

Last Frontier Council

POPCORN LEADER'S GUIDE



2026



**Scouting
America**TM



THANK YOU

for your participation in the **Last Frontier Council 2026 Fall Popcorn Sale**. Each year, this fundraiser achieves three main objectives for our Scouting program: first, the money Scouts earn will help your unit to continue to provide a quality program for your Scouts; secondly, the sale is also important to our council. The funds earned are used to make improvements to our council summer camps, day camps and resident camps, as well as providing support for council services. Lastly, the sale instills a strong work ethic in participating youth, teaching Scouts of all ages the importance to **“earn their own way”** for activities and events.

These popcorn sales are a huge resource to strengthen our local Scouting program. By participating in the sale, you guarantee an opportunity for your unit to have better programming, maintain low pricing for council events, and provide more fun for your Scouts!

I hope this Leader’s Guide assists your unit in planning, executing and enjoying the rewards of a successful popcorn sale. After all, I know the most important parts of the popcorn sales are what it allows your unit to do and gives Scouts the opportunity to help fund their scouting adventure!

Thank you for your leadership and participation. Have a great sale and an even better year in Scouting!

Keep Scouting Strong,

Maggie Miller

Maggie Miller

Last Frontier Council

Council Popcorn Chair



POPCORN RESOURCE GUIDE

This Resource Guide will provide Unit Kernels with the details to promote a strong and successful program.

In addition to this guide, the Last Frontier Council provides program information through the LFC Popcorn Groupme, the Council popcorn webpage, trainings, and District teams.

Here is what you will find inside.....

Inside this guidebook you will find the following details about the sale:

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2026 Council Goal:

\$1,200,000

My Unit Goal:



GETTING STARTED

What does a Unit Popcorn Kernel do?

Help your Scouts succeed by organizing and managing your Unit's popcorn sale to meet or exceed their goals.

KEYS TO SUCCESS:

1. Develop a Unit Popcorn Committee to help you ensure an effective and efficient selling program – you don't have to do this alone!
2. Develop an incentive plan for your Scouts in addition to the program prize structure.
3. Clearly communicate what popcorn sales pay for in your Unit and for the Scouts.
4. Encourage all Scouts to set up their Trail's End online account at trails-end.com
5. Train Parents on how to use the Trail's End App.
6. Host a FUN & EXCITING Unit Kickoff Event.
7. Manage the popcorn inventory.
8. Encourage all Scouts to track their sales with the Trail's End App.
9. Remind Scouts along the way why they are selling, what they will earn & how to succeed.
10. Celebrate a great season with an End of the Year closing event.



If you are new to Popcorn, don't worry, you have a District and Council team to help you along the way. Here is what to do next....

SET UP YOUR TRAIL'S END POPCORN SYSTEM ACCOUNT

- This is the administration site for the sale where you can place Unit orders, track sales, transfer between Units, view your invoice and run reports to get sale data.
- To get started or if you forgot your username or password go to: <https://trails-end.com/>

GET TRAINED

- This step you have already started using this resource will provide you with the details to help guide you through the logistics of the popcorn sale.
- Last Frontier Council offers in-person training every summer; check the popcorn webpage for upcoming dates.
- Trail's End offers online training videos for Leaders and Youth designed by Trail's End and top selling Units and Scouts across the country. They can be accessed by any mobile device at : <https://www.trails-end.com/training>

SHARE WHAT YOU KNOW

- Teach the Scouts in your Unit about goals, products and sale details.
- Get them excited about everything they can do in Scouting.
- Show them how this is possible through their popcorn sale.



FALL POPCORN SALE CALENDAR

June 2	OKC Popcorn Kickoff
June 4	Enid Kickoff
June 18	Norman Kickoff
June 25	Stillwater Kickoff
July 9	Black Beaver Popcorn Kickoff
July 31	Show-N-Sell Orders Due
August 13-14	Show-N-Sell Order Distribution
September 25	Last Day for Returns - Full Cases Only
October 30	Take Orders Due
November 12	Take Order Distribution
December 4	All Balances Due by 5:00pm

Restock requests due Wednesday for a Friday pickup.



