

COUNCIL CAMPAIGN LEADERSHIP

Vicky Egerland
Campaign Leader
itsvickytoyou@hotmail.com

Gino Sferrazza
gsferrazza@scouts.ca

John Trebych
johnnyretail@sympatico.ca

Jenny Trebych
jenny1997trouble@hotmail.com

Katie Havens
randykatie@rogers.com

Lorne Ellis
Staff Support
lellis@scouts.ca

AREA CAMPAIGN LEADERSHIP

BRANT AREA
Adrian McNeil
adrianjeb@hotmail.com

FRUITBELT AREA
Sharon Oldfield
sharon@fodoweb.ca

HALDIMAND AREA
Greg Cadieux
gcadieux@shaw.ca

HAMILTON AREA
Pam Burse
pburse@bursefamily.com

LYNN VALLEY AREA
Darren Drywood
ddrywood@hotmail.com

MERRITT TRAIL AREA
Vacant

NIAGARA AREA
Tom Keppy
tdkeppy@hotmail.com

ST CATHARINES AREA
Stanton Sheogobind
ssheogobind@cogeco.ca

SOUTH WATERLOO AREA
Katie Havens
randykatie@rogers.com

COUNCIL KICKOFFS
7 p.m.

Aug 25 - Hamilton Scout House
Aug 27 - Preston Scout House
Sept 2 - Jarvis - location T.B.A.
Sept 3 - Camp Wetaskiwin

2014 SCOUT POPCORN CAMPAIGN - WELCOME

Be Prepared! Being prepared is mostly in the planning and it's about now that our Scout Popcorn Coordinators should be thinking about their Group's 2014 Campaign. To assist in this planning, the Council Scout Popcorn Bulletins will help keep you up to date with product information, campaign best practices and practical advice on how a Group Popcorn Campaign Leader can increase the impact of a Scout Popcorn Campaign.

The role of the Area Scout Popcorn Campaign Leader is to help Group Coordinators plan and conduct a sale that meets (and exceeds) their Group's funding needs for a year. Campaign Leaders will also help in the local coordination of ordering and distributing the product, as well as the youth sales rewards.

There is a difference between providing Campaign information and providing the know-how on conducting a great Campaign. These Bulletins will help you discover a tremendous number of resources and connect you to some very experienced people that will help to grow your 2014 Scout Popcorn Campaign.

WHY SCOUT POPCORN?

Last year, the average Group retained \$2,700 in Scout Popcorn revenues and on average, each youth who participated netted \$105 for the Group. With these "average numbers" it's easy to see how this translates into a year's worth of fundraising for Groups and Sections. Here are some other points to consider:

- Providing experiences that help develop presentation and communication skills will go a long way in developing the youth's confidence and self-reliance. Selling Scout Popcorn is a very good way to develop important life-skills in our youth.
- Helping youth understand the connection between "want" and "affording" isn't always easy in a consumer driven society. But using Scout Popcorn as a practical way to set a goal (i.e.: going to a Jamboree) and the ways and means to achieve the goal (i.e.: paying the expenses to get to the Jamboree) is a good way to help them establish good financial planning habits.
- When you consider the risk-free ease involved and the gross revenue it generates, Scout Popcorn provides a fantastic return on effort. Depending on the product mix, **60%** of the purchase price benefits Scouting and its members.

The more Groups and members that participate, the stronger and more profitable Scout Popcorn can be! If you are not participating...consider jumping in this year! The 'bottom line' is that Scout Popcorn is fun, easy and very profitable!

REWARDING YOUTH FOR A JOB WELL DONE

Many Groups are starting to introduce "youth accounts". Basically, a financial portion of a youth's sale is put aside in their name and made accessible to pay for activities that would normally be paid above and beyond their annual membership fees. This could include camps, outings, Area, Council, National or International events and their annual membership fee. The Council will be providing more information on this in the coming months. Groups will be encouraged to discuss and explore this with their leaders and parents to see how this could enhance the youth's experience in the program.

