

LAKE ERIE COUNCIL

Level Up!

POPCORN KERNEL
GUIDE 2024

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support@trails-end.com

facebook.com/groups/TEPopcornCommunity

facebook.com/groups/LEUnitFunding

**THANK YOU FOR CHOOSING POPCORN & SYRUP
TO FUND YOUR SCOUTING ADVENTURE!**

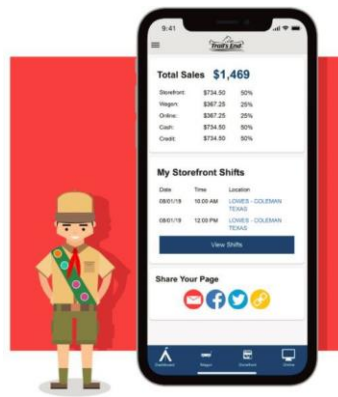
HIGHLIGHTS FOR 2024

- **EARLY ORDERING!** All Units participating in the 2024 Sale will have access to product as early as August 9!
- **UPDATED APP AND WEBSITE!** Trails End continues to improve app and web resources to give you the best sales experience possible.
- **MORE STOREFRONTS!** Over 7000 hours of storefront sale timeslots are available for you and your Scouts!

The infographic features a yellow background with seven circular icons in blue outlines, each representing a benefit. The benefits are: 40% Commission (stack of money), Safe Online Selling Through the Trails End App (smartphone), Free Online Selling Webinar Trainings for Scouts (computer monitor with play button), No Credit Card Fees with the Trails End App (credit card with a diagonal slash), Contactless Door-to-Door Marketing Materials Free of Charge (stack of papers), and Scout's Own (a bottle of Scout's Own). The text for each benefit is centered below its respective icon.

- 40% COMMISSION
- SAFE ONLINE SELLING THROUGH THE TRAILS END APP
- FREE ONLINE SELLING WEBINAR TRAININGS FOR SCOUTS
- NO CREDIT CARD FEES WITH THE TRAILS END APP
- CONTACTLESS DOOR-TO-DOOR MARKETING MATERIALS FREE OF CHARGE
- Scout's Own is part of the Trail's End App. Selling it goes towards your TE rewards.

TRAIL'S END APP FEATURES



Email and SMS invitations to Scouts to download and register



Built-in storefront shift scheduling.



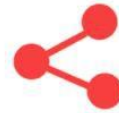
Easy reporting to determine your Scouts' rewards.



Integrated scheduling and management of storefront shifts



Real-time reporting of sales, inventory and storefront registrations.



Share your online fundraising page from the app via email, text message, and social media

The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go. Units can manage their entire sale from their phone.

TRAIL'S END APP

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

Did You Know? When your Scouts use the App, you can monitor the sale in real-time!



HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!

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



Trail's End App Credit

- 📍 Accept Credit Card transactions directly through the App.

Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!

2024 TIMELINE

TRAINING: All trainings will be ONLINE using Zoom

- **Tuesday, July 9: 6:30 pm – 8 pm**
- **Saturday, July 13: 1 pm – 2:30 pm**
- **Tuesday, July 16: 12 pm – 1:00 pm**
- **Tuesday, July 23: 6:30 pm – 8 pm**

REGISTER FOR TRAINING TODAY!

<https://scoutingevent.com/440-popcorntraining>

- **July 28, 2024 – August Order Due on trails-end.com**
- **August 9 & 10, 2024 – August Order Distribution**
- **September 15, 2024 – September Order Due on trails-end.com**
- **September 16, 2024 – “100% Amnesty” Return Deadline for all full cases (excl. Chocolate Pretzel) by 7 pm.**
- **September 27 & 28, 2024 – September Order Distribution**
- **November 3, 2024 – October/November Order Due on trails-end.com**
- **November 4, 2024 – Deadline for add’l Returns (up to 10% total ordered) by 7 pm**
- **November 8, 2024 – All Payments Due**
- **November 15 & 16, 2024 - Take Order Distribution**

HOW TO SELL POPCORN & SYRUP

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell **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
- 🕒 **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!



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

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

Scouts can participate in the sale using several methods. Whatever methods your Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit's year-round programs.

SHOW AND SELL (STOREFRONT SALES)

Site Sales are where a group of Scouts and leaders sell popcorn in front of a church, store or other business. Units will be allowed to utilize show and sell locations this year. Please make sure the location as well as your families are comfortable with being out in public. Trail's End has

made reservations for many local store fronts that your unit can sign-up to sell. You can find a detailed guide on page 8.

SHOW AND DELIVER/DOOR-TO-DOOR (WAGON SALES)

Involves the Scout soliciting orders at the customers residence. The customer will have the option of ordering the product right through the Trails End App and have the product shipped to their residence or place of business OR by utilizing the Scout Delivery option and have a Scout deliver the product to the customers doorstep.

