



The 2011 Scout Popcorn Sale

Make this Year's Sale Magical with our first \$1,000,000 Popcorn Sale

Don't burn out your parents and Scouts by conduct numerous unit fund raisers. Fund your Ideal Year of Scouting Adventure with just one successful fundraiser!

Special Incentives for Mount Baker's Popcorn Sale

- A special "Zyclone Launcher" will be earned by Scouts who reach the \$600 sales level.
- Incentive recognition levels for Scouts who sell from \$600 to \$2,500 or more!
- The Trail's End Prize Program will be provided for all our Scouts this year!
- Better prizes for our Weekly Prize Drawings for Scouts and Unit Popcorn Kernels.

<u>District</u>	<u>District Kernel</u>	<u>Phone</u>	<u>Email address</u>
Tillikum	Tracie Lenhart	(425) 357-1274	mrslenhart@msn.com
Klahaya (NEW)	Jenna Pennamen	(206) 351-9034	jennapennamen@comcast.net
Tyee	Clarita Heater	(425) 931-3821	heaterclan@comcast.net
Skagit	Lori Valgardson	(360) 848-5275	lorivee8@comcast.net
Whatcom	Debbie Waytashek	(360) 384-0747	threfan@aol.com
Island	Sarah Boothe	(360) 720-2780	aviationgod@comcast.net
Puget Sound	Chris Nilsson	(425) 743-5894	vikinggeek@live.com

Earn all the money you'll need to fund your Unit's Scouting Adventures!



The 2011 Sale Dates:

Saturday, July 30	Sign up to sell deadline
Monday, August 1	Fall Online Popcorn sale begins with sales credit
Saturday, August 20	Council Kick-off in Arlington Units may place initial Show & Sell orders at the kickoff Take-order sale begins
Friday, September 2	Last day to order Show & Sell Product
Thursday, September 22	Show & Sell product delivered (count and sort product)
Fri.-Sat. September 23-24	Show & Sell product distribution
Monday, October 24	Take-order sale ends
Saturday, October 29	Super Saturday Turn-in Day for returning any surplus product Last day to order take-order product online
Thursday, November 17	Take-order popcorn arrives at district distribution sites - sorting
Fri.-Sat. November 18-19	Distribution of take-order popcorn
Monday, December 5	Last day to turn in popcorn monies

The Commission Rates for 2011:

- 30%** Base – unchanged from 2010 but the council is also paying **3%** for the Trail's End prize program this year for all units! National and Mount Baker Council sales research shows that this will increase unit sales with individual incentives for Scouts.
- 6%** Average unit sales of \$350 (was \$300) per Scout, includes Show & Sell, Take-Order and Online sales. NOTE: Our Scouts sold an average of \$348 in 2010. (Unit membership is initially based on the charter renewal youth membership number. Because 2nd year Webelos should be transitioned into a Troop, Pack numbers will not include 5th graders. Webelos who cross over after charter renewal will not show up on Troop rosters either.
- 3%** Bonus for on-time orders and on-time closeout. This is especially important in order to qualify for the \$600 Club Silvertips' tickets.

Plus: We are again offering the \$50 gas card for Unit Popcorn Kernels who register to sell by July 31 and attend the council kickoff. This was popular in 2010 and is back by popular demand!

The 2011 Incentive Plan:

- \$600** – Earn a Mariner's game ticket voucher and a Zyclone launcher.
- \$1,000** – Mount Baker Council \$1,000 club **earns 2 Silvertips tickets** and a custom council shoulder patch (CSP). The hockey game will be in December so we will need units to close out on time to be eligible. It is important that all Scouts individual sales **MUST** be entered into the popcorn system in order to qualify for the tickets.
- \$1,500** – Qualify for the Trail's End \$1,500 prize level - get a \$50 Walmart or Amazon gift card
- \$2,000** – Mount Baker Council \$2,000 Club earns a \$50 WalMart gift card and a custom CSP.
- \$2,500** – Qualify for the Trail's End scholarship program. After selling at this level once, a Scout's annual sale thereafter may be at a different level.

Mount Baker Council, Boy Scouts of America

1715 – 100th Place SE, Suite B

Everett, WA 98208

(425) 338-0380

www.mountbakerbsa.org