



Coastal Georgia Council 2023 Popcorn Sale Guidebook



Trail's End®

coastalgeorgiabsa.org

A Message From the Scout Executive



It is the intent of the Executive Board of the Coastal Georgia Council to provide a council- supported fundraiser that provides units a safe, effective product sale to aid them in their efforts to raise the funds needed to conduct a quality annual program. The council has selected popcorn as the product for this sale. The Trail's End Company is the vendor for the sale.

The approximate distribution of the revenue from the sale is divided as follows:

Trail's End Company (cost of the product):	30%
Packs, Troops, Crews, Ships & Posts (including scout's prizes):	40%
Coastal Georgia Council:	30%
TOTAL	100%
Return to Scouting	70%

I hope you'll use this guidebook as a step-by-step manual to planning, executing and enjoying the rewards of a successful popcorn sale. After all, I know that the most important part of the popcorn sale is what it allows your unit to do!

If you have any questions, contact the appropriate group here:

- Coastal Georgia Council:
 - Susie Curtis susie.curtis@scouting.org | (912) 602-9246
 - Raelene Dugger raelene.dugger@scouting.org | (253) 888-3343
 - Derek Mallow derek.mallow@scouting.org | (912) 401-1597
 - Beverly Hill beverly.hill@scouting.org | (912) 662-6890
- Trails End: support@trails-end.com | (888) 997-3897

Sincerely,

Lew Sisson

Lew Sisson, Scout Executive / CEO
Coastal Georgia Council, BSA

Table of Contents



2023 Popcorn Calendar	4
Unit Popcorn Checklist	5
Trail's End Website	6-8
Kick-Off Planner	9
Unit Commission & Scout Rewards	10-11
Trail's End Rewards	12
Reporting Scout Sales	13
Coastal Georgia Council Military Awards	14
Products and Online Direct	15
Trail's End Parent Guide	16
Coastal Georgia Council Additional Incentives	17
Be Safe	18
Selling Methods	19
What's New: Trail's End App	20-21
What's New: For Scouts	22
Unit Popcorn Kernal Responsibilities	23-25
Steps to Placing Unit Orders	26
2023 Show and Sell	27
Ideal Year of Scouting	28

2023 Popcorn Calendar



July

7/21	Sale Starts (Early Bird)
7/28	Units place Show and Sell order #1 at Trails-End.com

August

8/17	Units pick up SNS Order #1 at warehouse
8/22	Kick-Off @ 6:30PM – Richmond Hill
8/23	Kick-Off @ 6:30PM – Statesboro
8/24	Kick-Off @ 6:30PM – Brunswick

SEPTEMBER

9/4	Units Place SNS Order #2 at Trails-End.com
9/14	Units Pick Up SNS Order #2 at warehouse

OCTOBER

10/20	Units place FINAL Take Order
10/23	25% of all unopened SNS Popcorn may be returned to Council for full credit. Cases must be UNOPENED.

NOVEMBER- DECEMBER

11/8	Prize order due at Trails-End.com. Council prize orders due to Council Service Center
11/9	Units pick up Final SNS product at warehouse
12/1	Popcorn Money Due to Council

Unit Popcorn Checklist



POPCORN SALE CHECKLIST

- Register for the popcorn sale at www.trails-end.com/unit-registration
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting".
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
 - Budget / # of Scouts = Cost per Scout
- Break the goal down to an individual Scout (family) goal.
 - Cost Per Scout / Commission = Sales Per Scout
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
 - Make it a fun event; have food, snacks, games, door prizes, etc.
 - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all Scouting families.
 - Highlight all the program activities the unit is planning on participating in.
 - Information on the sales goal per Scout so there are "no out of pocket expenses".
 - Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips.
 - Text APP to 62771 to download the Trail's End App.
- Encourage all Scouts to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sale territory for the Scouts.
 - Less than 20% of all households have been asked to purchase popcorn.
 - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
 - Set up schedule for Scouts to sign up for shifts through the Trail's End App.
 - One Scout per two-hour block is ideal.
 - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to Scouts, and ensure deliveries are made to customers.
- Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.



Signing onto the popcorn system:

1. Open the website - www.sell.trails-end.com and click on the "popcorn system" link.
3. You should have received an email with a **username and password**.
4. Type in your username and password. Your username is usually your *firstname.lastname*.
5. Once you sign in you will be taken to your homepage for your unit.

Once you are on your homepage, you then can click on the tutorial link to show you how to place your popcorn orders, order your prizes, add your Scouts, and allow them to place their orders.

Product containers per case:

Product	Containers per Case
Sweet & Salty Kettle Corn	12
Popping Corn	9
White Cheddar Cheese Popcorn	8
Unbelievable Butter Microwave Popcorn	6
S'Mores Popcorn	12
Salted Caramel Corn	12
Chocolatey Pretzels	12
Sea Salt Popcorn	1

www.Trails-End.com



Register your Scout at www.Trails-End.com.

