



Jump Into
POPCORN
With Legos





Dear Popcorn Selling Unit:

Thanks so much for investing the time and energy into being a leader for your Scouting unit. You are an essential part of why families in your unit are able to enjoy the fun and excitement of Scouting. Many of the awards, ranks, trips, and family memories for your group are made possible by the time you spend in Scouting. As a leader, I personally know the benefits of the program but I also know that each group cannot have these experiences without financial cost.

The 2025 Middle Tennessee Council's popcorn sale will kick off **August 11!** This year's popcorn theme is **"2025 MTC Jump into Popcorn with Lego."** The 2025 marketing plan has big incentives that include: "Blitz Club" prizes, gift cards and top salesman prizes. The Popcorn sale teaches Scouts life lessons, goal setting, money management, and public speaking. It also helps Scouts have more opportunities in Scouting experiences such as: camping, field trips, overnight events and the Pinewood Derby!

For more information or to sign your Scout unit up to sell popcorn this fall, please go to www.mtcscouting.org under the "Generosity" tab, click on popcorn. If you have questions, inquire about "best selling" practices, or need assistance please feel free to contact myself at (618) 315-8042 or Kevin McMurrian, Director of Finance Services, at kmcmurrian@mtcbsa.org or (615) 516-9065.

Thank you for all that you do for Scouting in your community.

Keep on popping!

Garry Allison

2025 MTC Popcorn Kernel



2025 POPCORN SALE IMPORTANT DATES

July

July 18 - All Show & Sell Locations go live in Trails– End app.

July 19 – Council Popcorn Kickoff/Orientation 10:00 a.m. (In Person or by Zoom)

July 26 – Council Popcorn Kickoff/Orientation 10:00 a.m. (In Person or by Zoom)

July 28— Kroger Store Front Locations Sign-Up Link goes live.

August

August 4—Online Popcorn Sales Commission Begins

August 10—All Unit Show & Sell Orders Due into Trails- End system

August 11 – Popcorn Sale Starts

August 22 & 23 – Show & Sell Popcorn Distribution

September

September 13-14 – Kroger Selling Locations Weekend #1

September 8-22 – \$450 Popcorn Blitz Sales Period

September 20-21 – Kroger Selling Locations Weekend #2

September 27-28 – Kroger Selling Locations Weekend #3

October

October 10– Popcorn Sale Ends

October 10 – All Show & Sell monies due

October 10 – All Take Orders and Prize Orders Due in Trail's End system

October 31—Take Order Popcorn Distribution (Depending on Location)

November

November 1 – Take Order Popcorn Distribution (Depending on location)

December

December 1—All popcorn monies are due if you owe anything

2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.



NEW FIVE \$20 PRODUCTS*

DESIGNED TO INCREASE CONSUMER PURCHASES!

SIMPLIFIES SALE FOR SCOUTS, LEADERS, AND CONSUMERS!

\$20



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

\$20



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



SALTED CARAMEL CORN

Reduced from \$25 to \$20 & 14oz to 11oz

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



SWEET & SALTY KETTLE CORN

Increased from \$15 to \$20 & 3.5oz to 4.5oz

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

\$25



MICROWAVE BUTTER



SELLING THE SCOUTING PROGRAM

Remember to Sell your Fun & Adventure!

Remember we are selling the Scouting Program, along with the popcorn. Selling popcorn as a fundraiser enables a unit to have the funds to deliver their "program". We are selling Scouting, and people will buy if asked.

☐ 82% of the public has never been asked to buy popcorn from Scouts.

SELLING POPCORN ENABLES YOUR SCOUTS:

- ☐ To build communication skills
- ☐ To promote leader skills
- ☐ To receive credit towards Merit Badges & Den Advancements
- ☐ To increase their confidence level
- ☐ Opportunity to help each other

PEOPLE NEED TO KNOW WHY SCOUTS ARE SELLING POPCORN... WHAT IS THE REASON?

- ☐ Volunteer leaders should inform Scouts, and their parents, how the popcorn sale directly benefits their unit program and directly benefits individual Scouts and their families.
- ☐ A printed calendar and unit budget will help educate parents and Scouts on "plans for the upcoming year".
- ☐ Surveys show that people will purchase from a Scout, if asked, and if they hear "how it will benefit the Scout" who is selling.

☐ This is a unit fundraiser...not a "bargain sale". Again, it is not about popcorn, it is about the program! **You are selling the Scouting program!**

☐ Many units find the "Popcorn Sale" and "Camp Card Sale" are adequate for both their unit and individual Scout's annual needs. Parents appreciate not having to come up with funds (dues) every week, month, etc.

HOW DO I START MY SALE?

Begin with your immediate family members:

- ☐ Mom, Dad, Brothers & Sisters, Cousins, Grandparents, Aunts & Uncles
- ☐ Utilize the online selling platform.
- ☐ Close Neighbors, etc...
- ☐ Who purchased from you last year

You can do this as soon as you receive your "take order forms"... then canvas your neighborhood, friends, etc...those who may support your unit's popcorn sale. And remember, tell everyone about your unit's (pack or troop) program and why you are selling popcorn...82% of the public is never asked to buy, and they will, if they know why you are selling.



