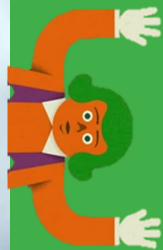


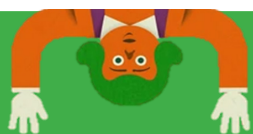
2024 Popcorn Guidebook

A Unit Leader's Path to Success!



What's Inside:

- | | |
|---------------------------|---------------------|
| 1 Introduction to Popcorn | 6 Resources |
| 2 Popcorn Kernel Duties | 7 The Unit Kick-Off |
| 3 Key Dates | 8 Prizes |
| 4 Commission | 9 Sales Methods |
| 5 Storefronts | 10 Sales Techniques |



70% STAYS LOCAL!*



**CHOCOLATEY
PRETZELS**

\$30



**UNBELIEVABLE
BUTTER
MICROWAVE
POPCORN**

\$25



**SALTED
CARAMEL
CORN**

\$25



**S'MORES
POPCORN**

\$25



**WHITE
CHEDDAR
POPCORN**

\$20



**POPPING
CORN**

\$15



**SWEET &
SALTY
KETTLE
CORN**

\$15



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

ONLINE SCOUT ID:

Product images are for illustration purposes only. Products, pricing and specifications subject to availability and change without notice.

HEROES & HELPERS™ DONATIONS



Thank you for supporting Scouting by providing heartwarming snacks to military personnel and their families, first responders and local food banks!



The Popcorn Sale

Popcorn is the main fundraiser for the Greater Colorado Council, and is designed to help Units fund their program year. 70% of the sale price stays with local Scouting, and Units can earn between 30 and 37% commission. The sale will begin at the end of August and end at the beginning of December, giving units more than 3 months to sell and close out their accounts.

During the 2023 sale, 127 Units sold \$1.56 million! Our top Unit sold \$50,883!

This Year's Theme

This year we'll be doing a Willy Wonka theme! We'll be having a variety of Golden Tickets that Units and Scouts can earn throughout the sale.

Storefront Golden Tickets - Each weekend for the first seven weeks, all the storefronts in a specific district will be entered into a drawing and one will be selected as the winning storefront. Council staff will visit the winning storefront to deliver prizes.

Case Golden Tickets - One ticket per district will be hidden in cases of popcorn during Unit pick-up. Units will receive a Scout Shop gift card.

Mystery House Golden Tickets - Each district will have a Mystery House. Clues will be distributed in the newsletter and the Popcorn Facebook group. Whichever Scout visits the Mystery House for a wagon sale first will receive a VR headset or Nintendo Switch, or an equivalent Amazon gift card.



Sales Techniques for Scouts

Don't miss the opportunity to use the popcorn sale to train your Scouts in public speaking, sales, and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your Field (Class A) uniform.
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting).
- Ask them if they would like to buy popcorn to help support Scouting.
- Know your products.
- Close the sale, and thank them whether they bought anything or not.

Sample Selling Script

Hello! My name is (First Name) with (Unit). I'm selling popcorn to (earn my way to camp, support my unit, be able to do a specific, fun activity). Would you like to help support Scouting?

Prepared. For Life.

Thank you for your support of Scouting!



How to Sell Popcorn

Your job as Popcorn Kernel is to teach your Scouts how to sell. Create a plan and train your Scouts in all three methods of selling listed below; this will give you the best results.

Wagon: Scouts are given popcorn to take around their neighborhoods and sell door-to-door. This allows them to give the popcorn directly to people as they buy it. They can also take orders on their order form for products they are out of or that might not be available yet (such as Chocolatey Pretzels, which don't ship until later in the sale) and return to deliver them later.

Online: Each Scout has an online page where friends and family can buy product and have it shipped to them.

Storefront: Units can coordinate with Trail's End and businesses to set up a table in front of a business for a few hours. This allows Scouts a steady flow of potential customers. **Please do not sell in front of any business without their permission.**

Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Say thank you whether or not the prospect buys popcorn.

Popcorn Kernel Responsibilities

You are the main coordinator between your Unit and the Greater Colorado Council popcorn staff.

