



Scouts Canada - 7th Markham 2017 Popcorn Campaign



It is that time of the year again to sell popcorns! Scout Popcorn is Scouts Canada's #1 National Fundraiser. Through popcorn sales, we are able to subsidize a significant portion of our activities such as opening nights, group camps (Fall and Winter Camps), and other fun events for our children. Our children directly benefit from our effort. Simply put, the more popcorns we sell, the more activities we can do at a lower cost.

Attached please find the 2017 Guide to Canada's Popcorn Sale which includes:

- Popcorn Order Form
- Popcorn Recognition Prizes

Important Items

- Section popcorn coordinators will be collecting the **forms and full payment** (preferably by cheque) on the date listed below. If you are not able to submit your order on the specified date, kindly contact the section popcorn coordinator and make arrangements. Please note that all orders and payment must be with the coordinator no later than **October 20, 2017**.

Section	Coordinator Contact Email	Order Form Due Date
Beavers	beavers.popcorn@7thmarkham.org	Tuesday, October 17, 2017
Cubs (Monday)	cubs_monday.popcorn@7thmarkham.org	Monday, October 16, 2017
Cubs (Tuesday)	cubs_tuesday.popcorn@7thmarkham.org	Tuesday, October 17, 2017
Scouts	scouts.popcorn@7thmarkham.org	Monday, October 16, 2017
Venturers	venturers.popcorn@7thmarkham.org	Monday, October 16, 2017

- Cheques should be made payable to: **Scouts Canada – 7th Markham**
- Collect the payment along with the order (preferably paid via cheque)
- Aim to fundraise \$500 or more per child. This will give us about \$225 in profit per child which will cover the group and section operating expenses for the entire year (about \$100), special events such as Sleepovers, LaserQuest, Putting Edge, Bowling, etc. (about \$65) and a portion of camp expenses (about \$60).
- Bring the forms to work and ask your colleagues to place an order. Most of them are familiar with the Scouting program and they are generally very supportive.





Scouts Canada - 7th Markham 2017 Popcorn Campaign



- Remember that popcorns also make excellent Christmas gifts to friends, families, neighbours, colleagues, teachers, and customers (if you own a business).
- Ask your child which popcorn prize level she/he would like to get and help her/him achieve that goal. Prizes are based on total popcorn amount and exclude donations.
- Accompany your child during the **Popcorn Blitz** on **October 02** at Cornell Village.
- Fundraising Incentives
 - \$300 and 10% – if you fundraise at least \$300 (excluding donations), your child will receive 10% of the total order which will be applied directly to your child’s section activities (e.g., sleepover, outings and field trips) and camping fees.
 - Trail’s End Incentive Buttons
 - ✧ *Smart as a Fox* – make a plan on how you will fundraise
 - ✧ *First Sail* – have at least one order
 - ✧ *Pow Hit the Target* – set a goal and reach it
 - ✧ *Quick like a Bunny* – have at least 1 order of each product on the order form
 - ✧ *Wham! Wow!* – fill all 30 lines with order
 - ✧ *Cool Kid* – top seller for each section
 - ✧ *You’re on Fire* – top seller for entire group
 - Popcorn Prize

Level	Total Amount (exclude cash donations)	Prize
2	Fundraise \$250	2A
3	Fundraise \$500	3A or 3B
4	Fundraise \$750	4A
5	Fundraise \$1,000	5A
6	Fundraise \$1,500	6A
7	Fundraise \$2,000	7A
8	Fundraise \$2,500	8A or 8B

Happy Fundraising!





Popcorn for our Troops

Check the \$30 Donation Level to send popcorn treats to our military men and women, their families, and veterans organizations.