- Scouts under 13 require a parent/guardian to register.
- Know your Scout's unit number. For example, Pack 123's unit number is "123".
- Unit Leaders register here, too.

PARENT, ON BEHALF OF MY SCOUT

SCOUT


If you have an existing Scout account, click [here](#) to sign in.



Once a Scout's page is created, they can begin inputting their information. When finished, it's easy to share link to their customers via email and on all Social Media platforms for a Great Year of Scouting!

Trail's End.

FREE SHIPPING ON ORDERS \$70 OR MORE
EXTRA CHARGES AND EXCLUSIONS MAY APPLY




Now Supporting
JaKari F
- Troop 1

How Your Support Helps

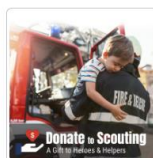
I finished my first year being a Boy Scout and it was cool. We did a bunch of canoeing. This year we will do a bunch of cycling. I like getting merit badges and I want to become an Eagle Scout some day.

My Favorite Product



Shop

Name Z-A



Donate Gift To Heroes and Helpers
\$9 \$19 Best



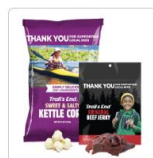
White Cheddar Flavored Popcorn 9-Ounce Bag
\$25



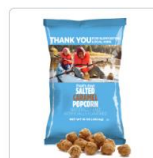
Unbelievable Butter Microwave Popcorn 12 Pack
\$27



Ultimate Snack Pack Beef Jerky & Microwave Popcorn
\$54



Talgate Variety Pack
\$52



Salted Caramel Flavored Popcorn 16-Ounce Bag
\$25



Popping Corn Two Pack (2-28 Oz Resealable Jars)
\$34

ONLINE SALES

Trail's End®

Via the Trail's End App
No Cash or Product Handling
\$65 Average Order Value



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship directly to your customer's home.



DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October*, Black Friday & Cyber Monday
*Subject to Change

ONLINE SALES

www.trails-end.com

Trail's End®

Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
 - Microwave, Popping, Sea Salt Snack Pack (new)



Invite Your Scouts

Hello, Adam!

austin test 2023 2023-03-08

How much in RETAIL DOLLAR SALES does your unit want to order?
Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts. The amount you enter will be rounded up to the nearest suggested order amount.

\$0

*Only use the Auto Populate button if you are ordering multiple units of a product.

Product	Surplus/Shortage	Final Unit Order
Salted Caramel Popping Corn	cs: 4	cs: 4
Popping Corn Jar	cs: 3	cs: 3
12oz Salted Virginia Peanuts	cs: 3	cs: 3
Caramel Corn Bag	cs: 4	cs: 4
Salted Caramel Popping Corn	cs: 3	cs: 3
Unbelievable Butter Popping Corn	cs: 5	cs: 5
\$1 Heroes and Helpers Donation	cs: 0 ct: 0	1:1
	cs: 1040	cs: 1040

QTY: 1062 Base Commission: 35% Earnings: \$2245.60 Total: \$6416.00

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button.

Your order will be pre-populated for your review. Then, submit your order to your council.

\$0

Kickoff Planner



A great sale starts with a great kickoff!

Follow these simple steps to start your popcorn sale with a **BANG** and motivate Scouts, parents, and other volunteers.

1. **Plan ahead.** Be sure to utilize the agenda from the Sales Kit, along with the product samples provided for your Unit Kickoff. A good kickoff should be under an hour.
2. Emphasize **WHY** it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. Trail's End makes it easy to sell gourmet popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the **tools available** from Trail's End. This includes their order forms, prize sheets, training videos and much more! Visit **www.trails-end.com** to see all the tools available.
4. Spend some time explaining the different **ways to sell**, key dates for the program and Show & Sell locations.
5. Motivate Scouts to **set goals** for their sales and to pick an awesome prize!
6. Finish the evening with a **memorable event**, like throwing pies in the leaders' faces or funny role-playing. A kickoff will be exciting when Scouts are involved in the action!

Unit Commission and Scout Rewards



Unit Commission

Units receive a base commission plus a number of bonus percentage commissions based on unit qualifications to receive bonus's

29% BASE: Full payment by Friday, December 1st

1% BONUS: Participate in all 3 sales (Online, Show-n-Sell, Take Order)

1% BONUS: Increase unit's total sale for 2023 vs. 2022 total

1% BONUS: To units who have kernel or representative attend the 2023 kick-off training (22 Aug, 23 Aug and 24 Aug).

ONLINE COMMISSION

33% COMMISSION: This commission structure allows for free shipping in partnership with Trails End.