2014 PRODUCT LINE FOR SCOUT POPCORN

<p>NEW! Chocolatey Caramel Crunch™ 397 g</p> <p>Sweet crunchy caramel corn in a creamy chocolatey coating.</p>  <p>\$30 Over \$18.00 to local Scouting</p>	<p>White Chocolatey Pretzels 567 g</p> <p>The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness.</p>  <p>\$25 Over \$15.00 to local Scouting</p>	<p>Bacon Ranch 141 g</p> <p>Crunchy popcorn that combines a blast of ranch with a kick of bacon for the perfect snack.</p>  <p>\$20 Over \$12.00 to local Scouting</p>	<p>COLLECTION</p> <p>Chocolate Lover's</p> <ul style="list-style-type: none"> • Chocolatey Caramel Crunch™ 397 g • White Chocolatey Caramel Crunch™ 397 g • White Chocolatey Pretzels 482 g • Milk Chocolatey Pretzels 482 g <p>Over \$36.00 to local Scouting</p> <p>\$60</p>  <p>Comes in a gift tin</p>
<p>Caramel Corn with Almonds, Cashews & Pecans 510 g</p> <p>A delectable gourmet caramel treat loaded with almonds, cashews and pecans.</p>  <p>\$20 Over \$12.00 to local Scouting</p>	<p>Butter Toffee Caramel Corn 567 g</p> <p>Crispy popcorn lightly coated with a sweet toffee caramel glaze.</p>  <p>\$20 Over \$12.00 to local Scouting</p>	<p>Dark & White Chocolatey Drizzle 255 g</p> <p>Sweet and salty Kettle Corn with a decadent dark and white chocolatey drizzle.</p>  <p>\$20 Over \$12.00 to local Scouting</p>	<p>COLLECTION Best Value</p> <p>Sweet & Savoury</p> <ul style="list-style-type: none"> • Dark & White Chocolatey Drizzle 255 g • NEW White Cheddar Cheese Corn 170 g • Butter Toffee Caramel Corn 567 g <p>Over \$27.00 to local Scouting</p> <p>\$45</p>  <p>Comes in a gift box</p>
<p>Cheddar Cheese and Jalapeño Pepper 170 g</p> <p>Crispy cheese popcorn with a spicy punch of jalapeño.</p>  <p>\$15 Over \$9.00 to local Scouting</p>	<p>NEW! White Cheddar Cheese Corn 170 g</p> <p>The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.</p>  <p>\$15 Over \$9.00 to local Scouting</p>	<p>Popping Corn 851 g</p> <p>Trail's End's plain kernels for those who like to make popcorn from scratch.</p>  <p>\$10 Over \$6.00 to local Scouting</p>	<p>COLLECTION Best Value</p> <p>Cheese Lover's</p> <ul style="list-style-type: none"> • Cheddar Cheese Corn 170 g • NEW Cheddar Cheese and Jalapeño Pepper 170 g • White Cheddar Cheese Corn 170 g <p>Over \$21.00 to local Scouting</p> <p>\$35</p>  <p>Comes in a gift box</p>
<p>Kettle Corn Microwave 18-Pack</p> <p>Our deliciously sweet and salty Kettle Corn is better than ever!</p>  <p>\$25 Over \$15.00 to local Scouting</p>	<p>Unbelievable Butter™ Microwave 18-Pack</p> <p>A customer favourite with more buttery flavour than ever before.</p>  <p>\$20 Over \$12.00 to local Scouting</p>	<p>Butter Light Microwave 18-Pack</p> <p>Our lightest butter popcorn with new and improved flavour.</p>  <p>\$20 Over \$12.00 to local Scouting</p>	<p>For more information about the Scout Popcorn sale, please visit</p> <p>Scoutpopcorn.ca</p>

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 eggs.

©2014 Trail's End®. All rights reserved.

SCOUT POPCORN FOR OUR CANADIAN FORCES

Give a gift of Scout Popcorn to the Canadian Forces men and women, their families and veterans' organizations.

\$50 Gold Gift Over **\$30.00** to local Scouting

\$30 Silver Gift Over **\$18.00** to local Scouting

