails-End Program Planner worksheet - (found at: <http://www.michiganscouting.org/idealyearofscouting>).

Sales goals must be achieved by November 15, 2015.

Bonus commission will be credited to qualifying unit accounts on November 16, 2015.

+

3%

**Cash Option Commission** - If **YOUR** unit elects not to take part in the prize program (not order prizes), your unit will receive an additional **3%** commission. Please note, all of the youth in your unit will still qualify for the council's incentives.

If your unit elects not to do prizes - your unit popcorn kernel must log-in to the trails-end popcorn web-site at: <http://sell.trails-end.com>, go to the "Finance" tab, and under commission, select the "Cash" option for their unit, no later than November 15, 2015, when the unit prize orders are due.

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36%

**36% Total Maximum Commission** - The total commission a unit can earn is **36%**, if a unit qualifies for the bonus commission, and elects to do the cash option.

The above commission is for all 2015 traditional popcorn sales, not for online popcorn sales.

Units will receive **30% commission** for all online sales.

Commission earned for online sales will be credited to the unit's popcorn invoice on November 16, 2015.



## **When will my unit receive our commission check?**

*The Michigan Crossroads Council does not cut checks to units for the commission they earn. During the sale - Scouts and units collect the entire fee for products sold. The unit then pays their popcorn bill less their earned commission. As an example—if a unit sells \$1,000 in popcorn, and qualifies for 30% commission—they would pay their popcorn bill of \$700 (70%) and keep their commission of \$300 (30%). If a unit overpays, or has more online sales than their total invoice, a check will be cut for the overage.*





# PRIZES & INCENTIVES



## 2015 Michigan Crossroads Council Scout Sales Prizes & Incentives

Units should place their prize and incentive orders **no later than Sunday, November 15th at midnight**. Online sales made between August 1 and November 15, 2015 will be eligible for prizes.

Prizes and all incentive items will be shipped directly to the unit. Prizes and incentives ship 3 days after they are ordered and released by the council. Units will place their incentive orders, along with the prize orders through the "order prizes" link on: <http://sell.trails-end.com>. Prizes and incentives are released to ship as soon as the unit's final popcorn invoice is paid in full.

Regardless of **YOUR** unit's prize program choice (prizes or cash option), all selling Scouts are eligible for the additional sales incentives listed below! Units who elect not to take part in the prize program, will still need to place their incentive order through the prize website.