POPCORN KERNEL CONTACTS

101 District: Chad Ake
Email: ChadAke82@gmail.com

Big Tepee: Vacant - Ana Svedberg (DE)
Email: Ana.Svedberg@Scouting.org

Black Kettle: Vacant - Bobby Nailon (DE)
Email: Bobby.Nailon@Scouting.org

Black Beaver: Stephanie Mosely
Email: StephMosleyBSA@gmail.com

Canadian Valley: Kendra Jones
Email: kendram88.kh@gmail.com

Chisolm Trail: Kristen Scherrer
Email: Kristen.Scherrer@gmail.com

Eagle: Erin Bettis
Email: esikes1984@gmail.com

Pawnee Bill: Paul Minasian
Email: okpms1@gmail.com

Scissortail: Charn Langford
Email: luckycharn@gmail.com

Sooner: Gregg Johnson
Email: james.johnson66@gmail.com

Western Plains: John Motley
Email: flynavy_2006@yahoo.com

Will Rogers: Beth Griesel
Email: BethGriesel@hotmail.com

Council Kernel: Maggie Miller
Email: LFCPopcornKernel@gmail.com

Assistant Council Kernel: George Atherton
Email: LFCPopcornKernel@gmail.com

Staff Advisor: Blake Jones
Email: Blake.Jones@Scouting.org



SHOW & SELL PRODUCTS

White Cheddar	\$20 Each / \$240 Case (12)
Salted Caramel	\$20 Each / \$240 Case (12)
Sea Salt Popcorn	\$20 Each / \$240 Case (12)
Sweet & Salty Kettle	\$20 Each / \$240 Case (12)
Microwave Butter Popcorn	\$25 Each / \$150 Case (6)
Heroes and Helpers Donation	Any Amount



White Cheddar
Popcorn
\$20



Salted Caramel
Corn
\$20

**COMING
SOON**

NEW 2026
Sea Salt
Popcorn
\$20



Sweet & Salty
Kettle
\$20



Microwave Butter
Popcorn
\$25

In addition to the products above, Trail's End offers a variety of coffee, chocolate, beef jerky, and other products through the Online Sale. Sizes and prices will differ from the list above as the online items are set at the National price.

Commission will be set at 32% for all Traditional Sales. Units who increase their sales by 20% over the previous year will receive an extra 3% for a total of 35%. All Online Orders will receive 30% commission.

*****All payments are due by December 4, 2026. Commission drops to 5% after these dates. Units may return full, unopened cases of product until September 25, 2026.**

Trail's End REWARDS[®]

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT™

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon[®] eGift Card, Prepaid Mastercard[®], and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit – yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit – helping Scouts hit goals 14% faster.**

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**

PLUS

1 bonus point per \$1 for Heroes And Helpers[®]
Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!
With 100% credit sales, Scouts claim when ready!
Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.



DOWNLOAD THE TRAIL'S END APP[®] TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

***Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000**
Level bonuses are not cumulative. Only the highest level reached will be awarded.

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. All rewards and promotions are subject to [Terms and Conditions](https://portal.trails-end.com/legal/terms) at <https://portal.trails-end.com/legal/terms>.

CREDIT CARD PROCESSING

Free Credit Card Processing

All Units/Scouts are eligible for Free Credit Card Processing through the Trail's End App powered by Square.

Units do not need to attach Unit bank accounts to accept credit card payment.

How it works: Scout logs into the Trail's End App from any handheld device Select products being purchased Total the sale and select credit for the purchase type Use any attached Square reader or key in the card information on the device All credit card payments are paid directly to Trail's End and are deducted from the Unit invoice.

Splitting Sales: If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail's End App to process sales. The unit leader will need to select the split method prior to the sale.



