



SECOND EFFORT

POPCORN SALE OPPORTUNITY

Did your unit miss its sales goal?

Did any of your boys fall short of their goal?

Did the rainy fall impact your popcorn sale?

Did the flu hurt your fund raising?

Trail's End is coming to the rescue! Trail's End has given Northeast Georgia Council units permission to conduct a focused "Second Effort" popcorn sale to help units offset the effects of rain, flu and a busy fall.

Here are the details:

1. At popcorn pickup you can get popcorn order forms. Distribute these to your boys to complete any follow-up sales efforts they desire. Let your boys know about the special incentive (see below).
2. Encourage your boys to sell to friends, family, neighbors, and strangers until December 9.
3. Total up your order and call it in to Wanda Herring on December 10. Orders must be in full cases and be placed by 12:00 noon on December 10. She must have your order by NOON.
4. Come to the Jefferson Service Center from 10:00am-2:00pm on Saturday, December 19 to pick up your popcorn. When you come to pick up your popcorn on December 19, bring a check with you for the popcorn; we will not deposit your check until on Monday, December 28.
5. When you pick up your popcorn on December 19, bring your prize order form with you to turn in (it will be distributed at the Popcorn Warehouse or you can download from www.nega-bsa.org). Please note that this is a new prize order form (it is NOT the "Purple Prize Form.")

Important Dates

Nov 19	Pickup "Second Effort" order forms at Popcorn Warehouse
Dec 9	Last Day of "Second Effort" Sale <i>this gives your boys 3 weekends to make up lost ground!</i>
Dec 10	Call in your order to Wanda Herring (full cases only) at 706-693-2446 or 800-699-8806 by 12:00 Noon
Dec 19	Pick up "Second Effort" popcorn at Jefferson Service Center
Dec 28	Checks from "Second Effort" sale will be deposited at the bank

Second Effort Incentives:

- **\$500 Extra Incentive:** Every youth who sells during the "Second Effort" will be entered into a drawing for a **\$500 VISA Gift Card**. His name will be entered once for every item sold.
- **Unit Incentive:** Every unit participating in the "Second Effort" sale will be entered into a **Unit Incentive drawing** to receive a **\$250 VISA Gift Card**. Unit will be entered once for every youth who participates in the "Second Effort" sale.
- The **bonus prize** incentive program continues during the "Second Effort." If a boy sold \$250 during the sale and sells an additional \$250, then he is eligible for the \$300 and \$500 prizes.