Crossroads of America Council Boy Scouts of America



Key Dates

August 1	Online sales fall rewards promotional period begins at http://www.trails-end.com					
August 8	District Popcorn Kickoff					
	Perry Meridian Middle School					
	401 S Meridian School Rd Indianapolis, IN 46217					
	Start Time: 7p.m.					
August 27	Make Up Kickoff					
	7 p.m. at Golden-Burke Scout Center					
	7125 Fall Creek Road North, Indianapolis, IN 46256					
September 3	Initial Popcorn Order Due					
	Popcorn System at <u>www.crossroadsbsa.org/popcorn</u>					
September 19	Initial Popcorn Distribution					
	Merchandise Warehouse					
	1414 South West St. Indianapolis, IN 46225					
	5-9p.m. Units must sign up for specific time slot. Bring a unit roster					
September 21	Face-to-face Popcorn Sale Begins					
	Additional Popcorn Pick-up and Return Opportunities at Camp Belzer on Tuesdays from 1 to 6 p.m.					
September 24 to November 5	A limited amount of extra product is available. Product must be reserved in advance at					
September 24 to November 3	www.erossroadsosa.org/popeorn/. Extra popeorn not needed by units may be returned for					
	credit on all pick-up and return days at Camp Belzer. <u>Items must be in excellent condition</u> and returned no later than November 5 at 6:00 p.m.					
October 15	Initial Payment of 15% of the invoice amount due to council					
November 2	Face-to-face Popcorn Sale Ends					
	Online sales fall rewards promotional period ends					
	Scouts may continue to sell product online year-round					
November 3	Final Popcorn Order Due					
	Popcorn System at <u>www.crossroadsbsa.org/popcorn</u>					
November 5	Final Day to Return Product to Crossroads of America Council					
November 21	Final Popcorn Distribution					
	Merchandise Warehouse					
	1414 South West St. Indianapolis, IN 46225					
	5-9p.m. Units must sign up for specific time slot. Bring a unit roster					
December 6	FINAL PAYMENT and unit prize orders due					

Contact Information

District Popcorn Kernel
Beth Stinson
317-716-9604
pathfinderdistrictpopcorn@yahoo.com

District Unit-Serving Executives

Jeff Whitten
317-813-7131
jwhitten@crossroadsbsa.org

Crossroads of America Council 7125 Fall Creek Road N. 317-813-7125 popcorn@crossroadsbsa.org

www.crossroadsbsa.org/popcorn/

Ц	SUN 25	MON 26	TUE 27	28	WED	29	THURS	FRI 30	SAT	
	T-T-	:26 al Businesses for l			n order					
	1	2 Labor Day	3 Initial Popcorn	4	4			6 7		
			Order Due			koff				
E MBEK	В	9	10	11		12		13	14	
!	15	16	17	18		19 Help sort and		put 20	21 Popcorn Sale	
		Hold Unit Popcorn Kick Off!				away popcorn	y popcorn		Begins!	
- 1	22 Booth Sales	23	24	25		26		27	28 Booth Sales	
	Cont.	Scouts Sell in their Neighborhoods!							Continue	
- 1	29 Booth Sales	30	1	2		3		4	5 Booth Sales	
	Cont.	Scouts Sell in their Neighborhoods!							Continue	
ĸ,	6 Booth Sales Cont.	7	8	9		10		11	12 Booth Sales	
		Den or Patrol Challenge: Which group can sell the most going door to door in your town?							Cont. with added door to door	
	13	14	15	16		17		18	19 Finish Strong!	
5		The point of our sale is to be visual. The more the public see us the more they buy.								
$\overline{}$	20 Go for it!	21	22	23		24		25	26 Final Push for	
		Evaluate Scouts' saleswho needs more sales to reach their next goal?							those that still need bit more in sales!	
	27	28	29	30		31		1	2 Popcorn Sale End	
		Don't forget friends and family members!								
	3 Final Order Due	4	5 FINAL RETURN DAY	6		7		8	9	
2			DAY		В	reath a	nd smile your F	IARD work has	paid OFF!	

Popcorn Backdater and Checklist

	Attend your District's Popcorn Kickoff between July 15 and August 31.
	Sign up for Storefront booths at box store locations.
	Assess the number of Scouts that will be selling.
	Search for other booth locations (local businesses, gas stations, etc.) where your unit can sell to supplement
	the box store locations.
	Begin putting your order together. Analyze last year's sales and number of Scoutshas the number of Scouts in
	your unit gone up or down? What is the goal called for in your unit budget? Order according to what you can
	sell. Average is about \$300 per Scout.
	Prepare for your unit's Popcorn kickoff. Is there a family/Scout that is really good at selling that can help you
	speak on different topics? Use your resources.
	Place your Initial Order in the Popcorn System at www.crossroadsbsa.org/popcorn by September 3.
	Hold your unit's Popcorn Kick off between September 9 and 20.
	Help sort popcorn at your district's designated location. Otherwise, pick up products ordered between
	September 18 and 21. Check your district fact sheet for details.
	Begin selling on September 21.
	Have unit incentives ready to reward boys at meetings for popcorn achievement.
	Keep a running total for the Scouts so there is a healthy competition that encourages boys to keep selling!
	Halfway through the sale, inform parents of Scout totals. This allows them to reach their goals or to set more
	goals if their goal has already been achieved.
Ш	Collect order forms early enough to evaluate individual sales and assess which Scouts could use more product
	to reach the next level. Also take this time to match up leftover product from initial order with take orders.
_	How close are you to the unit's goal?
Ш	Place your Final Order in the Popcorn System at www.crossroadsbsa.org/popcorn by November 3.
_	Return any unneeded product by Tuesday November 5, 2013.
Ш	Help sort popcorn at your district's designated location. Otherwise, pick up popcorn the week of November 20.
_	Check your district fact sheet for details.
	Final Payment and Prize Orders are due on December 6.