ONLINE SALES

Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a Unit. Families setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers via email, social media and text message. Customers pay via credit / debit securely, and the products ship directly to them from Trail's End. There's no work for the Kernel, and they can fundraise year-round!

DID YOU KNOW?

Units that ensure that only ONE SCOUT works a storefront at a time earn significantly more while working the same number of storefront hours? Check out page 10 for more info!!

UNIT LEADER TRAINING DASHBOARD

With Trail's End, popcorn volunteers have access to the support and knowledge needed to run a successful popcorn fundraiser. Visit www.trails-end.com/unit-training-dashboard to learn more.



Team Building
& Planning



Ways to
Sell



Show &
Sell



Sale Logistics &
Best Practices



Kickoff



Prizes &
Incentives



Recruiting



Resources



Scholarship
Program

REGISTER FOR A LAKE ERIE COUNCIL TRAINING TODAY!

<https://scoutingevent.com/440-popcorntraining>

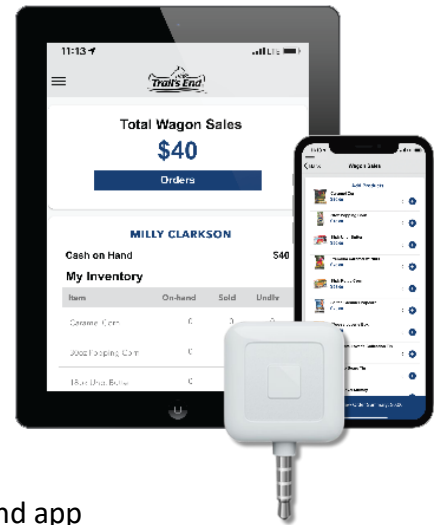
TRAIL'S END SCOUT APP & UNIT LEADER PORTAL

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 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.
- This year the entire leader dashboard is completely mobile friendly.
- 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 each month.

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

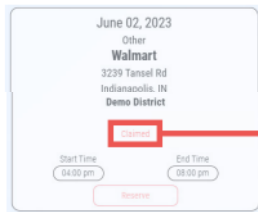
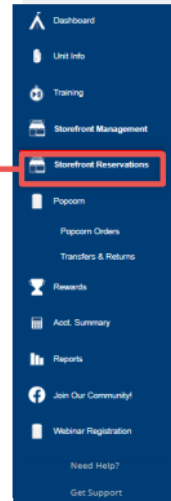
STOREFRONT GUIDE

1. Within the Unit Leader Portal's "Storefront Reservations" tab.

2. The system defaults to display all storefront shifts booked by Trail's End. You may filter to look for a **specific date**, or use the **search bar** to search for a specific location.

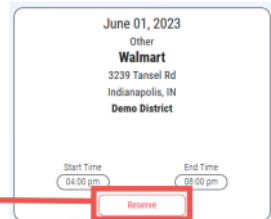


You also have the option to hide storefront shifts that have been reserved, are in processing, or past reservations

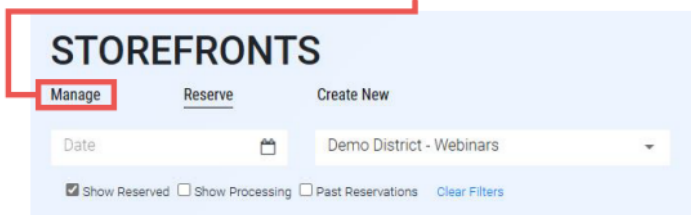


3. Once a reservation has been claimed, the time block will be grayed out and labeled as **claimed**.

4. Click the **"Reserve"** button to reserve your desired storefront block.



5. Once a storefront reservation block has been claimed, you can manage that reservation by clicking on **"Manage"** in the upper left corner of the screen.



From the Manage screen, you can build out your shift schedule, assign inventory or Scouts to a shift, record a sale for the shift, and view how the storefront is performing. You can also delete any storefront you no longer need by clicking on the **"Release"** button on the bottom right.

RUN YOUR SALE LIKE THE PROS

STOREFRONT SALES STRATEGY

SHOW AND SELL FOCUS

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

BOOKING LOCATIONS

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

MOTIVATING SCOUTS

- Use the TE Reward Levels
- Recognition for Top Sellers
- Fun and Games

BUILD A TEAM

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

RECRUITING

- Recruit at Show and Sells
- Unit Kickoff
- Train the Parents
- Distribute Flyers
- Take Contact Information

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*

KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!



WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the fundraiser and get back to Unit adventures faster!



*Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



Scan now and see more rewards and learn about reward levels.

