

“Popping Points”

for
Yankee Clipper Council
March District Popcorn Kernel Meeting
Mission Poppable 2009

Mission Poppable 2009: Powered by Popcorn!

Mission Poppable 2009 Though early in the spring still, we anticipate very few changes to the Mission Poppable program this fall making it very easy for new Kernels to pick it up where the previous Kernel left off. **Mission Poppable 2009** will have a very similar look and feel to the 2008 fundraiser as no significant changes to the program are anticipated this year.

- **Popcorn Calendar** -- All dates mirror 2008 dates except for one major, and positive change:
~ November payment date is now aligned with the November order date.
- **Product Lineup** -- a few drops likely with Kettle Corn expected to be dropped by Trails End, but no other major changes to product, though Chocolate Popcorn and Trail Mix contents will change.
- **Packaging** -- Trail Mix will be in a pouch and the Small Caramel in a tub.
- **Pricing** – no changes are anticipated
- **Promotion** – continued improvement in promotion through all avenues in the late summer and into the fall through email blasts, website, mail, newsletter, Roundtable. Inserts into Brochures to Scouts.
- **Payments** – As mentioned above, Trails End has extended our terms, so the November payment is now in alignment with the November Order due date! Returns will be processed before the payment date as well.
- **Popcorn Kernel training** – Spring training for Popcorn kernels will Thursday the 28th of May. (Top 30 Popcorn Kernels May 27th) Fall kickoff will mirror 2008, with the date being Wednesday August 19th.
- **Popcorn Distribution** – We are anticipating a North-South split with one warehouse in the Aquila District (Peabody/Lynn area) and one in the Lone Tree District (Haverhill area) Distribution dates and strategy will mirror last years in the North but are likely to be on a compact cycle in the south.
- **Popcorn Sales Incentives** – Growth Increase for 2% bonus will be reduced to 10%, minimum \$1000 (or 5% - minimum \$1000 if over \$20K) other incentives mirror 2008 structure.
- **Popcorn Prize Structure** – will remain the same as in 2008. Units (Scouts) that opt to not order prizes will order gift cards up to the value of 5% of the fundraising total. As we aim to put recognition into Scouts hand before the holidays, Popcorn Prize orders again due the same day as final Popcorn order.
- **Phil-a-Sheet** – same basic structure but with drawings every other week to provide incentives for quick start and strong finish, also anticipate a new “Guaranteed Win” for all Scouts who Fill-a-sheet, above and beyond the Fill-a-Sheet patch and their earned prizes.
- **Powered by Popcorn!** Top Selling Scouts and Units will receive additional recognition items. Start them early! Boy Scout Troops especially should begin with the kickoff and a patrol blitz.

Please contact Dan Bush at dabush@bsamail.org with questions or comments