Popcorn kernels should:

- Clearly communicate information about the sale to your leaders, parents, and Scouts
- Be aware of the sale timeline and any deadlines for orders and closeout
- Work with Council to obtain product and reach out if you need help
- Work with your committee chair to set a sales goal for your Unit
- Kick-off the sale with a BANG and provide all Scouts with an individual sales goal
- Inspect, coach, and recognize your Scouts
- Join the Popcorn forum on Facebook to learn new information and coordinate with other Units
- Collect all money and turn in the amount due to the Council on time

Duties by month:

July:

- Sign Unit up for Sale
- Attend popcorn kick-off
- Sign up for Storefronts through Trail's End

August:

- Make initial popcorn order
- Hold Unit kickoff
- Pick up popcorn and start selling

September:

- Second popcorn order due

October:

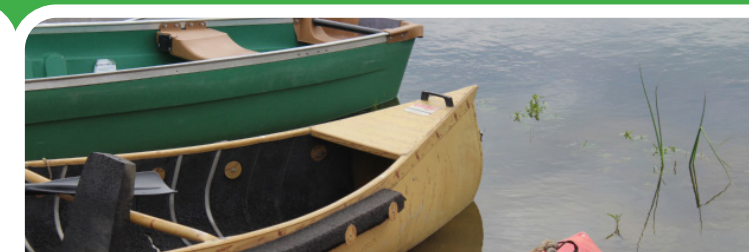
- Pickup second order
- Final order for sale
- Return popcorn if necessary (for loss of 2% commission)

November:

- Final popcorn pickup

December:

- Finalize sale and settle up with Council



Trail's End®

2024 SCOUT REWARDS

2024 Popcorn Key Dates

- July 16 - Popcorn/Recruitment Kickoff & Open House 4:30PM-8:30PM (Tuesday), Council office
- August 3 - Popcorn/Recruitment Kickoff & Open House 9:00AM-3:00PM (Saturday), Council office
- August 9 - Deadline for Units to place first order (Show and Sell)
- August 23 - Popcorn Distribution at District Sites
- September 20 - Second Replenishment Order Deadline
- October 4th - Distribution for Second Order
- Week of Oct 14 - Popcorn returns
- October 28 - Deadline for Units to place final order (Door to Door)
- November 7 & 8 - Council Popcorn Distribution
- December 9 - All money needs to be into the Greater Colorado Council (Paid in Full)

1st Pick Up Locations

- Alpine, Frontier, Valley - Pet Food Experts (2075 W 64th Ave. Denver, CO 80221)
- Black Feather, Centennial - Evolution Digital (7347 S Revere Pkwy. Centennial CO, 80112)
- Majestic Mesas - All Pro Moving (559 Sandhill Ln, Grand Junction, CO 81505)
- Three Rivers - Reach out to your District Executive, Maggie McCulloch (maggie.mcculloch@scouting.org, 720-266-2129)

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold
Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



more info here



2024 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
- To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

POINTS	GIFT CARD
17,500+	10% of Points
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

Earn More! Easier!

Download the App today



Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.



Your Unit Kickoff

The objectives of your popcorn kick-off are simple:

- Get Scouts excited about selling popcorn
- Inform parents about the sale and what they can do to help their Scouts

How can you ensure a successful kick-off?

- Make sure the Kick-Off is properly promoted by email, email groups, and phone.
- Review the presentation with your Cub/Scout Master prior to the meeting. Plan who is to do what.
- Have snacks, drinks, and music.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Patrol, Troop, or Crew.

Popcorn Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Review Sales Goal and % of Scouts to Camp Goal & Explain Key Dates.
3. Scout Training: Role play sales Do's and Don'ts.
4. Prizes: Review Unit specific prizes and Council promotions.
5. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders like dates, family sales goals, and contests Council is running.



Commission

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 9th.