ONLINE COMMISSION

Unit invoices are inclusive. This means Unit Leaders will see all parts of the sale on one invoice. Online Sales Commission will be applied to Unit invoice as payment received by Trail's End.

What if our Credit Card and Online Sales Exceed Cash Sales?

If your Unit has an overpayment to Trail's End, your committee may choose to either:

- Enter the Unit bank account information into the Square portal to receive payment from Trail's End quarterly and the unit needs to request the payment.

or

- Unit may choose to receive payment from Last Frontier Council with either a check or deposit Into Unit's registration or Scout Shop account. These payments will be completed during the month of December.

INVENTORY, RETURNS & PAYMENTS

Product Inventory

All popcorn ordered from Trail's End cannot be returned so it becomes the property of the Last Frontier Council. Returned popcorn is used to fill Take Orders and as part of our Military Donations taken to local military sites. Unit returns are limited to FULL CASES ONLY and are not accepted past the deadline. The steps below will help reduce the amount of returns:

- Work with your unit's committee and families to determine an order amount for your unit.
- Look at your sales plan. Do you have more or less sale booths lined up than you had last year?
- Do not give a family product that equals their goal at the start of the sale. Your unit should determine a retail amount with exceptions to high achievers with specific plans.
- Check tracked sales weekly to assure product is being moved.
- Ask the Scout families not to fill their personal family orders first. This will provide more product for storefront and neighborhood sales. The family orders can be filled with popcorn from returns from other Scouts or the take order.
- Additional popcorn may be available throughout the course of the sale.
- Units should work through their District Popcorn Kernel to share excess inventory.

Council's Return Policy and Procedures

NO LATE RETURNS ACCEPTED

- Before any returns are made, contact your District Popcorn Kernel for possible transfers.
- Unit to Unit transfers are submitted through the Trail's End Popcorn System.
- **ONLY FULL CASES WILL BE ACCEPTED.**
- Returned product must be in its correct case and in **SELLABLE** condition. Products damaged by the unit will not be accepted.

Council Payment Policy & Procedures

- Print your Trail's End Unit invoice (available in the Popcorn System under reports) before you make a payment.
- Review the Trail's End Unit invoice for accuracy. Contact Blake at Blake.Jones@Scouting.org immediately if you find a discrepancy.
- Units can make check payable to the Last Frontier Council.

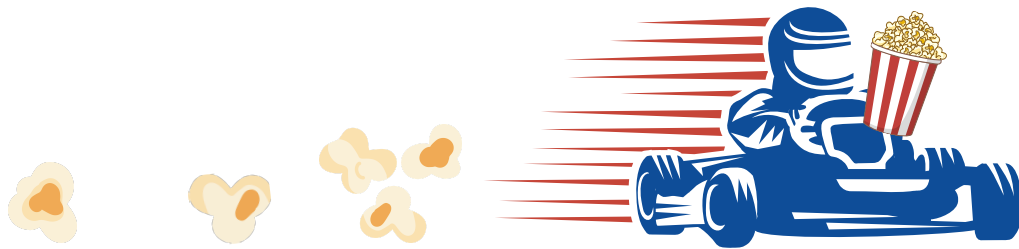
LOGGING IN

The Trail's End Popcorn System

Go to the 2025 Unit Registration Website at <https://www.trails-end.com/unitregistration>. Make sure you are using either Chrome or Firefox from a computer to ensure full site functionality. Once you've submitted your Unit's popcorn commitment form, you will receive your login information from Trail's End via email.

This single login is fully integrated with the Online Sales System—Enter and track your Unit's sales by Scout, Place your Show N Sell and Take Orders here, Print reports and packing slips, and Order your Unit's prizes at the end of the sale.

If you haven't been able to register your unit by July 17, 2026, please contact Blake Jones at Blake.Jones@scouting.org for assistance.



Login to the Popcorn System at: scouting.trails-end.com

Once you have registered your unit and received your username, follow the instructions below to access the full site.

