



Central North Carolina Council Boy Scouts of America



2017 Timeline:

- January 31 Register for CAMP MASTERS Popcorn Seminar – 2 Attendees – Las Vegas
- February 24 COMPLETE CM FORMS 1-4 / Finalize Product Availability Sheet for Council
- March 1-3 Attend CAMP MASTERS Popcorn Seminar – Las Vegas, NV

- April 18&19 Focus Groups with Selling and Non Selling Units
- April 28 Recruit Popcorn Chairman & Show & Sell Chairman (promotion, sales, logistics)
- April 19 Staff Training – CM Sponsored & Supported
- April 28 Meet with District Executives and discuss Sales Opportunity Plan. CM lunch supported program including District Analysis identifying opportunities for growth.

- May Roundtables - Commitment Forms go out, online registration available, Program Flier complete, Leaders' Guide complete
- May 19 Promotional Mailing (postcard) to Leaders explaining Program, Incentives, and Products...

- May 26 District selects warehouse and popcorn distribution sites
- June 15 Popcorn Chair Orientation
- June/July Promote popcorn at program planning meetings. Utilize handouts & collect commitment cards

- June/July Unit Level and District Popcorn Meetings – CM supported - Staff, Product, Presentation & Training Materials

- August 17 Popcorn Trainings – CM Program supported with Staff, Product & Promo Items
- August 9 Sale Begins – SNS & Take Order – CM support with One Price Order & On Time Delivery & Distribution Plan

- August 9 Unit Show & Sell Orders Due
- August 11 Council Show & Sell Order Due
- August 23 Popcorn Delivery – Council Delivery Sites
- August 25 Popcorn Distribution – Unit Distribution Days
- September Roundtables - Report on Unit sign-up, promote new items & 2017 Sale!
- August 19 Blitz Weekend #1 - Fill it Up Drawings
- September 30 Blitz Weekend #2 - Fill it Up Drawings
- November 3 Unit Take Orders Due, Show & Sell closeout & Return un-opened cases
- November 6 Council Take Order Due - Popcorn and Prize Orders due on-line
- November 16 Popcorn Delivery – Council Delivery Sites
- November 17 Popcorn Distribution – Unit Distribution Days
- December 1 Final Payments Due / Final Prize Orders Due
- December 1 Final Draw on Year End Sale Promotion (Disney Trip)
- December District Executives follow-up on Sale close-out including outstanding payments
- January 5 Sapona Unit Take Order due.
- January 8 Sapona Council Order due. Sale Review and Follow up
- January 22 Sapona Popcorn Delivery
- January 23 Sapona Popcorn Distribution