



# POPCORN KERNEL GUIDEBOOK

**ISTROUMA AREA COUNCIL**



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## LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences (for the youth) with less out-of-pocket expense for your families.

Help all of your families save money by encouraging 100% Scout participation! This year's popcorn fundraiser can be the best fundraiser EVER!

## KEY CONTACTS

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Contact **Trail's End Support** at  
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[www.facebook.com/groups/TEPopcornCommunity](https://www.facebook.com/groups/TEPopcornCommunity)  
[@trailsendsnacks](https://www.instagram.com/trailsendsnacks)

# KEY DATES

Date	Event
8/19-20/2019	Show-N-Sell Orders Due
8/30/2019	Show-N-Sell Distribution
8/30/2019	Take Order Sale Begins
8/30/2019	Show N Sell Pick up: Champaign Beverage (NB Dist) Group Contractors (CC, NG, SE District)
9/3-13/2019	Unit Kick offs Held
10/9/2019	Take Order Due
11/1/2019	Take Order Distribution: Champaign Beverage
11/1/2019	Take Order Distribution: Lowes (Gonzales)
11/1-2/2019	Take Order Distribution: Baton Rouge Food Bank
11/1/2019	Prize Orders due online
Unit Invoice Statement Paid In Full	Prize orders due
12/2/2019	11/1/2019



# WHY SELL POPCORN...

- Turn-key unit fundraiser - No upfront money required, no risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local Scouting programs.
- High quality and best tasting products.
- Multiple ways to sell - Storefront Sales, Wagon Sales, Take Order, and Online Sales.



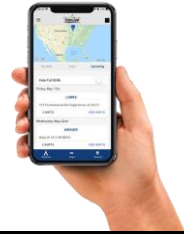
## BEST WAYS TO SELL

<p><b>STOREFRONT SALES</b></p>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (in the spring/summer) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p>
<p><b>WAGON SALES</b> Door to Door with Product</p>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p><b>WAGON SALES</b> Take Order</p>	<p>Scouts collect orders on their order form, for product to be delivered at a later date. The Scout turns in the order form to the unit's popcorn team, to be ordered and delivered later. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at unit's discretion whether money is collected up front or upon delivery.</p>
<p><b>ONLINE SALES</b></p>	<p>Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their online account by downloading the Trail's End App or at <a href="http://www.trails-end.com">www.trails-end.com</a> and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process. Online sales are open year-round!</p>

# TRAIL'S END SCOUT APP

Sell with the Trail's End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. NO CREDIT CARD FEES!

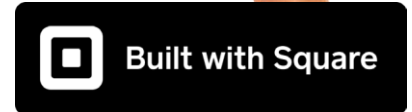
Unit Leaders log into [www.trails-end.com](http://www.trails-end.com) and manage their unit's sale...



## KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales.
- Built with Square technology
  - Works with existing Square readers
  - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry

\*Only Scouts with a Trail's End account can log into the Trail's End app



## HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in [www.trails-end.com](http://www.trails-end.com).
- If you have a balance due to council on your popcorn invoice statement, app credit card sales and unit commissions from online sales will be credited towards your unpaid balance.
- Once you have a \$0 balance due to council, remaining funds can be requested for payout (bank information required).
- Requested funds will be transferred to your unit's bank account via ACH on the 14th and 28th of each month, or the following business day, depending on the date of your payout request.

Payment Request Range	Payment Date
July 1 - July 10	July 15
July 11 - July 24	July 29
July 25 - August 9	August 14
August 10 - August 23	August 28
August 24 - September 11	September 16
September 12 - September 25	September 30
September 26 - October 9	October 14
October 10 - October 23	October 28
October 24 - November 9	November 14
November 10 - November 23	November 28
November 24 - December 11	December 16
December 12 - December 25	December 30
December 26 - January 9	January 14
January 10 - January 23	January 28
January 24 - February 9	February 14
February 10 - February 23	February 28
February 24 - March 11	March 16
March 12 - March 25	March 30

\*Payment schedule is year-round

## HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION'S BANK ACCOUNT?

1. From the unit leader dashboard, click UNIT INFO on the left navigation menu
2. Expand the MANAGE UNIT BANK ACCOUNT section
3. Fill out the required fields
4. Click SAVE

# RUN YOUR SALE LIKE THE PROS

## STOREFRONT SALES STRATEGY



### SHOW N SELL FOCUS

- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting



### BUILD A TEAM

- Popcorn Kernel-Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable



### BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal



### RECRUITING

- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information



### MOTIVATING SCOUTS

- Start Prizes at Per Scout Goal
- 3% - 12% Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face



### SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting



### PARENT BUY-IN

- Personal Growth Program
- One Fundraiser Per Year
  - No Dues
- Unit Culture: It's What We Do



### PREDICTABLE

Knowing your sales per hour can help you determine the number of sites and shifts needed to meet your unit's goal.

### 1:1

### ONE SCOUT PER SHIFT

Increase coverage, productivity, and sales per hour by only booking one Scout and parent per storefront shift.