1. Go to scouting.trails-end.com in your internet browser (Firefox and Chrome are preferred).
2. Type your username and Password into the respective fields.
3. Click the Sign In button.
4. If you have forgotten your Username and Password, click the Need Help? Link and follow the prompts to have your Username or Password emailed to your email address on record. Within the Popcorn System, look under the PSS Manual to review the Trail's End Popcorn Sales System Manual Reference Guide for Unit Leaders

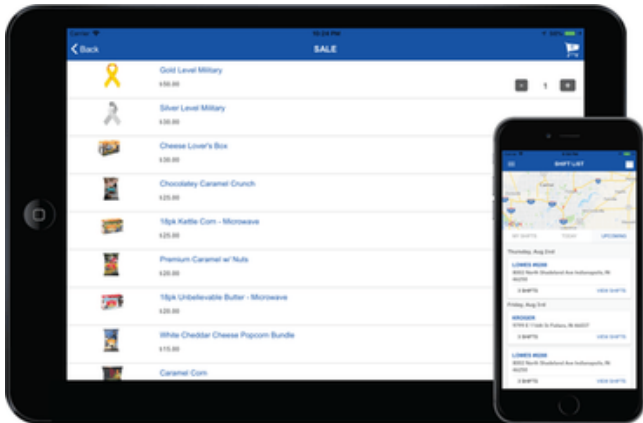
TRAIL'S END PORTAL SCOUT REGISTRATION

Login to the Popcorn System at:
scouting.trails-end.com



1. Navigate to scouting.trails-end.com in your internet browser (Firefox and Chrome are preferred) and sign in.
2. In the top left-hand corner, click the “Invite Scouts” button. In addition to the name of the scout, the names of the parent and parents’ email address is required.
3. An email will be send to the parents’ email address and they will need to accept the invitation. *Note: the invitation email originates from marketing@trails-end.com and might be flagged as spam for some accounts.
4. The parent will need to create a username and password for the Trail’s End account. The unit should already be selected from the invitation email.
5. Once the account is set up, sellers can log in the Trails End portal through either browser or app.
6. To manage the scout roster, leaders will need to log in to the leader’s portal and click “Unit Info” from the menu on the left-hand side and then click “Scout Roster”. For each scout, leaders can remove or resend invites.

TRAIL'S END APP



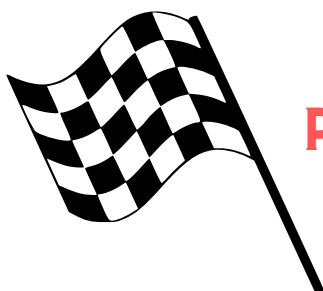
The mobile application from Trail's End is a central component of the popcorn fundraiser. It provides ...

- Tracking and reporting of all sales
- Shift management
- Inventory management
- Point of sale modules

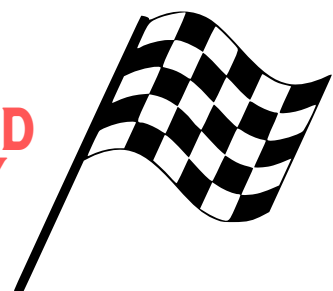
Download the latest version of the app from Google Play or Apple App Store



The TE app facilitates acceptance of credit card payments and **credit sales averaged 20% higher than cash**



**FREE CREDIT CARD
PROCESSING POWERED
BY SQUARE, PAID BY
TRAIL'S END**



BE SAFE & SALE TIPS

Safe Selling Guidelines

1. Sellers must always have an adult and/or buddy with them during the sale. Maintain principles of Safe Scouting and Youth Protection which can be found here: <https://www.scouting.org/health-and-safety/gss/gss01/>.
2. Scouts must never enter a stranger's house without an adult.
3. Keep cash in a separate envelope or lock-box with a clearly labeled name.
4. Stay on the sidewalk and adhere to pedestrian traffic laws.
5. Never sell at night.



