

**DATE:** May 2, 2011

**TO:** All Scout Leaders & Popcorn  
Kernels in Five Rivers Council, BSA

**FROM:** FRC, Popcorn Committee

**REGARDING:** 2011 Popcorn  
Campaign's Training's, Time Line,  
Profit Margins, & Prize Incentives



Dear Five Rivers Council, BSA Scout Leaders:

It's never too early to start making plans for the 2011 Popcorn Campaign Fundraiser! This year's Campaign is going to be BIGGER & BETTER than ever before! That means more money, better prizes & more incentives for your Scouts, and more money for your units too! That's a very, very good thing!

But, you need to inform yourselves on the operation of the 2011 campaign. Don't get caught uninformed. There have been several changes to the prizes, incentives, profits, and product line.

• **Enclosed, please find:**

- 2011 information poster (Please Read).
- Ideal year of Scouting budget work sheet. (Set high goals & Fill out the sheet)
- 600 Club (New this year!) prize incentives (Make plans to fill up your sheets & Win)
- Criteria Check List – make it easy!

• **Items your unit should be working on now:**

- Appoint a 2011 *Popcorn Kernel (s)*.
- Read & understand the *2011 information poster*.
- Work on your Ideal Year of Scouting *Worksheet*.
- Make plans to *attend one of the trainings* listed on the information poster – *RSVP* to the Scout Shop ASAP. We need your unit kernel's name, address, phone # & e-mail address.
- Remember that your unit 'MUST DO ALL THREE (3) CRITERIA' to get the additional 3% profit.
- Questions? Call the Scout Shop: 607-796-0699.

'Thank you' for all you do for Scouting! Now do even more with higher profits, more prizes & better incentives for all by selling tons of Popcorn!

**" ONE HUGE FUNDRAISER A YEAR & THIS IS IT! "**