30% Base Commission

5% Bonus Commission: 20/20 Club (Complete any 1 of the 3 below)

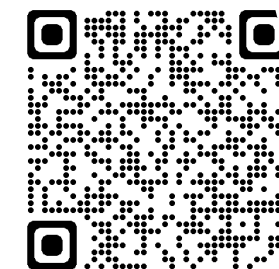
- Unit Sells over \$20,000 of Popcorn in 2024
- 20% increase in total popcorn sales from 2023 amount
- Unit new to the popcorn sale (did not participate in the 2023 popcorn sale)

2% Bonus Commission for Zero Returns (Each Unit can only return a maximum 5% their product in general; any returns at all loses this 2%)

35% Flat Commission for selling online ONLY

Sale Support

Contact your District Executive, or contact Charlie Botnick at 720-266-2148 or Charlie.Botnick@scouting.org. We are here to help you! Use the QR code to find your District Executive.



Staff Directory

Fundraising with Popcorn Helps Scouts



Become Decision Makers



Learn Money Management



Become Goal Setters



Develop Business Ethics



Become Future Entrepreneurs



Learn People Skills



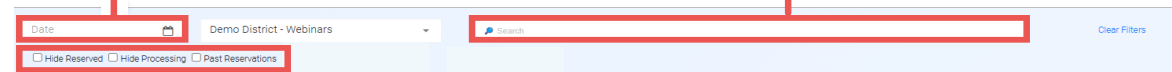
Storefronts

Here are the instructions to set up your storefronts in Trail's End.

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.

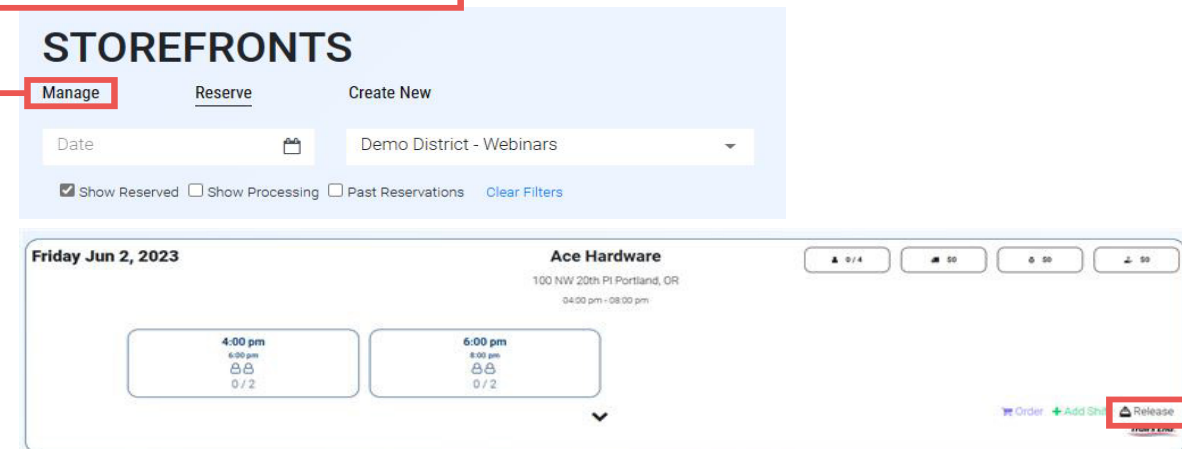


You also have the option to hide storefront shifts that have been **reserved, are in processing, or past reservations**

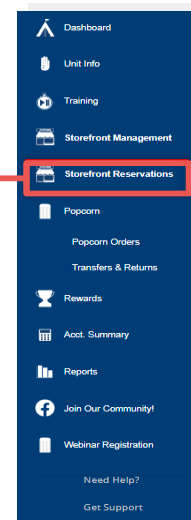
3. Once a reservation has been claimed, the time block will be grayed out and labeled as **claimed**.

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.



PREPARE

Register Your Unit Today →



- Gain access to:
 - Reserve & manage storefronts
 - Track Scout sales
 - Inventory management
 - and much more...
- New Leaders receive their username by email after registering

Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget →
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



Trail's End Storefronts (for participating Councils)

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

Leader Portal →



- Sale Resources
 - NEW Leader training videos
 - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council

Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!*

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
 - Give your Trail's End Unit Code (coming soon) to new Scouts



SELL

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time! →



Credit is Preferred

Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:

- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Parent Pay Now

- Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



WRAP UP

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality! Thank you for choosing the Trail's End fundraiser!

For more information
Visit our FAQs



Join the Trail's End Popcorn
Community on Facebook