General Popcorn Tips

1. Ask parents, relatives, neighbors, or other close friends to buy popcorn.
2. With permission, take a popcorn order form to place of worship and post in community bulletin board areas.
3. With permission, take an order form to workplaces and encourage them to purchase.
4. Schedule "Super Sale Days" for patrol or den to select a neighborhood and go door-to-door.
5. Where soliciting is permitted, sell at locally owned businesses.
6. Post on social media and maintain online sales presence. Adhere to principles of digital safety as found here: <https://www.scouting.org/health-and-safety/safety-moments/digital-safety-and-online-scouting-activities/>.
7. Wear uniform to reinforce connection between the popcorn fundraiser and Scouting organization.
8. Encourage creativity in sales tactics and leverage different avenues (storefront, door-to-door, online) of selling.

SHOW 'N SELL GUIDELINES

1. Ensure that shift time and location are either reserved through the Trail's End App or Storefront Reservation form has been filled out and approved by relevant parties. A copy of the form can be found at the end of this leader's guide.
2. Units that have reserved shifts but cannot attend them, should release them as soon as possible to allow other units to coordinate and use those selling opportunities.
3. Only one unit can register at a location per shift. The app will give a notification if you begin to sell at a site reserved by another unit. If there are disputes over shift booking, they will be resolved based on who is registered in the Trail's End App at that time and location. No exceptions.
4. Discourage adults in excess of 2-deep leadership and non-scout youth from sale to maintain a lower footprint and minimize distractions.
5. Do not invade customers' personal space or block entrances, exits, or other paths.
6. During scheduled sale time, Scouts should only enter selling venue for personal hygiene maintenance.
7. All Scouts and adults must adhere to principles of Scout Oath & Law to maintain a positive reflection on Scouting America and local scouting organizations.
8. Be aware of your surroundings and potential hazards to safety. (i.e. traffic, shopping carts, etc.)
9. Always say "Thank you" even when someone doesn't buy.
10. Scouts and leaders should wear their official field uniform.



STEPS TO A SUCCESSFUL SALE

Units with the greatest success in the popcorn sale have a few things in common. . .

1. Attend popcorn training and kickoffs.
2. LEAD with enthusiasm - This is a motivating factor for Scouts and their parents.
3. COMMUNICATE effectively - Include Scouts and parents in the popcorn sale plan.
4. Establish GOALS - Both the Unit and Scout need goals. Planning and explaining the benefits of the Scouts' goals motivates the youth and their parents.
 - a. Educate parents on the direct benefit of popcorn sales to their Scout and to the Unit.
 - b. Explain how the fundraiser supports Council activities such as camps, training, and other resources.
5. Include popcorn in the yearly Unit budget.
6. Create a Unit incentive program in addition to the Trail's End and Council level rewards.
 - a. *Examples: Each Scout selling at least \$500 of popcorn goes to Day Camp covered by the Unit; Top selling Den or Patrol gets a pizza party*
 - b. Regularly communicate sales rankings, rewards, and goals to keep Scouts motivated throughout the season.
7. Host a kickoff for the Unit to provide material about the selling season, goals, and rewards. Make it EXCITING!
8. Maintain the regularly scheduled campouts and activities to keep Youth engaged in the Scouting Program.
9. Keep accurate records. Collect money when popcorn is delivered and use the Trail's End portal to manage inventory and payments.
 - a. Track sales throughout the selling season to ensure that any discrepancies are identified promptly.

POPCORN KICKOFFS

1. Plan ahead and keep the kickoff under an hour.
2. Emphasize why it is important to sell popcorn. Communicate the Scouting program and how families can cover their annual expense with this 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. Demonstrate to Scouts the tools available from Trail's End. This includes order forms, prize sheets, training videos, and more.
4. Spend time explaining the different selling methods, key program dates, and Show N Sell locations.
5. Motivate Scouts to set goals for their sales and pick an awesome prize!
6. Finish the evening with a memorable event. Get the Scouts included!
7. Have a breakout session where Scouts practice their pitch and parents remain with the popcorn leaders to find out about how to keep a safe sale and any other remaining questions about the sale itself or the Trail's End platform.