Scout Rewards from your Council

Bonus Prizes: Council Prizes earned are in addition to any other sales level achieved! (**Prizes are not stackable** – if a scout sells at the \$5,000 level, they only receive the prizes listed under that club, they do not receive the \$1,000 club prizes as well.)

Sales Patch: Sell just 1 item for the popcorn participation patch!



\$1,000 Club: All Scouts that sell \$1,000 (total) will receive:

- ✓ \$25 Fandango Movie Gift Card.



For every \$1,000 sold after the first level, scouts receive a \$10 visa gift card up to the \$5,000 level Club

If a scout sells at or more than the \$5,000 level, the following prizes apply:

\$5,000 Club: All Scouts that sell \$5,000 (total) will receive:

- ✓ \$25 Fandango Movie Gift Card.
- ✓ \$50 Visa Gift Card
- ✓ Survival Kit: includes a Survival bottle for all Scouting Activities



\$7,500 Club: All Scouts that sell \$7,500 (total) will receive:

- ✓ \$25 Fandango Movie Gift Card.
- ✓ \$75 Visa Gift Card
- ✓ Survival Kit: includes a Survival bottle for all Scouting Activities



\$10,000 Club: All Scouts that sell \$10,000 (total) will receive:

- ✓ \$25 Fandango Movie Gift Card.
- ✓ \$100 Visa Gift Card
- ✓ Survival Kit: includes a Survival bottle for all Scouting Activities

Prize Levels are NOT cumulative after \$5,000 level.

*Gift cards will be distributed after December 1st, when all popcorn reports have been turned in to the Council Office.

Unit Leaders MUST submit the “Reporting Scouts’ Sales” form in the Popcorn Guidebook in order to receive their awards.

Bonus Popcorn Patches:

- Earn \$400, \$800, and \$1200 Council Shoulder Patches! Sales equaling \$1200, earns you all 3!



- **POPCORN KERNAL PATCHES:** Each unit’s Popcorn Kernal (and one designee of their choice) will receive limited edition patches IF YOUR UNIT SELLS AT THE \$5,000, \$10,000 OR \$20,000 LEVEL. Coastal Georgia Council Wizards of Popcorn Patches:



- Scouts who sell \$50 in military sales will earn a special military sales patch! Each additional \$50 in sales earns you special collector pins.

Trail's End Rewards

REWARDS

Collect points through the Scout App, to earn Amazon.com Gift Cards and choose the prize YOUR Scouts want!

The More Sold, The More Earned!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT (WAGON & STOREFRONT)

1 PT PER \$1 SOLD

CASH



EARN MORE EASIER!
trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% <i>off</i>
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,500	\$50
1,000	\$30
750	\$20
500	\$10

All third-party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third-party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. © 2023 Trail's End Popcorn Company.

SCOUT APP

☑ Monitor Real-Time Sales, Inventory, and Storefront Coverage.

Did You Know? App Usage Allows for More Reward Points & Ease of Credit Transactions for Wagon & Storefronts



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



Scout App Credit

☑ Accept Credit Card transaction directly through the App.

Did You Know? Trail's End pays all credit card fees!

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH app and online average 90% MORE than Scouts that sell only traditionally, and 5X MORE than those that sell only online!

- ☑ **Online Direct:** Sell online & ship directly to customers
- ☑ **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

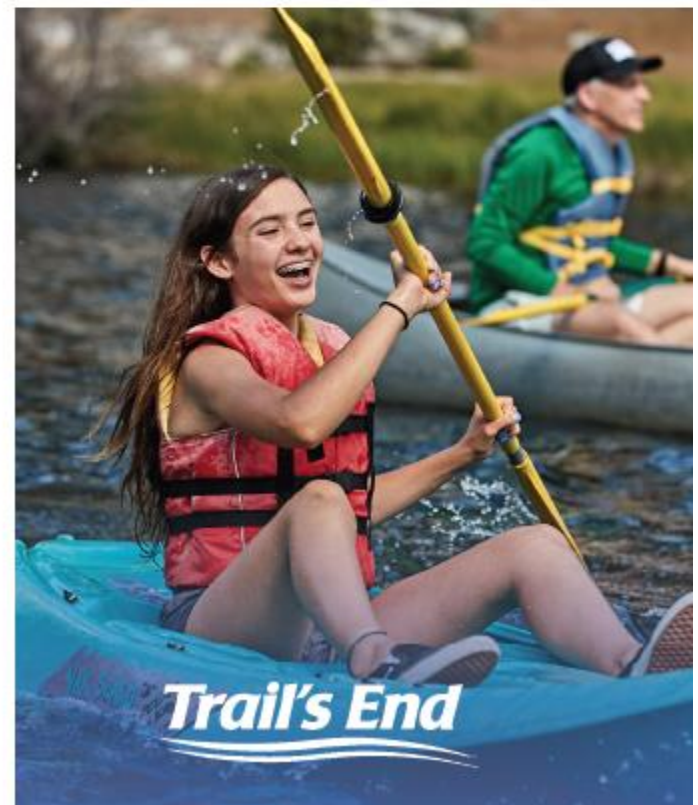
[LINK HERE](#)

- ☑ **Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision).