[trails-end.com/rewards](https://www.trails-end.com/rewards)



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



DOWNLOAD THE APP TO START EARNING TODAY!

trails-end.com/app

1.25 PTS Per \$1 Sold
App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

POINTS	GIFT CARD
17,500	10% of total sale
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
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

2024 PRODUCTS

KETTLE CORN & WHITE CHEDDAR
GIFT BOX *New*
\$42



CHOCOLATEY PRETZELS
\$28



SALTED CARAMEL
\$25



WHITE CHEDDAR
\$23



SWEET AND SALTY KETTLE CORN
\$25



12PK UNBELIEVABLE BUTTER
MICROWAVE
\$23



POPPING CORN
\$17



CARAMEL CORN
\$15



SCOUT'S OWN MAPLE SYRUP
\$15



POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Please confirm your username and password well BEFORE the due date. (contact heather.mcmillan@scouting.org if you need to retrieve password or need assistance)
2. Login at <http://scouting.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 (You will be assigned the closest distribution site unless you email Heather and we can change in system.)
5. Enter the quantities that you wish to order (cases only for order one and two)
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

POPCORN DISTRIBUTION

Distribution locations are manned by volunteers and staff. To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. If your warehouse takes appointments, be sure to sign up in advance and be timely with your pickups.

REFER TO THE KERNEL JOURNAL EMAILS FOR DISTRIBUTION LOCATIONS AND TIMES.

WHAT SIZE VEHICLE WILL I NEED?

Please keep in mind that these are estimates based on having no other items or passengers in the vehicle with you.



Mid-size car
20 cases



Standard SUV
40 cases



Standard Van
60 cases



Full size SUV
70 cases



Pickup truck
90 cases

Not recommended



PAYMENT PROCEDURES

The Lake Erie Council and Trails End want to ensure that your Unit has the easiest sale possible! That means avoiding the hassle of mailing checks by routing all payments through a digital ACH withdrawal system. THIS IS A REQUIREMENT FOR THE 2024 SALE.

OPTION 1: Set up an ACH withdrawal with the Lake Erie Council. Units will have the ability to set this up and have their invoice for popcorn be withdrawn from their unit account from the dates of **November 8, 2024**

OPTION 2: Mail in or drop off payments to the Lake Erie Council Service Center by **November 11, 2023**.

- Make checks payable to Lake Erie Council, Boy Scouts of America
- Mail checks to the Lake Erie Council, BSA P.O. Box 93388 Cleveland, Ohio 44101-5388

PRODUCT ORDERING, RETURNS & TRANSFERS

- The Lake Erie Council Service Center will have a small inventory available should units need more popcorn in-between orders. The inventory will be made available first come first serve. If you should need extra product, please contact Heather at the service center to arrange either a pickup or a delivery by one of our staff members.
- It is recommended to utilize the Trail's End Leader Portal to track and record product that was assigned and sold during show and sell storefront selling.

BEST PRACTICES FOR INVENTORY MANAGEMENT

- Utilize the Trail's End Leader Portal to track and record product that was assigned and sold during show and sell and storefront selling.
- Subscribe to a time-based sales plan (i.e. we are halfway through the sale...have we sold at least half of our inventory).
- Check in with your Unit Serving Executive if you have an inventory challenge...too much or too little popcorn can usually find a home to another unit.

Work toward zero returns so that every dollar of popcorn revenue provides a better program for our Scouts.

TRANSFERRING UNIT

If your unit is going to transfer products to or from another unit, follow the process below.

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

- After the transferring unit submits the transfer request, the receiving unit will be notified via email.
- Log into your www.trails-end.com account
- Go to the Transfers & Returns tab
- Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

RETURNS

To help make this a truly "NO RISK" sale, the Lake Erie Council offers TWO return windows for your Unit to manage your inventory:

September 16: 100% Amnesty Return:

Units may return FULL CASES of any product by 7 pm on Sept 16 with NO PENALTY.

November 4: Final Returns

Units may return FULL CASES of UP TO 10% OF THEIR TOTAL ORDERED INVENTORY by 7 pm on Nov 4 with NO PENALTY.

Returns will be received at the Unit Service Center by appointment only. To arrange a product return, please contact Heather McMillan at least 24 hours before you make your return.

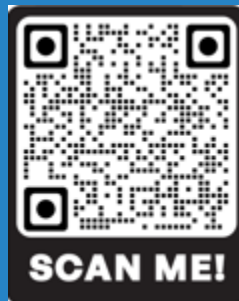
WRAPPING UP THE SALE

With the sale wrapping up in November, be sure to leave a few extra days to collect unsold product and orders that need to be filled from your Scouts and prepare your final unit order.

- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your show and sell order to fill take orders if possible.
- Use the Scout Tracking page in 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 **November 1, 2023**.
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- Submit payment to the "Lake Erie Council, BSA." The amount due will be the total sales less the unit's commission - this will be on the statement.
- 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

LAKE ERIE COUNCIL

NEW HIGH
SCORE!



FIND MORE GREAT
POPCORN RESOURCES AT
www.LECBSA.org/popcorn