BREAKDOWN PER SALE

For every \$20 item sold....



- \$6.40 goes directly back to the selling unit to fund scouts, adventures, and expenses



- \$6.60 goes to Last Frontier Council...
 - ...\$0.72 for direct program
 - ...\$0.48 for admin support
 - ...\$1.89 for facilities & operations
 - ...\$3.51 to retain a professional staff



**Assumes 65% goes back to Scouting and 32% unit commission*

THE SALES PITCH

- Very influential component of the popcorn sale.
- Focus on Scouting instead of the product. Avoid asking if “they would like to buy popcorn”: if they wanted just to buy popcorn they could buy it cheaper at the grocery store. “Will you support us going to camp?” or “Are you interested in supporting your local Scouts?” are far more effective than “Do you want to buy some popcorn?”.
- Be specific on how funding is being used. 65% goes back to the Last Frontier Council and units.
- Maintain eye contact and be polite. Use “sir” and “ma’am” when addressing potential donors.
- Introduce higher priced products first to generate more potential sales.
- Say “Thank-you!” to all potential customers even if they did not purchase any product.
- NOTE: Adults should be prepared to deal with people espousing a political agenda. The Scouts don’t need to be exposed to this, so consider how to quietly defuse a situation. Do not get into an argument with the individual, simply affirm their right to hold an opinion and thank them for their thoughts.

Sample Sales Script

“Hi my name is _____. I’m a Scout with unit _____.”

“We are raising money to go to camp next summer and plan other activities. By buying popcorn today, you’ll be helping me earn my way through scouting.”

(Hand customer Take Order form, or at Show and Sell point out product table)

“Which product are you interested in? We also take donations for military and first responders”

“Thank-you for your support of Scouting!”

If a Scout can’t remember their sales pitch, simply say:

“Will you help me go to camp?”

FALL POPCORN SALE CHECKLIST

May

- Recruit a Unit Popcorn Kernel and give them this guide. If possible, provide them with an overview of how the sale works and the Unit's sales history.
- Discuss your Unit budget with your Committee to set a Unit popcorn goal.
- Register your Unit for the annual spring popcorn sale online at <https://www.trails-end.com/unit-registration>. Know your Council, District, and Full Unit Number (May be 4 digits).
- Join the appropriate Trail's End Facebook pages.
- Join the Last Frontier Council Popcorn GroupMe: https://groupme.com/join_group/101416810/7P47AVgc



June-July

- Attend Council Popcorn Kickoff. Refer to the scoutingrocks.tv/popcorn for scheduled trainings.
- Attend District Popcorn Kickoff
- View Trail's End Training (<https://www.trails-end.com/training>) and attend Trail's End Training Webinar
- Learn and understand the Council's commission structure.
- Decide with your Unit leaders how much popcorn to allot each family for Show & Sell throughout their neighborhoods and places of business.
- Book Show & Sell locations or register for a Trail's End-set location and time slot. Ensure you get a signed Storefront Reservation form available at scoutingrocks.tv/popcorn
- Logon to www.scouting.trails-end.com and follow the online instructions to order your popcorn.

Remember, use historical sales as a guide, and adjust for unit membership changes and sales plan/sites. Please note that you can only order and return Show & Sell popcorn in full cases.

August

- Establish and share the deadline for payment for all Scout families to have their money turned in. All checks should be made payable to your Unit...NOT the Council as you assume all liability for accounts with insufficient funds.
- Host a Unit Kickoff Event. Make it fun and create excitement for the Scouts and parents. Emphasize importance of the sale to parents and the benefits they can receive. Make sure everyone is aware of deadlines for returning popcorn and tracking every sale.
- Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts must be in official field uniform while they are selling.
- Sign up for a pick-up slot for your order (you will receive an email notification). Be sure to bring a large enough vehicle to haul your order and be on time to ensure timely distribution.
- Store product in a cool and clean location to keep sweeter, coated items from melting and prevent damage. The Unit assumes all liability for the product once it is received.
- Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location.

