



Greater Colorado Council 2023 Popcorn Resource Guide For Popcorn Kernels





2023 Popcorn Dates

July 11: Popcorn Orientation 6:30pm - 8:00pm, (Tuesday)
July 20: Popcorn Orientation 6:30pm - 8:00pm (Thursday)
August 11: Deadline for Units to place first order (Show and Sell)
Aug 25 & 26: Popcorn Distribution at District Sites
Sept 11: Second Replenishment Order Deadline
Sept 22& 23: Distribution for Second Order
October 16: Popcorn returns
October 23: Deadline for Units to place final order (Door to Door)
November 3 & 4: Council Popcorn Distribution
December 4: All money needs to be into the Greater Colorado Council
(Paid in Full)

2023 Commission Structure & Incentives

Units can earn up to 37% commission for the traditional popcorn sale. Bonus commission is given in December only if units have settled their popcorn account by December 4th.

- ☐ 30% Base Commission
- ☐ 5% Bonus Commission: 20/20 Club (Complete any 1 of the 3 below)
 - o Unit Sells over \$20,000 of Popcorn in 2023
 - o 20% increase in total popcorn sales from 2022 amount
 - o Unit new to the popcorn sale (did not participate in the 2022 popcorn sale)
- ☐ 2% Bonus Commission Zero Returns (Only allow a maximum 5% in returns)
- ☐ 35% Flat Commission given for all “Direct to Consumer” online popcorn sales

If a unit sells over \$40,000 in Popcorn, they will automatically qualify for 37% commission.

*Any unit whose account is not settled in full by 12-4-2023 will receive a maximum 30% base commission.



2023 Kernel Guide Checklist

Prepare

- ☐ Encourage all Parents/Scouts to download and setup the Trail's End App

Did You Know? The Trail's End 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 (available on next page)

- ☐ Attend Popcorn Kickoff

- ☐ Secure storefront locations

- ☐ Sign up for Trail's End Webinar
Join the Facebook group

Sell

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

Wrap up

- ☐ Submit Scout rewards
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!
- ☐ Pay Council invoice or request a payout
- ☐ Celebrate your success!





PRODUCTS



**CHECK OUT WHAT'S NEW!
THE 2023 PRODUCT LINEUP!***

bit.ly/Product-Lineup



**ALLERGEN &
NUTRITIONAL FACTS**

trails-end.com/nutrition

*Councils select their own product mix.

REGISTRATION

- Register your Unit. New Kernels will receive their username via email once approved by their Council.



GETTING STARTED IS EASY! REGISTER TODAY!

trails-end.com/unit-registration

PLANNING

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



PLAN YOUR IDEAL YEAR OF SCOUTING!

bit.ly/UL-Planner

- 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

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

**APP CREDIT / DEBIT CARD &
ONLINE DIRECT**

**1 PT PER
\$1 SOLD**

CASH



*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!**

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

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

*Based on average Council program. May vary in your Council.



EARN MORE EASIER!

RESOURCES

- Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under 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/337895216378142

- Communicate with and keep your Scout families informed with the Scout Parent Guide.



TIPS & TRICKS FOR YOUR SCOUTS!

bit.ly/Scout-Parent-Guide

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- ➊ 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?"
- ➋ Encourage credit sales for higher Reward points
"I earn more points when you pay with a credit card."
- ➌ Wear your Class A uniform and always say "Thank You."
- ➍ Always have an adult present
- ➎ Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- ➏ Wagon Sales: Never enter anyone's home
- ➐ Find repeat customers by checking your Trail's End App order history

TRAIL'S END APP

- ➊ 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

- ➊ 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!



**NEVER MISS A SALE,
LEAVE BEHIND A DOOR HANGER!**
bit.ly/Door-Sign



**LET CUSTOMERS KNOW
WE ACCEPT & PREFER CREDIT!**
bit.ly/We-Prefer-Credit

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!*

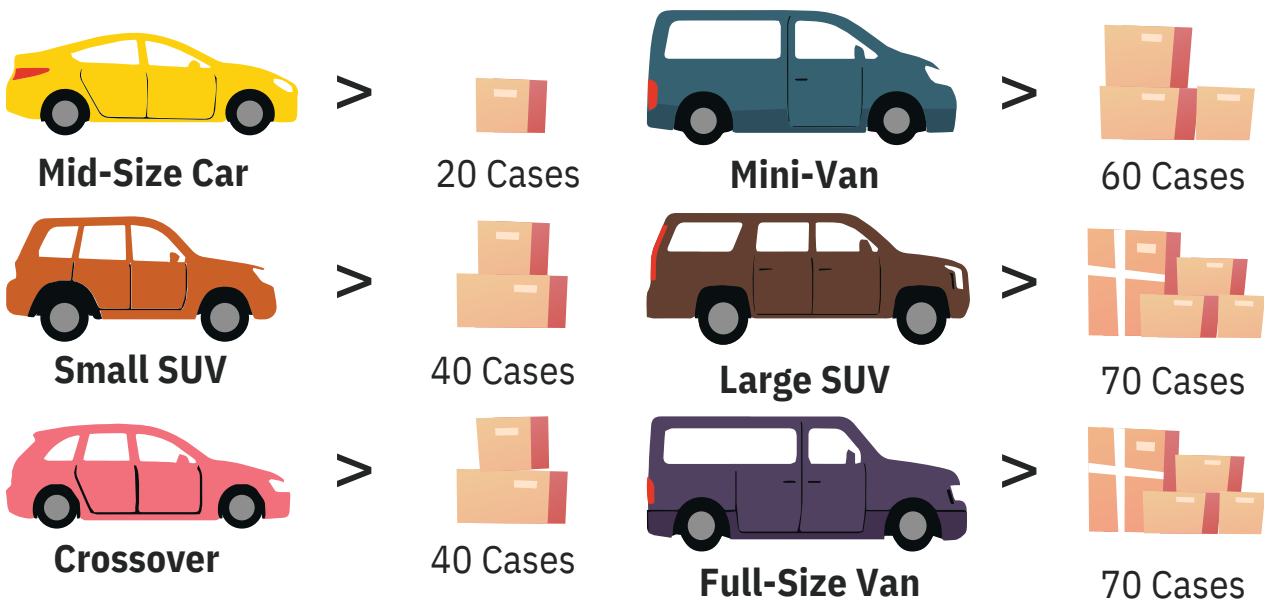
- ➊ **Online Direct:** Sell online & ship directly to customers
- ➋ **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders
Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!



**LEARN HOW TO RESERVE WITH OUR
STOREFRONT GUIDE!**

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

DISTRIBUTION



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



**For questions, please contact Charlie Botnick at 720-266-2148 or
charlie.botnick@scouting.org**

Council Popcorn Kernel: Donna Bigley dlgbigley@me.com

**District Level Support: Contact your District Executive or District
Popcorn Kernel**

For District Executive Contact Information use QR code



Use QR Code below for the Greater Colorado Council Popcorn Website