### SCALABLE

Continue to grow your sale by increasing the number of sites and shifts booked.



### 8 HOUR COMMITMENT

Scouts that work four 2-hour shifts can sell up to \$1,000, which covers their entire year of Scouting.

# TRAIL'S END REWARDS

Scouts must have a registered Trail's End account on [www.trails-end.com](http://www.trails-end.com) in order to redeem their Amazon.com Gift Cards listed below. Amazon.com Gift Cards are not cumulative. You must pay your unit statement in full before you can submit your prize order.

Sell	Earn
\$1,500	\$75 Amazon.com Gift Card
\$2,500	\$150 Amazon.com Gift Card + 6% Trail's End Scholarship
\$3,500	\$225 Amazon.com Gift Card
\$5,000	\$350 Amazon.com Gift Card
\$7,500	\$550 Amazon.com Gift Card
\$10,000	\$800 Amazon.com Gift Card
\$15,000	\$1,200 Amazon.com Gift Card
NO LIMIT	Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card!

A Trail's End account is required for participating scouts. The earned Amazon.com Gift Card(s) are redeemed in each Scout's registered Trail's End account once approved and made available according to Trail's End Rewards terms of use. Qualified face-to-face sales are subject to the amount submitted by your unit and approved by Trail's End. Qualified online sales will automatically be included in a Scout's reward sales credit. Rewards levels are not cumulative. Where indicated, Scouts must reach or surpass stated sales total, face-to-face and online sales combined, to be eligible for the Amazon.com Gift Card amount stated at that level. Scouts that receive \$600 or more in rewards value in a calendar year are subject to applicable tax laws, and will receive a 1099. Restrictions apply, see [amazon.com/gc-legal](http://amazon.com/gc-legal).

## BONUS INCENTIVES

### Sell \$2,500 - Trail's End Scholarship

- Sell \$2,500 of qualifying Trail's End products in any calendar year and have 6% of your total sales count towards your own Trail's End Scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Visit [www.trails-end.com/scholarship](http://www.trails-end.com/scholarship) for full program details.

# POPCORN ORDERING & DISTRIBUTION

## PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
4. Click the “Choose Delivery...” button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

## GETTING YOUR POPCORN

Orders may be picked up **November 1-2, 2019 depending on location**. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

## GETTING MORE POPCORN



# ONLINE SELLING

## FREE SHIPPING ON EVERY ONLINE ORDER!

### HOW IT WORKS

1. Download the Trail's End App and register, or register at [www.trails-end.com](http://www.trails-end.com)
2. Scouts create their online fundraising page - It takes less than 10 minutes to register, personalize a Scout page, and start selling. Register at [www.trails-end.com](http://www.trails-end.com).
3. Scouts share with family and friends - Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
4. Receive support - Family and friends visit the Scout's fundraising page, where the average order value is \$65, and place orders on Scout's behalf.
5. Track online fundraising orders - Scouts see who's supported their fundraiser, send them thank you emails, and request additional support.

### ONLINE FAQs

**Q: Are products online vs paper the same? Why do products online not match products on my paper order form?**

- Because each Boy Scout council offers a unique product lineup each year, Trail's End has decided to promote one product line across the entire country that is completely different than the traditional product lineup to reduce confusion for Scouts and consumers. In the past, Scouts and consumers see some of their council's products offered online, but not all. Additionally, the online platform will serve as our testing ground for new products that we may want to include in the traditional popcorn sale in future years.

**Q: Why are products online more expensive than products on my paper order?**

- Online products and prices are set nationally. The pricing of products on your order forms are determined by your local council, and vary across the country. The prices on your order form may differ than what is being offered online. Online prices take into account a number of factors: current prices on councils' order forms, online purchasing behavior, distribution costs, credit card fees, security costs, and consumer feedback. Please keep in mind up to 60% of every product sold goes to local Scouting.

# UNIT COMMISSIONS

Commission Type:	Commission Percentage:
Base Commission	25%
Signed Up online	1%
Attended Council Kick off	1%
Held Unit Kick off	1%
<b>Bonus Level Sales</b>	<b>1% sales of \$5,000- \$10,000; OR 2% Sales of \$10,000 -\$20,000; OR 3% Sales over \$20,000</b>
Paid On Time	2%
Not using Prizes	3%
<b>TOTAL COMMISSION</b>	<b>36%</b>

## WRAPPING UP THE SALE

The final day of the sale is **October 9th** this leaves \_\_\_\_\_ days to collect unsold product and orders that need to be filled from your Scouts and prepare your final unit order. Steps to follow:

- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your previous orders to fill take orders if possible.
- Use the Scout Tracking page in [www.trails-end.com](http://www.trails-end.com) to track sales by Scout. This is how Trail's End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system by \_\_\_\_\_.
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- Check is payable to \_\_\_\_\_ - units paying by check must send ONE check (checks made out to units cannot be accepted.)
- The Amazon.com Gift Cards will be delivered electronically to the Scout's Trail's End account approximately 7 days after submitting your Scout totals unless flagged for review.
- Hold a unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