September-October

- Share and post a chart with your Unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart. Each week show the Unit goal chart and check on your Scouts' progress. Present weekly prizes or incentives.
- Collect any paper take order forms with orders that have not been tracked through the app.
- Use extra Show & Sell product to fill take orders.

November-December

- Pick up take orders on the distribution day; collect any outstanding money from families or customers.
- Pay final balance on all take orders.
- Celebrate the success of your unit and your Scouts! Individual recognition is important.

SHOW & SELL BOOTH CHECKLIST

- Pack items that you will need for the sale: popcorn, scratch paper, banners, tables, canopy, change, patriotic box/can for military donations, pens, etc.
- Arrive early. If there is a Unit already selling at the location, please do not confront the store manager. Politely approach the Unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Follow the SNS Guidelines laid out in this Leader's Guide.
- Set up product and site in an organized fashion. Keep site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of business nor in their dumpster. This will make your presentation look better and strengthens your Unit's relationship with the location.
- As your Scouts show up, begin to build teams of two putting more extroverted and/or experienced youth with more introverted and/or inexperienced youth. This will help build confidence and motivation.
- Always maintain two-deep leadership.
- Let the Scouts do the selling. It's easy for adults to say no to adults, but very tough to say no to Scouts in uniform.
- Checks should be made payable to your Unit, as you assume all liability for accounts with insufficient funds. Many units opt not to accept checks.

REMEMBER: You are not selling popcorn; never ask, "Would you like to buy some popcorn?"

SUPPORT SCOUTING

POPCORN TRANSPORTATION RULES OF THUMB

A mid-sized car holds about 15 cases



An SUV holds about 30 cases



A mini-van **with seats removed** will hold about 50 cases

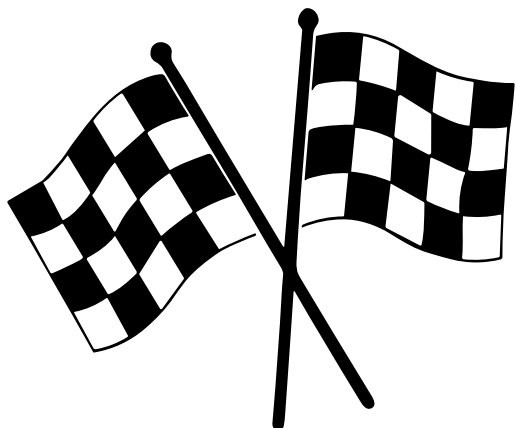


Renting a truck for the day is a relatively inexpensive way to move a lot of popcorn!



3 TIPS FOR A SUCCESSFUL POPCORN SALE

1. Participate in SNS. And if you already do SNS, you can teach Scouts how to maximize their storefront sales.
 - o Talk to every person who passes by
 - o Scouts do the selling, not the parents
 - o No sitting and selling
 - o Up-sell
 - o Right number of Scouts for traffic flow & number of exits
2. Sales pitch (including enthusiasm, appearance, product knowledge, etc)
 - o Up-sell
 - o Help the customer find just the right product
 - o Well groomed, Field Uniform
3. Create enthusiasm in the unit and maintain excitement through the sale
 - o Weekly updates on progress
 - o Celebrate successes each week
 - o Use unit incentives (bracelets, no dues, camp incentives, sales levels to attend end of sale celebration, etc)
 - o Show that the highest prize levels are achievable, even within our council.



LAST FRONTIER COUNCIL STOREFRONT RESERVATION FORM

Unit

District

Location Name

Location Address

Location City

Zip code

Date & Time of Sale

Manager Signature

Date

Council Approval

Date

*Email form to LFCPopcornKernel@gmail.com and CC Blake.Jones@scouting.org
Form will be returned to you with Council signature if approved.*