Incentive:	Amount to Sell:	How will this incentive be ordered / received and presented to the Scout?
<b>Fill a Sheet Recognition</b>	Fill a Popcorn Order Form	The unit will be asked as part of their prize / incentive order to indicate how many Scouts filled a form. The prize company will send one fill a form prize for each Scout who filled at least one sheet. The unit will distribute the prizes to the Scouts who earned them.
<b>Fill a Sheet Prize Drawings for:</b> TVs, Gaming Consoles, Legos, Tablets, Etc.	Fill a Popcorn Order Form	Units and families will e-mail filled order forms to: <a href="mailto:mccpopcorn@scouting.org">mccpopcorn@scouting.org</a> , or fax, mail, drop off copies of completed order forms to their local field service council office by 5:00 p.m. on (Thursdays) - September 17, October 15, November 12, and December 10. <u>All submitted forms must clearly include the Scout's first and last name, unit number, district and field service council in order to be processed. Forms submitted without the required information cannot be counted.</u> Prize drawings will take place on the days following (Fridays)—September 18, October 16, November 13, and December 11. Videos of the live prize drawings will be broadcast online at 6 p.m. each evening through the <a href="http://www.michiganscouting.org/popcorn">www.michiganscouting.org/popcorn</a> website. Prizes will include high end items such as flat screen TVs, tablets, gaming consoles, and will be given to winners in each field service council. Winners will be contacted in the days following, and will pick-up their prizes at their local field service council office.
<b>Fill a Sheet Grand Prize Drawing: Disney Vacation</b>	Fill a Popcorn Order Form	Scouts who fill a sheet, and have their order forms sent in for the fill a sheet prize drawings will automatically receive one entry into the Grand Prize drawing for a Disney vacation for four individuals! Each filled order form will result in one entry into the grand prize drawing, and winning a fill a sheet prize, will not eliminate a chance to win the grand prize. One lucky Scout will receive the Disney Vacation, and the live drawing will be broadcast online at 6 p.m. on Friday, December 17 through the <a href="http://www.michiganscouting.org/popcorn">www.michiganscouting.org/popcorn</a> website.
<b>BB Guns &amp; Robotic Kits</b>	Sell at Least \$750	The unit will be asked as part of their prize / incentive order to indicate how many Scouts sold at least \$750, and indicate a choice between a BB Gun & Robotics Kit. The prize company will send a voucher to the unit for each Scout who qualified and chose a BB Gun. The voucher would be given to the family, and the family would need to redeem the voucher for a BB Gun at your local field service council office. The prize company will send one Robotics Kit to the unit for qualifying Scouts who chose a Robotics kit. The unit would give the robotics kit directly to the Scout.
<b>\$1K Sales Club Events</b>	Sell at Least \$1,000	The unit will be asked as part of their prize / incentive order to indicate how many Scouts sold at least \$1,000, and also indicate their shirt sizes. The prize company will send a voucher certificate and t-shirt to the unit which will be given to qualifying Scouts. On the voucher, Scouts will be directed to a special 1K Club website where they will redeem their voucher for earned tickets to special events throughout 2016. Previous special events have included: Detroit Pistons Games, Waterpark Passes, Lansing Lugnuts Baseball Games, Camp Program Events, and more. <b>Scouts will be given one ticket for selling \$1,000 and an additional one ticket for every \$500 sold above \$1,000.</b>
<b>Online Sales Tablet Drawings</b>	Get one Online Sale	For every sale a Scout gets online, they will receive one ticket into a prize drawing for a tablet computer, drawn at each of the four prize drawings on (Fridays)—September 18, October 16, November 13, and December 11. Winners will be contacted in the days following, and pick-up their tablet computer at their local field service council office.
<b>Military Sales Patch</b>	Sell 5 Military Donations	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.



# TRAINING



**We encourage every unit to GET TRAINED!**

There are several training opportunities that will be offered in the Spring, Summer, and Fall for units to get the information they need to have a fantastic 2015 popcorn sale, and raise the necessary funds to support their unit program. Every unit should be represented at the regional, district, and supplemental popcorn training opportunities in 2015.

Training Opportunity:	When is it?	What will be covered?
<b>Regional Popcorn Trainings</b> (by Field Service Council)	Spring & Summer 2015 (by Field Service Council)	<p>Each field service council will offer one or more regional popcorn trainings to introduce the 2015 Popcorn Sale to units. The training will focus on an overview of the sales guide, incentive and prize program, recruiting of unit level popcorn volunteers, and getting your unit signed-up to sell popcorn.</p> <p>For a complete list of regional training opportunities in your area, see your Field Service Council's fact sheet at: <a href="http://www.michiganscouting.org/popcorn">www.michiganscouting.org/popcorn</a>.</p>
<b>Popcorn Kickoffs</b> (by District & Field Service Council)	Fall 2015 (by District & Field Service Council)	<p>Each district will offer one or more district popcorn kick-offs in August to go over the sales guide, provide and hand out all sale materials, and coordinate local popcorn sale initiatives. All units are encouraged to attend this kick-off as all sale materials will be passed out, and the sale will begin.</p> <p>For a complete list of district training opportunities, see your Field Service Council's fact sheet at: <a href="http://www.michiganscouting.org/popcorn">www.michiganscouting.org/popcorn</a>.</p>
<b>Supplementary Training Webinars</b>  For a complete listing of webinar trainings or to register—visit: <a href="https://scoutingevent.com/?mccpopcorntrainings">https://scoutingevent.com/?mccpopcorntrainings</a>	Spring, Summer and Fall 2015.  All Supplementary Training Webinars will be conducted via GoToMeetings.  <b>All webinars will be from 6:30—7:30 p.m.</b>	<p><b>Training Topics:</b></p> <ul style="list-style-type: none"> <li>• Prospecting for Unit Kernels</li> <li>• Ordering Sale Materials</li> <li>• What Every Kernel Should Know</li> <li>• Ideal Year of Scouting / Program Planning               <ul style="list-style-type: none"> <li>• Planning YOUR Sale</li> <li>• Unit Kickoffs</li> <li>• Trails End Support</li> <li>• Final Preparations</li> </ul> </li> <li>• How to Run an Effective Storefront Sale</li> <li>• How To Order Popcorn in the Popcorn System</li> <li>• Ordering Popcorn—How Much Should I Order?</li> <li>• How to Manage Your Unit's Popcorn Inventory               <ul style="list-style-type: none"> <li>• How Do I Order My Unit's Prizes?</li> </ul> </li> </ul>