- \$30 Canadian Forces Gift
- Chocolate Lover's Tin
- Cheese Lover's Tin
- Choc. Caramel Crunch Tin
- Salted Caramel Crunch Tin
- Caramel Corn Tin
- Light Unbelievable Border
- Classic Trail Mix
- White Cheddar Chiz
- Cheddar Chiz & Jalapeno Popper
- Popping Corn

NAME	STREET/EMAIL ADDRESS	AMOUNT		DELIVERY DATE										
		DU\$	DOZ	MO	PL									
1		\$30	\$65	\$40	\$30	\$30	\$25	\$20	\$20	\$15	\$15	\$10		
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														
21														
22														
23														
24														
25														
26														
27														
28														
29														
30														
	TOTAL													

SCOUT'S NAME _____
SECTION _____

\$30 MILITARY DONATION	CHOC. LOVER'S	CHEESE LOVER'S	CHEESE CRUNCH	SALTED CARAMEL CORN	CARAMEL CORN WITH NUTS	18PK CARAMEL BUTTER	CLASSIC TRAIL MIX	WHITE CHEDDAR CHEESE	CHEDDAR CHEESE & PEPPERS	POPPING CORN
------------------------	---------------	----------------	---------------	---------------------	------------------------	---------------------	-------------------	----------------------	--------------------------	--------------



To see full nutritional information for all Trail's End products visit trails-end.com

Trail's End

SCOUT Popcorn



Trail's End



Over half of funds raised go back to Scouting!



Scoutpopcorn.ca



\$65 Chocolate Lover's Collection

- Milk Chocolatey Pretzels 482g
- White Chocolatey Pretzels 482g
- Pecan Clusters 198g
- Chocolatey Caramel Crunch™ 425g



Comes in a gift tin.



\$40 Cheese Lover's Trio

- White Cheddar Cheese Corn 149g
- Yellow Cheddar Cheese Corn 149g
- Jalapeño Cheddar Cheese 149g

\$18.00 to your Group

*Does not come in box or tin.



\$30 454g Salted Caramel Popcorn with Sea Salt

A unique combination of sweet (like a Cub Scout) caramel corn with a perfectly balanced finish of sea salt.



Comes in a gift tin.



\$30 425g Chocolatey Caramel Crunch™

Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.



Comes in a gift tin.



\$25 510g Caramel Corn with Almonds, Cashews & Pecans

The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.

\$11.50 to your Group



\$20 454g Classic Trail Mix

A delectable blend of peanuts, chocolate buttons, raisins, almonds and cashews.

\$9.00 to your Group



\$15 149g White Cheddar Cheese Corn

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

\$7.00 to your Group



\$15 149g Cheddar Cheese and Jalapeño

Crispy cheese popcorn with a spicy punch of jalapeño white cheddar cheese deliciousness in every savory bite.

\$7.00 to your Group



\$20 18-Pack Microwave Unbelievable Butter™

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

\$9.00 to your Group



\$10 850g Popping Corn

Trail's End plain kernels for those who like to make popcorn from scratch.

\$4.50 to your Group

Popcorn for our Troops

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

\$30 Canadian Forces Gift \$15.00 to your Group



Stay on Track for Post-Secondary Education

Sell **\$2,500** of qualifying Trail's End products in any calendar year and have **6%** of your total sales count towards your own Trail's End Scholarship.

Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time.

Visit Sell.Trails-End.com for full details.



All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. All Trail's End products are Kosher Dairy. Please verify the symbol on each package to verify the validating kosher organization. *Across the entire Trail's End® product line, an average of 60% goes to local Scouting. ©2017 Trail's End®. All rights reserved.

2017 Popcorn Recognition Prizes

Scout Popcorn Incentive Buttons



"FIRST SAIL" BUTTON – You've set sail on your fundraising adventure, earn this button by selling your first bag of Scout Popcorn.



"SMART AS A FOXI" BUTTON – way to go you've made a plan on how and where you'll fundraise! Will you visit your neighbourhood or host a Show and Sell in your community?



"POW! HIT THE TARGET!" – So you set a goal and you reached it! That's amazing! Now you know it's not hard to achieve anything when you have a goal.



"QUICK LIKE A BUNNY" – You're on a roll! You sold one of each bag and tin of Scout Popcorn. Nothing can stop you now!



"WHAM! WOW!" – You filled all 30 lines on the order sheet! Collect another order form and keep it up!



