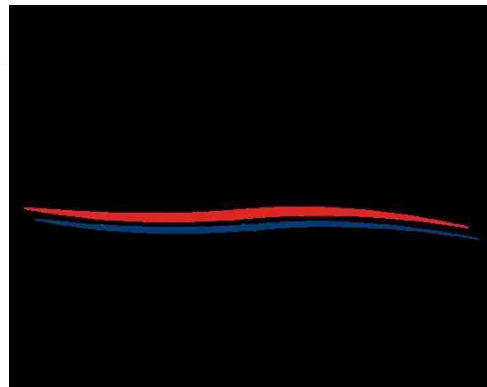


**Scouting**  **America**<sup>TM</sup>  
Mobile Area Council  
**2024**



*Tee It Up For PopCorn*



*2024 Popcorn Leader Guide*

## *Popcorn Kernel Job Description*

By accepting the invitation to become your unit's Popcorn Kernel, you are ensuring the sale is a success. Your primary responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents, and Scouts, and host a dynamic kick off. Training and documents that will help you prepare for a successful sale will be distributed at the Unit Training Meetings, your August Roundtable, and are available on the council website ([www.bsamac.org](http://www.bsamac.org)).

1. Promote the 30% commission plan and attend the July 13th in-person or virtual training meeting for the District Kernels and unit leaders. When you attend the Kickoff and pay on time your unit will receive an additional **5%** commission. This will equal a total of **35%** commission.

2. Assist in setting up a sales plan for your unit that includes the 3 methods of selling popcorn: Take Order, Show and Sell and Online.

### *3. Successful Sales Tips*

- Organize and conduct a successful Unit Popcorn Kick Off
- Communicate the purpose for the sale and timeline to your Scouts and parents.
- Assist in setting unit and per-scout goals based on your activities calendar.
- Distribute sales materials to all Scouts and families.
- Set up Show & Sell locations and dates.
- Assist in distributing popcorn for Show and Sells.

### *4. September/October- Follow-up*

- Inspect, coach, and praise your Scouts

5. *November / December*— Ensure all online popcorn and online prize orders are complete in Trail's End system.

- Distribute Take Order popcorn and collect money from parents.
- All payments due to the council (total sales - unit commission = payment due council) must be submitted by or before December 2nd.

## *Mobile Area Council Popcorn Prizes 2024*

In addition to the prizes offered by Trail's End, the Mobile Area Council is offering:

### *Weekly Drawings*

To be eligible for weekly drawings, you may email, or hand deliver a printout of your Scout's sales report from your mobile app or a copy of your paper order form. All submissions **MUST** be in the office before 12:00 noon on the below dates of the drawing.

Email: [Sonya.Seabrook@scouting.org](mailto:Sonya.Seabrook@scouting.org)

*Sell \$250 by August 26th to be entered to win an \$25 Amazon  
Gift Card*



*Sell \$500 by September 3rd to be entered to win an \$50  
Amazon Gift Card*



*Sell \$750 by September 9th to be entered to win a Day Camp,  
Resident camp, or Express Camp **2025** Complimentary  
Registration*



CUB SCOUT & WEBELOS SCOUT

**RESIDENT**

**CAMP**



**SCOUTS ON SAFARI**



*Sell \$1000 by September 16th to be entered to win a Day Camp,  
Resident camp, or Express Camp **2025** Complimentary  
Registration and a \$25 Amazon Gift Card*



CUB SCOUT & WEBELOS SCOUT

**RESIDENT**

**CAMP**



**SCOUTS ON SAFARI**



You DO NOT need to resubmit forms already turned in, unless the Scout has additional sales that qualify them for a higher level. Council will automatically move forms to qualifying levels after each drawing. Make sure you have parent and scout's name and a reliable adult phone number on the submitted form.

## *Level Up Club*

Scouts who sell \$1,500 or more will receive 4 complimentary tickets to the senior bowl.



## *District Top seller*

Both Baldwin and Fiver River's Top Seller Scout of at least \$12,000 will receive a Top Golf Experience Package.



\*Scout's Sales include total amount sold from Take Order, Show & Sell, and Online Sales.

## *2024 Popcorn Sale Timeline*

*Saturday, July 13th* Popcorn Training, 11 am (Required for possible 35% commission)  
Five Rivers Delta

*Friday, AUG. 2nd* Deadline to submit Unit's Show and Sell order online

*Saturday, AUG. 17th* Units pick up popcorn order\* (date may change due to Trail's end)

*Tuesday, AUG. 20th* Units may pick up extra popcorn from Council Service Center  
as needed, until product is depleted.

*Friday, Oct. 4th* Deadline for Unit's Take Order submission online

*Saturday, Oct. 26th* Units pick up popcorn order\* ((date may change due to Trail's end)

*Nov. 4th-15th* Deliver popcorn to customers & collect money. Turn collected money  
in to Council

*Friday, Nov. 22nd* Popcorn season is over! All payment due to Council by  
5pm. Prizes are released from Trail's End when balance owed to council is \$0.

*Monday, Dec. 2nd* Unit Commission drops to 25%

*Monday, Dec. 9th* Unit commission drops to 15%

\*Unit will receive an invoice with orders and payments received.



\$15 Sweet & Salty Kettle Corn



\$25 Unbelievable Butter Microwave



\$20 White Cheddar



\$25 S'mores Popcorn



\$25 Salted Caramel



\$20 Popping Corn



**SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!**

Donation Levels

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

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

## COUNCIL

**Sonya Seabrook:** Fund Development Specialist and Popcorn Unit's Support

[Sonya.Seabrook@scouting.org](mailto:Sonya.Seabrook@scouting.org)

251-476-4600

**Sherry Amerson:** District Associate

[Sherry.Amerson@scouting.org](mailto:Sherry.Amerson@scouting.org)

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**Mary Phillips:** Registrar

[Mary.Phillips@scouting.org](mailto:Mary.Phillips@scouting.org)

251-476-4600

## District Kernels

**Kelly Dunbar:** Baldwin District Kernel

[kkellytorp@aol.com](mailto:kkellytorp@aol.com)

(251)680-9289

**Charles Harris:** Five Rivers District Kernel

[CharlesHarris2@ccbcu.com](mailto:CharlesHarris2@ccbcu.com)

251-295-1977

<https://www.bsamac.org/support-scouting/popcorn>





## *POPCORN Order Guide*

Use this reference guide for ordering Show & Sell. The cost and amount of pieces per case are listed next to the product.

Remember: Units order Show & Sell inventory by the case; Take Order can be ordered by the individual pieces.

<i>Product</i>	<i>Price/ Pieces per case</i>	<i>Amount to Order</i>
<i>Sweet &amp; Salty Kettle Corn</i>	<i>\$15/ \$180 (12 per case)</i>	
<i>White Cheddar</i>	<i>\$20/ \$240 (12 per case)</i>	
<i>Salted Caramel</i>	<i>\$25/\$300 (12 per case)</i>	
<i>S'MORES Popcorn</i>	<i>\$25/\$300 (12 per case)</i>	
<i>Unbelievable Butter</i>	<i>\$25/\$150 (6 per case)</i>	
<i>Popping Corn</i>	<i>\$20/\$180 (9 per case)</i>	



[TRAIL'S END/ Online](#)

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