# PROCEDURES



## Product Pick-up Procedures

Popcorn product will be picked up at warehouse locations across Michigan at four distributions from August through November 2015. Product will only be available at the times and locations set by each district. Reference your "Field Service Council Fact Sheet" for dates and times for pick-ups in your area.

## Product Return Procedures

Popcorn product can be returned at warehouse locations across Michigan at three return dates from September through November 2015. Product can only be returned at the times and locations set by each district. Reference your "Field Service Council Fact Sheet" for dates and times for product returns in your area.

**Council Policy on Product Returns:** 100% of the product a unit orders can be returned to the council (in full cases) until the final return date of Saturday, **November 7, 2015**. Returned product must be in full cases and cannot be defaced in any way (e.g. written on, labeled, stickers, etc.) Product returned in open cases will be opened and examined by warehouse staff to verify contents are identical, undamaged, and re-sellable. The council reserves the right to not accept damaged, melted, or defaced product or cases. All returned cases must be in a fully re-sellable condition. Warehouse staff will write up a return and sign, giving a copy to the unit. **No product will be accepted for returns after November 7, 2015—no exceptions.**

## Product Payment / Settlement Procedures

**Council Policy on Payments:** The council encourages units to make payments on their popcorn invoice throughout the popcorn sale. The council will send units a reminder email with instructions on how to access their online invoice at four points throughout the popcorn sale. It is the responsibility of the unit to access their unit invoice through the <http://sell.trails-end.com> website, and pay their invoice, as able, throughout the sale at their local Field Service Council service center. Units are strongly encouraged to make payments of all or portions of their owed amount on September 26th, October 24th, and November 21st. Payments made throughout the sale will be reflected on the unit's online invoice. **A final payment for all 2015 popcorn sales (entire remaining invoice balance) must be received by December 12, 2015. All payments must be made in the form of a unit check made payable to "Michigan Crossroads Council".** Credit card payments, multiple checks, or checks made payable to units cannot be accepted as payment for a unit's popcorn bill. Prize and incentives orders cannot be released for shipping until the unit's invoice is paid in full and processed by the council.

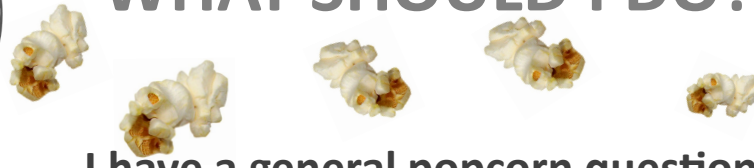
Michigan Crossroads Council takes misuse of unit funds very seriously. If personal use of monies occurs, MCC will begin collection procedures, taking legal action if necessary. Volunteers who misuse funds may be released from all positions within the Michigan Crossroads Council and Boy Scouts of America. MCC will pursue all available criminal and / or civil charges involving misuse of funds.