DISTRIBUTION



*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.



Reporting Scouts' Sales



2023 Popcorn Sale - Scout Sales Report and CSP Order Form									
District: _____					Kernel Name: _____				
Unit Type: Pack Troop Crew Ship Post Unit #: _____									
(circle one)									
Date turned in to Council: _____ Date Prizes Awarded: _____ Prizes Given to: _____ Total # of Scouts who sold at least ONE item: _____				Popcorn Sale CSPs \$1000+ in sales = get all 3 CSPs!			\$50+ in Military Donations <i>(total from order forms AND online sales)</i> First \$50 = Paratrooper Patch Next \$50 = Fighter Jet Pin Next \$50 = Submarine Pin Next \$50 = Helicopter Pin Next \$50+ = Scout's choice of Pin		
Scout's Name	Total Sales	\$400	\$800	\$1,200	ACC Patch	Jet Pin	Sub Pin	Helo Pin	
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
TOTALS									

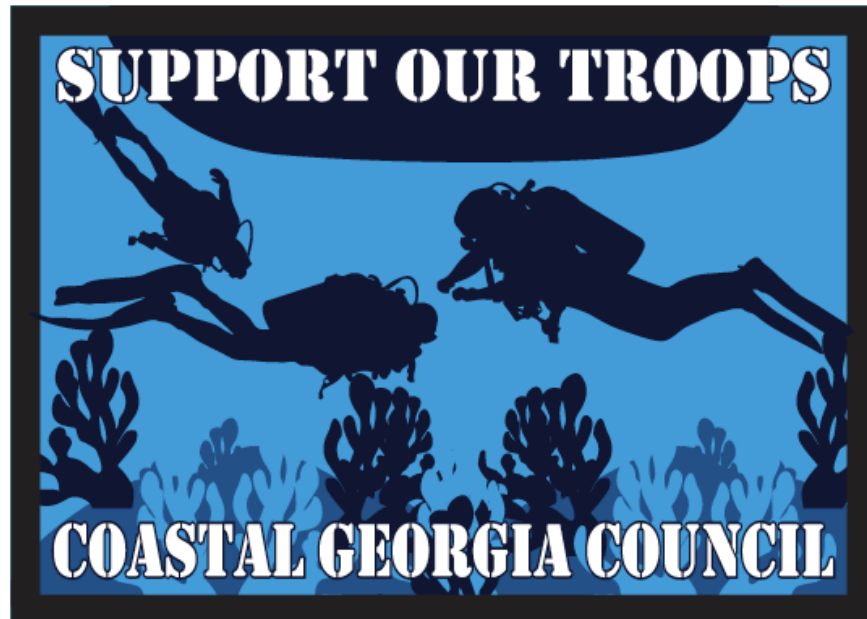
Scouts with \$1,000+ in sales will receive a Visa Gift Cards

To ensure your Scout gets credit, return completed order form to the Council Office no later than December 1st, 2023.

11900 Abercorn Street, Savannah GA 31419

email: bsa099@scouting.org
 Fax (912) 920-4030

Coastal Georgia Council Military Reward



Support our Military!

- Collect a total of \$50 in military donations and receive a Navy Diver Patch (one per Scout).
- Earn a fighter jet, helicopter, submarine pin, para trooper or another patch for each additional \$50 Military donations collected.
- No limit on the number of pins a Scout can earn.
- NO COMBINING of Scouts' sales—A Scout is Trustworthy.



Products & Online Direct



S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry

10 3/4 cups | 7oz



SEA SALT POPCORN

- Only three simple ingredients popped in oil make this simply delicious American favorite

28 Snack Packs (0.65oz ea)



SWEET & SALTY KETTLE CORN

MORE CUPS THAN CLASSIC, REPLACES CLASSIC CARAMEL

- Perfect flavor, more popular with consumers and popped in equipment unique to the industry

6 cups | 3.5oz



WHITE CHEDDAR POPCORN

REDUCED RETAIL FROM \$25 TO \$20 & 90Z TO 60Z

- Cheesier and popped in oil, like movie theatres, makes it more flavorful and popular (air popped in '22)

16 3/4 cups | 6oz



UNBELIEVABLE BUTTER MICROWAVE POPCORN

- A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.