HOW MUCH DO YOU NEED TO SELL?

The average program costs \$450 per kid for the entire year. On average, kids can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your Unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals.

Example: Per Kid Sales Goal x Number of Kids = Unit Goal

BUDGET WORKSHEET EXAMPLE

\$12,600	/	28	=	\$450
Annual Budget		Number of Kids		Budget Per Kid
\$450	/	35%	=	\$1,286
Budget Per Kid		Average Commission		Per Kid Sales Goal

Each kid can fund their entire year in only 8 - 10 hours (on avg).



BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your Unit size, but we recommend a minimum of three people.

Look for individuals that could fit into one of the following three categories: Sales-Minded, Detail-Oriented, and Outgoing Personality.

The Sales-Minded team member is great for training families to sell and is the point person for any questions. The Detail-Oriented team member is responsible for tracking inventory and finances. Lastly, the Outgoing Personality team member is in charge of the Unit kickoff, motivating kids and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to determine how you plan to sell.

SELLING TIPS & TRAINING

1. Always wear your field uniform (**Class A**).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
 - a. Introduce yourself (first name only) and where you are from. **"Hi sir, my name is Brian and I am from (local Unit)."**
 - b. Let people know what you are doing. **"I'm earning my way to Summer Camp. All of the popcorn is delicious and you'll help fund my many adventures."**
 - c. Close the sale. **"Can I count on your support?"**
4. Credit card sales are best for the Unit. Tell your customers, **"We prefer credit/debit!"**
5. Be polite and always say **"Thank You"**, even if the customer does not buy.
6. Online Direct is the preferred way to sell and can be used for virtual or face-to-face selling.
Products ship to the customer, you don't have to handle products or cash.
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have a guardian or relative take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, two out of three people will buy when asked at their door.

Share what you're doing and how you're helping others through the program!

POPCORN KERNEL STEPS FOR SUCCESS

Attend the Unit Popcorn Training

- Attend one of the Council popcorn orientations where all forms and materials will be distributed.
- This training covers a multitude of new information for 2023.

Explain popcorn program to your adult leaders:

- Develop Unit Sales Goal.
- Divide Unit Goal into "Per Scout" goal.

Prepare handouts for Unit Kick-Off meeting for Leaders, Parents & Scouts:

- Timeline showing sale dates, date orders due, time & place for pickup, and distribution.
- Unit goal and per Scout sales goal.
- One order form/prize flyer per Scout (money envelope given with popcorn).
- Show 'N' Sell sign-up sheets with date, time and locations.
- If available distribute last year's sales records/take order forms.

Conduct a Unit Popcorn Sale Kick-off Meeting, for your unit. Review sales goals, explain Prize & Incentive Program, discuss sales techniques, money collection and safety suggestions. Make it fun!!!

Working with District Popcorn Kernel coordinate Show 'N' Sell Sales.

- Schedule Show 'N' Sell dates with families.
- Place Show 'N' Sell order for your unit
- (NO chocolate products can be ordered).

Arrange to pick-up popcorn at Averitt Express on August 26

On the same day, conduct a special meeting of all Scouts and their parents at your unit's meeting site to distribute popcorn, the Scout's Take Order Forms and Money Envelopes.

Remind your Scouts of unit's money due dates. Make sure checks are made payable to the unit itself.

- You will receive an invoice by mail about 2 weeks before the money due deadline. Check your invoice over to make sure the commission percentage is correct based on if your unit is getting prizes or not. Collect and tally money from Scouts and submit one check payable to the council for "Total Amount Due" by Friday, December 1, 2023 at the Council Service Center.

Organize and Distribute Prizes at an Important Unit Meeting.

- Ensure that Scouts receive all prizes earned.

LEADING YOUR UNIT TO THE BEST YEAR OF SCOUTING

IMPORTANT INSTRUCTIONS FOR SELLING POPCORN AT KROGER

DO NOT contact Kroger to set up a date / time to sell.

Please use the Kroger registration link the Council provides starting on July 28.

- Ask for a member of management when arriving
- Store management will direct you to a set up location
- Sales times are Saturdays 9am to 2pm and 2pm to 7pm and Sundays 12pm to 3pm and 3pm to 6pm
- Please be respectful of other units selling either before or after you
- Make sure all Scouts are in full Field Uniform
- DO NOT BLOCK DOORS
- Please clean up your area of all trash before you leave the store
- If you have any questions contact Kevin McMurrian at 615-516-9065

Thank you in advance for following these important instructions and have fun selling. Visit council website at www.mtcscouting.org to sign up for 2025 Kroger Selling Dates & Times.

"Being a good popcorn kernel means being with lots of energy. It also means being creative and helping when needed."



2025

Middle Tennessee Council

Trail's End Prize Program

- Base Commission Starts At: 33%
- Meet all order and payment deadlines—earn additional 2%
- Exceed Sales Goal—earn additional 2%

2025 total possible unit commission—37%

NOTE: All commission plans require on-time payment and submissions by deadline dates.



