



The Boy Scouts of America Supply Group reentered the Prize Incentive Program last year, giving councils an alternative to the single supplier that currently supports most of the popcorn providers, while also offering several great benefits to our councils:

- Program uses “official” BSA prizes
- Prizes come with the Supply Group “Satisfaction Guarantee”
- Easy to use website for unit kernels to place their orders
- Unit orders are shipped direct to unit representative after council approves order
- Keeps dollars within the BSA to support the movement
- Outstanding customer service to ensure you are “hands-off” dealing with prizes
- 2014 Prize ship time averaged 2.5 days (after approval)
- Councils will have the ability to select 3-4 prizes per level, from a pre-selected list based on 14 different sales volume levels
- Councils will be able to use a specially designed web interface to select prizes
- Target prize range is an average of 3.0 – 3.5% of popcorn sales, which includes prize cost and 15% Shipping & Handling fee
- Prize Samples available for Popcorn Kick-off Events

Our 28 council pilot last year was a success, below was some of our feedback:

“The reaction of the Scouters and families that participated in the Popcorn Campaign was very positive. They appreciated the quick shipping and quality of prizes. Several Scouters commented to the office staff wanting to know if “Amazon” was handling the prize program because of speedy deliver and great customer service. I would recommend the National Supply Program to any council who are using a prize program for events or the Popcorn Product Campaign.”

“National Supply did a fantastic job of supporting our annual product sale campaign through their PIP program. From helping to design the prize flier, having great prize selections, setting up user accounts, and having timely prize fulfillment and reporting - Supply really shone. The great service we received was coupled with National Supply’s backing of the products they sell allowing for exchanges at National Scout Shops. Supply really delivered!”

Questions:

- Questions on any part of Prize Mania can be sent to: NDC.PrizeIncentiveProgram@Scouting.org
- Call our Customer Service Hotline @ **800-323-0736**