12 Microwave Bags



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever

6 3/4 cups | 14oz



POPPING CORN

- All natural, popping kernels for those who enjoy making popcorn from scratch

28oz



CHOCOLATEY PRETZELS

- Perfect blend of pretzel crunch covered in chocolatey goodness

12oz

Parent Guide



SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- ⊕ Introduce yourself (first name only), where you are from, what you are doing, and close the sale.
"Hi, my name is (name) and I am from (local unit). I'm earning my way to Summer Camp. Can I count on your support?"
- ⊕ Encourage credit sales for higher reward points!
"We accept & prefer credit."
- ⊕ Wear your Class A uniform and always say "Thank You."
- ⊕ Be interactive, avoid using chairs, and make more sales per Scout with only 1 Scout per Storefront shift
- ⊕ Always have an adult present
- ⊕ Stay on the sidewalk or driveway and don't enter homes.
- ⊕ Find repeat customers by checking your Scout App order history

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH app and online average 90% MORE than Scouts that sell only traditionally, and 5X MORE than those that sell only online!

- ⊕ **Online Direct:** Sell online & ship directly to customers
- ⊕ **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders
- ⊕ **Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

SCOUT APP

⊕ Monitor Real-Time Sales, Inventory and Storefront Shifts.



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



REWARDS

Collect points through the Scout App to earn Amazon.com Gift Cards and choose the prize YOU want!

The More Sold, The More Earned!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT (WAGON & STOREFRONT)

1 PT PER \$1 SOLD

CASH



EARN MORE EASIER!

trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% <small>off total sale</small>
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,500	\$50
1,000	\$30
750	\$20
500	\$10

RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



NEVER MISS A SALE, LEAVE BEHIND A DOOR HANGER!

qrco.de/bduFSw



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

qrco.de/bduFgY



HOW TO SELL \$1000 IN JUST 4 HOURS!

[LINK HERE](#)

Coastal Georgia Council Additional Incentives



WIN A GIFT CARD!



The overall
TOP SELLING SCOUT
for the Council will receive a
\$300 GIFT CARD

2nd- \$150 Gift Card

3rd- \$75 Gift Card

Altamaha ❖ Atlantic ❖ Coastal ❖ Satilla ❖ Twin Rivers

Be Safe



POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

POPCORN SALES TIPS

Ten ways to make a popcorn sale:

1. Ask your parents to be the first to buy popcorn.
2. Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters...)
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
10. ALWAYS WEAR YOUR UNIFORM!

Don't forget last year's customers. Make sure you kept your Order Form from last year and ask each of them to buy again.

CUSTOMER CHECKLIST

- | | |
|--|---|
| <input type="checkbox"/> Parents | <input type="checkbox"/> Coaches |
| <input type="checkbox"/> Grandparents | <input type="checkbox"/> Relatives (Grandparents, Aunts, Uncles, Brothers, Sisters, etc.) |
| <input type="checkbox"/> Neighbors | <input type="checkbox"/> Parent's Work |
| <input type="checkbox"/> Religious Friends | <input type="checkbox"/> Doctor and Dentist |
| <input type="checkbox"/> Area Businesses | <input type="checkbox"/> Scout Leaders |
| <input type="checkbox"/> Teachers | |

Selling Methods



There is no “trick” to selling. Most people want to support the Scouts and are happy to buy. All you need to do is ask!

3 WAYS TO SELL!

1. TAKE ORDER

This is the door-to-door sale with your paper “Order Form” or using the Trail’s End “Take Order” app on your phone. Scouts can use this simple script to build their confidence and salesmanship!

Hello my name is_____.

I am a Scout with Pack/Troop/Crew/Ship #_____here in_____.

Would you help support me in my Scouting adventure?

You’ll help me? Won’t you, please?

2. SHOW & SELL

Arrange Show & Sell locations at local storefronts, chartered organizations, or community gatherings. A table, some popcorn and smiling Scouts will draw in customers to buy their popcorn. Plan in advance and communicate dates and locations with your pack or troop.

3. ONLINE

It’s easier than ever with the new Trail’s End popcorn page. Head over to www.trails-end.com, register your scout, and then they can begin setting up their own personal web page. “Share” the page with the handy links through all Social Media and email. It’s a snap!

What's New: Trail's End App



TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

REQUIRED TO SIGN UP:

Council

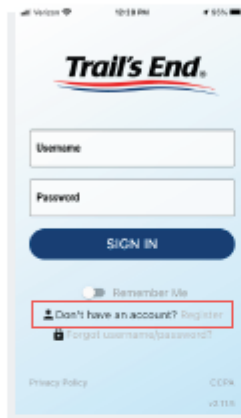
District

Unit

SIGN IN OR REGISTER AN ACCOUNT

- ☑ Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- ☑ Record ALL sales in the App & start selling today!
- ☑ Each Scout needs a separate account, even siblings.
- ☑ You can use the same email for multiple accounts.
- ☑ To switch between accounts in the App, click the name dropdown at the top of the screen.

Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/ credit. Trail's End pays all fees!



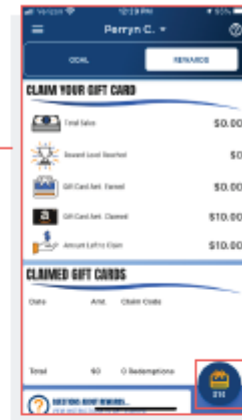
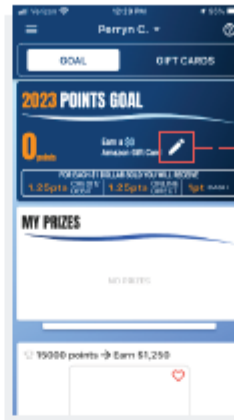
ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- ☑ **Manual Entry (no reader)** Type in the customer's card information.
- ☑ **Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- ☑ **Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- ☑ **Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



SET A GOAL & START EARNING REWARDS



- ☑ To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- ☑ When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- ☑ To track progress, check the App to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!



- ☑ **Online Direct:** Sell online & ship directly to customers
- ☑ **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

- ☑ **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!



ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

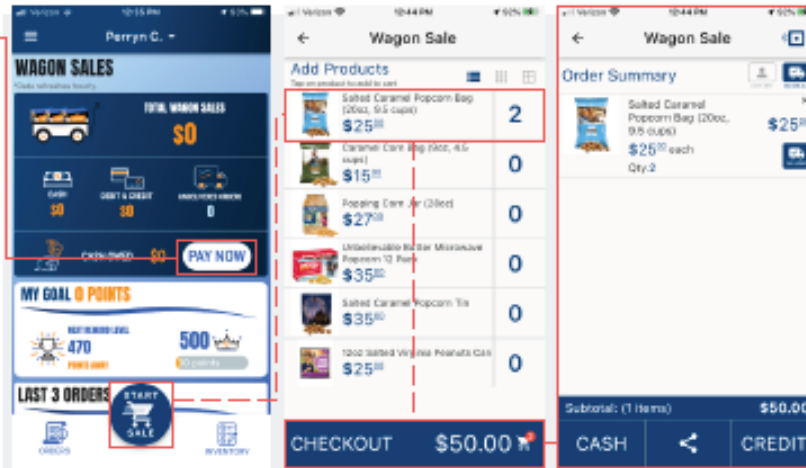


Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

- ⊗ Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

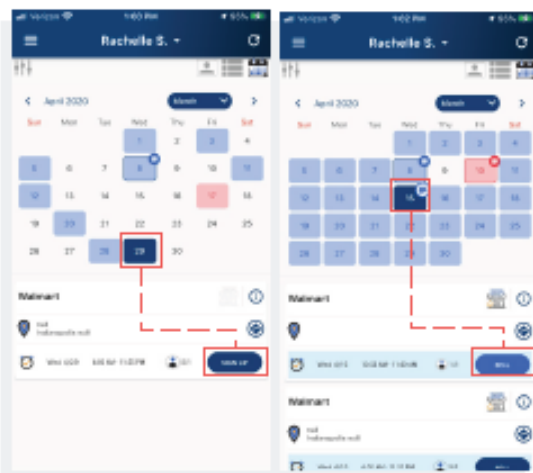
ISSUE A REFUND



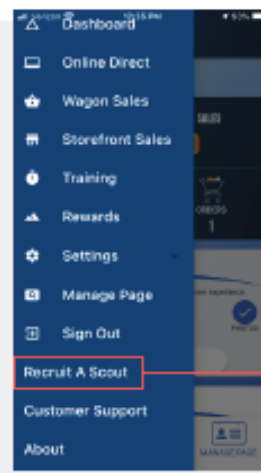
- ⊗ Select "Order" and then tap the order you want to refund. **CAUTION**, Trail's End does NOT store card info so this action can't be undone.

RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info



RECRUITMENT



The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.

Unit Popcorn Kernel Responsibilities



1. Attend a Unit Popcorn training.
2. Explain popcorn program to your adult leaders:
 - Unit's sales goal and Plan Sales Activities
 - Prepare timetables
 - Set up Sales Coverage Areas
3. Prepare/share handouts for Unit Kick-Off meeting for leaders, parents and Scouts:
 - Timeline showing sale dates, date orders due, time and place for pickup, and distribution
 - Unit goal and per boy sales goal
 - Order form/prize flyer
 - Unit prize program (set unit goals and give prizes on the unit level for scouts who sell)
4. Conduct a unit Popcorn Sale Kick-Off Meeting. Review sales goals, explain Prize & Incentive program, discuss sales techniques, money collection and safety suggestions.
5. Submit unit order Online by **September 2nd and October 21st**.
 - Collect and total all sales records/order forms.
 - Note, you probably want to allow 5-10 days to compile your unit order prior to **October 21st**. No orders will be accepted after the deadline.
6. Arrange to pick-up popcorn at your distribution location on **November 10th or 11th**.
7. Remind your Scouts that your unit's money is due with the order forms. Make sure checks are made payable to the unit itself. **DO NOT HOLD CHECKS!** Make plans to deposit checks into the Unit's bank account once a week during the entire sale!!
8. Collect and tally money from Scouts and submit one check payable to the council for "Amount Due" minus commission on or before **December 1, 2023**, to the Scout Service Center.