### What to Expect at Product Pick-up & Returns:

1. The process will take 15-30 minutes or more.
2. On-site product sorting may be required. Orders may be pre-sorted, or filled upon arrival of unit.
3. Product loading will be required. Be prepared to physically load product into vehicles. Volunteers onsite may be limited, so please plan accordingly.
4. Have adequate vehicle space to transport product. Moving vans and box trucks work well. Rough estimates of vehicle capacity:
  - Mid-Size Car: 15-20 cases
  - Small SUV / Crossover: 30-40 cases
  - Mini-Van: 50-60 cases
  - Large SUV / Full-Size Van: 70+ cases
5. For safety, no children under the age of 18 are allowed in the warehouses.
6. A unit representative will be required to sign a packing slip to accept responsibility, on behalf of the unit, for the product you are taking.



# I NEED HELP! WHAT SHOULD I DO?



**I have a general popcorn question...**

**Topics Like:** Placing an Order Online, Product Line-up, Payment Procedures, etc.

- Visit our website at: [www.michiganscouting.org/popcornfaq](http://www.michiganscouting.org/popcornfaq) and check out the Frequently Asked Questions page to see if your answer is included.
- If there is not an answer on the website, email us at: [mccpopcorn@scouting.org](mailto:mccpopcorn@scouting.org) so we can answer your general question, and post the answer on the website.

## My question is more specific...

**Topics Like:** Individual Warehouse Specifics, Local Popcorn Kernel Contact Information, District Training Information, etc.

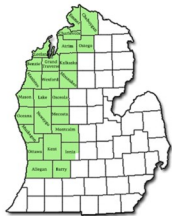
- Visit our website at: [www.michiganscouting.org/popcornleaders](http://www.michiganscouting.org/popcornleaders) and locate your Field Service Council fact sheet.
- If there is not an answer on your Field Service Council's fact sheet—call your district popcorn kernel, or the professional staff advisor listed on your district's fact sheet - or - call the field service council office nearest you as listed below:



**Great Lakes  
Field Service Council**

**Dauch Scout Center**  
1776 West Warren Ave. Detroit, MI 48208  
or  
**Troy Scout Center**  
1155 East Long Lake Rd. Troy, MI 48085

**Phone:** 313-897-1965  
**FAX:** 313-897-1970  
  
**Phone:** 248-526-0169



**President Ford  
Field Service Council**

**DeVos Family Center for Scouting**  
3213 Walker Avenue NW Grand Rapids, MI 49544  
or  
**Traverse City Service Center**  
1499 Business Park Dr. Traverse City, MI 49686

**Phone:** 616-785-2662  
**FAX:** 616-785-0835  
  
**Phone:** 231-947-7071  
**FAX:** 231-947-7072



**Southern Shores  
Field Service Council**

**Ann Arbor Service Center**  
3914 Bestech Dr. Ypsilanti, MI 48197  
or  
**Calhoun County Service Center**  
1791 W. Columbia, Suite G Battle Creek, MI 49015

**Phone:** 734-971-7100  
  
**Phone:** 269-962-8513  
**FAX:** 269-963-3398



**Water and Woods  
Field Service Council**

**Port Huron Service Center**  
924 7th St. Port Huron, MI 48060  
or  
**Lansing Service Center**  
4000 W. Michigan Ave. Lansing, MI 48917  
or  
**Auburn Service Center**  
5001 Eleven Mile Rd. Auburn, MI 48611  
or  
**Flint Service Center**  
507 W. Atherton Rd. Flint, MI 48507

**Phone:** 810-982-9529  
  
**Phone:** 517-321-7278  
**FAX:** 517-321-7298  
  
**Phone:** 989-662-4464  
**FAX:** 989-662-4465  
  
**Phone:** 810-235-2531  
**FAX:** 810-235-5052