UNIT POPCORN KICK-OFF AGENDA: 50 MINUTES

Conducted by Unit Kernel

- I. Gathering:
(Have popcorn for everyone to eat, display popcorn samples, and Scout items for people to look at)
- II. Opening (5 minutes)
 - A. Pledge of Allegiance
 - B. Welcome Parents
- III. Why Popcorn? (5 minutes)
 - A. Make the case for popcorn, why is our unit selling popcorn this year.
 - 1. To reduce the number of fundraisers we do each year.
 - 2. Money for new equipment.
 - 3. So parents don't have to write a check for everything their son does.
 - 4. So your son can learn to earn his way.
 - 5. To go to camp, field trips, and other activities.
 - B. Make sure every family has a copy of the Unit Calendar & Unit Budget
- IV. So What's the Plan (5 minutes)
 - A. Review popcorn timeline
 - 1. Use Popcorn Timeline for dates to communicate
 - 2. Popcorn Orders & Prize Requests back to Unit Kernel
 - 3. Unit Popcorn Distributions (set after Popcorn is picked up from Warehouse)
 - 4. Money due to Unit Kernel (set enough time to make payment to Council on time)
- V. So What's our Goal? (5 minutes)
 - A. Our unit goal is \$_____ in total sales
 - B. Our per Scout goal \$ _____
- VI. Prizes (review prize brochure) (10 minutes)
 - A. Review prize plan
 - B. Ask each Scout to pick what prize they want to earn
 - C. Review Top District/Council Sales Prizes
 - D. Review Keller Marketing Prize Plan



Show—N—Sell

PICK UP LOCATIONS

Franklin / Columbia / Pulaski

Huskey Truss & Building Supply

424 Lewisburg Ave

Franklin, TN 37064

Saturday, August 23, 2025

Clarksville

Innovative Storage

1521 Tylertown Road

Clarksville, TN 37040

Saturday, August 23, 2025

Cookeville / McMinnville

Averitt Express

1199 Salem Road

Cookeville, TN 38501

Friday, August 22, 2025

5:00 PM - 7:00 PM

Nashville—South / Dickson

Averitt Express

1 Averitt Express Drive

Nashville, TN 37211

Saturday, August 23, 2025

7:00 AM - 11:00 AM



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

2025 POPCORN SALE KEY CONTACT LIST

Council Staff Director

Kevin McMurrian

(615) 516-9065

kmcmurrian@mtcbsa.org

Popcorn Administrator

Sherry Rakes

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Council Popcorn Kernel

Garry Allison

(618) 315-8042

garry_allison@hotmail.com

DISTRICT POPCORN CHAIRS

<u>District</u>	<u>Name</u>	<u>Phone</u>	<u>E-mail</u>
Bledsoe Creek			
Caney Fork			
Centennial	Alicia Riggans	615-430-0512	alicia.riggans@gmail.com
Cogioba	Shannon Vail	931-561-8336	mexchica124@gmail.com
Cumberland River			
Elk River			
Frontier	Michele Petit	931-374-7689	aperture.michele@gmail.com
Highland Rim	Shauna Dahl	720-261-6812	pack161ofpv@gmail.com
James E. West			
Natchez Trace	Eric Fold	615-425-6568	efold85@gmail.com
Percy Priest	Gina Conrad	615-516-8781	g4yanks@gmail.com
Trail of Tears	Brittnay Williams	714-605-7621	brwilliams777@yahoo.com

Helpful Links

Trails End Support: <https://support.trails-end.com>

New and Returning Kernel Webinars: www.trails-end.com/webinars

Trails End Facebook Community:

www.facebook.com/groups/tepopcorncommunity

Kevin McMurrian: 615-516-9065 or
kmcmurrian@mtcbsa.org

Sherry Rakes: 615-463-6312 or srakes@mtcbsa.org

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Council Popcorn Kernel

Garry Allison

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garry_allison@hotmail.com

District Executives

<u>District</u>	<u>Name</u>	<u>Phone</u>	<u>E-mail</u>
Bledsoe Creek	Jacob Tellez	615-459-8908	jacob.tellez@scouting.org
Caney Fork	Keegan Maguffee	810-569-0845	keegan.mcguffee@scouting.org
Centennial	Craig Carter	615-715-1905	craig.carter@scouting.org
Cogioba	Jack Wilkerson	615-707-2622	jwilkerson@mtcbsa.org
Cumberland River	Meredith Jones	601-397-9444	meredith.jones@scouting.org
Elk River	Emily Green	615-202-1524	emily.green@scouting.org
Frontier	Tim Spurbeck	931-629-9538	tim.spurbeck@scouting.org
Highland Rim	Scotty Harrell	931-622-3600	scotty.harrell@scouting.org
James E. West	Nick Trogdon	615-957-7435	nick.trogdon@scouting.org
Natchez Trace	Mac Smith	678-644-4445	mac.smith@scouting.org
Percy Priest	Charles Sell	615-418-8832	charles.sell@scouting.org
Trail of Tears	David Phillips	615-804-3734	david.phillips@scouting.org