Note: Popcorn settlement will need to be completed no later than December 1, 2023



2023 KERNEL GUIDE

Prepare.

- Encourage all Scouts to download and setup the Scout App
Did You Know? The Scout App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage
- Complete Unit Leader Planner
- Attend Popcorn Kickoff
- Secure storefront locations
- Sign up for Trail's End Webinar and join the Facebook group

Sell.

- Encourage early sales
- Place popcorn order with Council
- Distribute popcorn and ensure deliveries
- Communicate with families & keep informed

Wrap up.

- Submit Scout rewards
- Pay Council invoice or request a payout
- Celebrate your success!

TRADITIONAL PRODUCTS

It's simple, give customers what they like, and they buy more!



 **CHECK OUT WHAT'S NEW!
THE 2023 PRODUCT LINEUP!**
qrco.de/bdIHqac

 **ALLERGEN &
NUTRITIONAL FACTS**
trails-end.com/nutrition

*Council's select their own product mix.

REGISTRATION

- ⊗ Register your Unit. Your Council will confirm & you'll receive your username & password via email.



**GETTING STARTED IS EASY!
REGISTER TODAY!**
trails-end.com/unit-registration

RESOURCES

- ⊗ Seasoned or new Kernels benefit from attending a webinar or by watching the recording later in Training Resources.



**VIEW THE FULL SCHEDULE
& REGISTER HERE**
trails-end.com/webinars

- ⊗ Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



**SEE WHAT OTHERS ARE
SHARING & SAYING NOW!**
facebook.com/groups/TEPopcornCommunity

- ⊗ Communicate with and keep your Scouts and Families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR
YOUR SCOUTS!**
qrco.de/bduH01

PLANNING

- ⊗ Leverage the Trail's End Unit Leader Planner to help hit your goals.



**THE IDEAL YEAR
OF SCOUTING**
qrco.de/bduFJc

- ⊗ Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!**
trails-end.com/leaders/training

UNIT LEADER PORTAL

- ⊗ Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR
MANAGING YOUR SALE!**
trails-end.com/leaders



Prepared. For Life.™

Unit Kernel Information Sheet & Unit Commitment Form



Please print all information legibly:

District _____

Unit Type and #: Pack _____ Troop _____ Crew _____ Ship _____

Cubmaster/Scoutmaster/Advisor's Name: _____

E-Mail: _____

Phones: (Home) (____) _____ (Cell) (____) _____

Mailing Address: _____

City, State, Zip: _____

*Popcorn Chairperson's Name: _____

*It is very important that we have correct Popcorn Chairman information and email addresses as this will be our means of communication.

E-Mail: _____

Phones: (Home) (____) _____ (Cell) (____) _____

Mailing Address: _____

City, State, Zip: _____

_____ We **WILL** sell popcorn this year _____ We will **NOT** sell popcorn this year

If "NOT", please tell us why: _____

Name of person completing form to be used for door prize drawing: _____

Approximate number of Scouts that will participate in the 2023 sale _____

(this is for planning purposes)

YES _____ We will participate in the 2023 Show & Sell Popcorn Sales

YES _____ We will participate in the 2023 Take Order Popcorn Sales

Please return to:

Coastal Georgia Council

11900 Abercorn St.

Savannah, GA 31419

Fax: (912) 920-4030

E-mail: raelene.dugger@scouting.org

Online Popcorn Order Turn-In



Unit Popcorn Kernels can submit orders online!

- No waiting in line at the council office on Popcorn Turn-In Day.
- Prizes are automatically ordered and received through the Trail's End App.
- Instructions will be emailed to you at the address provided above.