"COOL KID" – How will your Groups use this button? You can give away 1 a week and use it to recognize a youth however you'd like. Is it weekly top seller? Most improved? Best sales pitch? You decide!



"YOU'RE ON FIRE!" – Great job! All your hard work has paid off! You're your Group's top seller! Because of you, your Group is one step closer to the great adventure and you've helped more kids like you join Scouting!

**FUNDRAISE \$2500
AND ENROLL IN THE
SCHOLARSHIP PROGRAM**



Once enrolled, 6% of your sales each year will be added to your scholarship account.





GREAT ADVENTURES Start with Popcorn

2017 Popcorn Recognition Prizes

Scout Popcorn Adventure Club

When you fundraise over **\$2,500** you will automatically be subscribed to receive a quarterly gear box (4 in total) as a thank you for your hard work fundraising with Scout Popcorn. You will receive a new gear box seasonally to make your Scouting adventures that much better!

All the products in the gear boxes are available in the Scout Shop!



Here is what to expect out of a quarterly gear box (contents may vary)



SCOUTSHOP.CA



ScoutPopcorn.ca

The Scout Popcorn Incentive program and Adventure Club achievement levels are based on individual sales, no combining of sales with other Scouts. Only one award or prize allowed per youth member.

It starts with Scouts.

2017 Popcorn Recognition Prizes



2A - SC Whistle



3A - 7 in 1 Binoculars
(Beavers & older)



3B - SC 5 in 1 Tool
(Scouts & older)



4A - Light My Fire Lunch Kit



5A - MEC High Jinx Daypack



6A - Logix Piston Bluetooth Speakers



7A - Petzl Headlamp



8A - Sail Camp Chair



8B - Scouts Canada Knife

Sample Scripts

Sample Door-to-Door Script

"Hi, my name is _____ (*say first name only*).

I'm a Scout with Group _____ here in _____ (*city*).

I am selling popcorn to help raise money to go to Summer Camp (*or other major activity*). By buying popcorn today, you'll be helping me earn my own way to camp next summer and do fun things with my Group all year long."

(Hand the customer the Take Order form and a pen and point out your favorite item. Make sure it is a \$20 or more item).

"You'll help me, won't you?"

Sample Show and Sell Script

"Excuse me ma'am/sir.

Hi, my name is _____ (*say first name only*).

I'm a Scout with Group _____ here in _____ (*city*).

I am selling popcorn to help raise money to go to Summer Camp. By buying popcorn today, you'll be helping me earn my way to camp next summer and do fun things with my Group all year long.

This product is my favorite (*Point out an item \$20 or higher*).

You'll help me, won't you?"

If you receive a rejection you can use the following:

I cannot eat popcorn...

"That is OK. You can still support us and our Canadian Forces here at home by buying popcorn. Popcorn also makes a great gift for someone else. We also have Pretzels you may like. Which one works best for you?"

or





GREAT ADVENTURES Start with Popcorn

Popcorn is not healthy...

"Many snack foods can have lots of fat, but many of our choices have less than half the calories of potato chips. Our popcorn is also transfat free. Plus, popcorn is high in fiber. Which one would you like?"

or

The price is too high...

"You are right it is expensive compared to store brand products. The price is about the same as buying popcorn at the movies. However, 60% of the proceeds go back to local Scouting, so you can feel good about buying popcorn and helping your local community. Which one would you like to try?"

or

We already bought popcorn...

"Great and thank you for your support! Have you tried it yet? After tasting our popcorn, many of my customers find they would like to send some to family, friends or to our Canadian Forces here at home. Who would you like to send popcorn to?"

or

I do not have any cash on me... [and you, as the Scout, have a Square Credit Card Reader]

"That is OK. We take all major credit cards. Which product would you like?"

or

I am allergic to nuts...

"I am sorry to hear that. I have a relative who has a similar issue [or I have friends with an allergy too]. They still help me out by placing an order for our Canadian Forces here at home. Which one would you like to donate for our soldiers?"

or

I do not support Scouts Canada...

"Thank you very much for listening to me. Have a good day."