Steps to Placing Unit Orders Online



How to place your Show and Sell Order

Sign into your **Popcorn System** account (login information provided by your council) at sell. Trails-end.com

1. Click on the **Unit Orders** menu
2. Click **New Unit Order**, and select the Campaign (e.g., Fall 2023) and the Order from the dropdown menus
3. Enter the quantity of cases needed next to each product
4. Click on **Save Changes**

When your order is complete, click on **Submit to Council**

How to place your Take Order

1. After you have added all sales by Scout, click on the **Unit Orders** menu
2. Click the **New Unit Order** button, and select the campaign and the appropriate order from the dropdown menus
3. The **Total Need** column sums the orders you entered on the **Scouts / Scout Tracking** pages
4. If you have **leftover Show and Sell** product, use it to fill your Take Order by entering **negativenumbers in the Order Adjustment** column
5. Your final order will be listed to the right under the **Final Unit Order** column
6. **Double check** all of your numbers before submitting to your Council
7. Click on **Save** to save any changes

When your order is complete, click on **Submit** to submit your order to your Council for approval.

Ordering Denominations

Depending on the order, you may have the option to order in just cases, or possibly even cases and containers.

CS = Case

A case contains multiple selling units of any given Trail's End product (e.g., There are eight bags of White Cheddar Cheese Popcorn in one case)

CT = Container

An individual selling unit of any given Trail's End Product (e.g., One bag of White Cheddar Cheese Popcorn)

Containers: Case

Each product line displays containers per case ratio (e.g., 12:1). For example, there are twelve bags of Salted Caramel Popcorn in one case.

2023 Show & Sell



- Place an order via the Trail's End website by **Friday, September 2, 2023**.
- Pick up your "Show & Sell" order on **September 14, 2023, during your assigned time at:**

**JIT Warehouse
437 Telfair Road
Savannah GA 31408**

If your Unit has decided to use Show & Sell as a method of selling, the information below should prove helpful:

The order is in CASES ONLY.

If the unit has not done Show & Sell before, it is advisable to be very conservative in your estimate when placing your product order. The Council Kernel can help you make your estimation.

If your unit has done Show & Sell before, you can review the last few years of your Unit's sales history in the popcorn system. Simply log in, click "orders," then "review past sales."

Prior contact with the location(s) where you will be selling is critical!

As popcorn sales become more and more popular, a number of Units will be selling at similar locations. Duplications can be avoided if arrangements are made ahead of time.

Units should secure prior written approval from the manager of the location with specific times and dates.

A copy of the signed written approval from the manager of the location should be with the Scouts and Unit leadership of the group selling in case a conflict arises.

Some locations require a Certificate of Insurance. Please contact **Beverly** or **Raelene** at the Service Center **912-927-7272**. Remember there could be as much as a 1-week turnaround.

A Scout is Kind... It would be a nice gesture and beneficial to give the manager of the location a complimentary box or tin of popcorn when they approve you to sell in front of their location.

Have Scouts that took orders by form?

- Be sure to place a final order on **Friday, October 20, 2023**
- Pick up your "Take Order" order on **November 9 and 10, 2023 during your assigned time at:**

**JIT Warehouse
437 Telfair Road
Savannah GA 31408**

Ideal Year of Scouting



As a leader, you are charged with the responsibility to make sure your youth members have a fun and exciting program that will capture their imagination and build memories and friendships that will last a lifetime.

Keys to your IDEAL Year of Scouting

- o Using information on “**Annual Program Planning**”, develop a 2023-2024 plan.
- o Build a Calendar of monthly events for the upcoming year. Brainstorm by involving your Scouts, parents, leaders, etc.
- o With support from other adult leaders, develop a unit budget for the upcoming year. Calculate the amount offunds needed to make your “Best Year of Scouting” a reality. Put your plan to paper.
- o Fund your unit plan! Now that you know what it is you are going to be doing and how much it will cost, determine how you will secure the money needed to make it happen. The annual popcorn sale can be oneof the best ways to make your plan a reality without having parents take money out of their pocket every month.
- o Communicate your program and budget plan to every family in your unit. Make sure everyone knows what you are doing and where the money is going and what part they must play in making the plan come together.

Unit Budget Builder

There are many resources on unit budgeting on Scouting.org.

Setting your Scout Popcorn Goal

Once you figure out your annual unit budget use the following chart example to find your perScout sales goal.

ONLY ENTER DATA IN HIGHLIGHTED SPACES						
1. Enter all your activities and costs <u>per Scout</u> under each month.					Unit Type and Unit #	0
2. Enter your number of Scouts and unit commission %.					Number of Scouts in Unit	0
3. Fill in the five shaded fields at the bottom of the sheet.					Unit Commission %	0%
September		October		November		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
December		January		February		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
March		April		May		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
June		July		August		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
\$0	Registration & Insurance	Unit Total Activity Cost & Expenses		\$0		
\$0	Boys' Life	Scout Total Activity Cost & Expenses		\$0		
\$0	Uniform	Other Expenses		\$0		
\$0	Advancements	Unit Sales Goal		#DIV/0!		
\$0	Total Expenses	Scout Sales Goal		#DIV/0!		
		Unit Commission		#DIV/0!		

HAVE A GREAT SALE!

