



BOY SCOUTS
OF AMERICA®

GREATER YOSEMITE
COUNCIL



2020 Kernels Guide

Congratulations! You and your Scouts sold more than \$712,000 to fund your programs and our council in 2019, that is an 9% increase in sales. Every one of our units grew in sales! Well Done!

This year's popcorn fundraiser has many challenges for all of us due to Covid restrictions. The council wants to make sure this year is a success for everyone. Our families and customers health and safety is our highest priority! With that in mind, we have made necessary changes to the program to reflect our commitment to you and your scouts. The council wants to encourage our scouts to sale popcorn through online direct and credit card payments. To accomplish this, our incentives encourage the unit and scouts to us the Trail's End App for their truncations.

The council is also working with Trail's End to make our families and customers comfortable by not having as much popcorn sitting in Kernel's home waiting to be sold. To do this we are asking the units to order only 50% of their last year's order. To make sure units get the popcorn they need, the council will be offering three popcorn ordering dates. Due to the uncertainty of sales Trail's End is asking we make payments through out the sale. Many councils are asking for payments up front. We are not!! We are asking that you make a 50% payment before you make a second and third order. If you are selling by online direct and credit card, your payment credits will cover the payment.

Even though there challenges ahead, we know this year can be a successful year if we work together. When the Covid restrictions lift, scouting will jump into high gear and we will be ready! Thank you for supporting your unit and council by selling popcorn this year! The Council Kernel and Council Staff stand ready to assist you in having a successful sale!

Kelly Osterhout ~ Council Kernel

Robin Wilson ~ Council Staff Advisor



Commission

We are making it simple!

Base 26%

1% For attending Popcorn Kickoff Meeting via Zoom on July 7 or July 8

- ⇒ Scout/cub master, assistant scout/cub master, or Committee Chair need to attend
- ⇒ We encourage the Treasurer to attend to help understand how the money will be handled
- ⇒ Unit Popcorn Kernel needs to attend
- ⇒ Assistant Popcorn Kernel and other popcorn volunteers are encouraged to attend

2% Turn in budget and planning sheet signed by the Unit Committee

2% For Scouts registering ALL of their sales in the App (no major adjustments will be allowed)

2% For increasing your online and credit card sales (based off last years numbers will be emailed to the unit kernel's individually)

2% For Paying Balance Due by October 20 (including Take Order if any)



BONUS COMMISSION

2%

Additional percentage for committing and reaching last years sale amount.

Which equals 37% to your unit for doing what you do best.

Growing sales and having an awesome program for
YOUR SCOUTS!

**Four SELLING OPTIONS:
Online Direct, Wagon Sales (Take Order), Wagon Sales (Door to
Door with Product), Storefront Sales
All in the App
PARTICIPATE IN ALL FOUR AND EARN MORE!**

2020 TIMETABLE

July 7 and July 8

Key Leadership briefing, All Kernel, New Kernel meeting via Zoom @ 6:30pm invitation will be sent via email.

July 1 through July 17

Speak with your Unit Committee on the budget and your “Ideal Year of Scouting” then turn in your budget and planning sheet signed by committee. This replaces the strategy meeting—ENGAGE YOUR COMMITTEE

July 18 Popcorn Show & Sell orders due in the system

August 6 Show & Sell (Show & Deliver) product distribution. (Sale begins)

August 7 Council Kickoff— TBD—Keep an eye out on the Facebook Page and emails for updates.

Additional Order Dates

Please note you must pay a minimum of 50% of your outstanding balance to receive the additional popcorn. We are encouraging you to use the credit card system within the app. This will help with the 50% payment.

August 16 Order Additional Popcorn

August 27 Pickup Additional Popcorn

September 13 Order Additional Popcorn

September 24 Pickup Additional Popcorn

If we see that your supply is low we can add another order date.

October 17 Place Take Orders in the Trails End System if any

NO RETURNING OF PRODUCT WILL BE ALLOWED

October 20 Pay any remaining balance due (including Take Order if any)

Nov 5 Take Order sale popcorn distribution

POP CORN SALE Council Incentives for 2020

Actual Popcorn Dollars Sold By Scout	Patch	NEW THIS YEAR Council Pays Registration	Scout Bucks from Council	COVID Allowed Event	Top Seller Appreciation "Something"
\$ 17,500.00	X	\$ 132.00	\$ 400.00	X	X
\$ 15,000.00	X	\$ 132.00	\$ 400.00	X	X
\$ 12,500.00	X	\$ 132.00	\$ 350.00	X	X
\$ 10,000.00	X	\$ 132.00	\$ 350.00	X	X
\$ 7,500.00	X	\$ 132.00	\$ 300.00	X	X
\$ 6,000.00	X	\$ 132.00	\$ 300.00	X	X
\$ 5,000.00	X	\$ 132.00	\$ 280.00	X	X
\$ 4,000.00	X	\$ 132.00	\$ 260.00	X	
\$ 3,500.00	X	\$ 132.00	\$ 250.00	X	
\$ 3,000.00	X	\$ 132.00	\$ 200.00	X	
\$ 2,500.00	X	\$ 132.00	\$ 150.00	X	
\$ 2,000.00	X	\$ 132.00	\$ 100.00		
\$ 1,750.00	X	\$ 132.00	\$ 80.00		
\$ 1,500.00	X	\$ 132.00	\$ 50.00		
\$ 1,250.00	X	\$ 132.00			
\$ 1,000.00	X	\$ 66.00			
\$ 800.00	X	\$ 66.00			
\$ 600.00	X				
\$ 400.00	X				

Note: A Scout must sell \$400 to receive a patch. If they are not in the APP with sales then you can purchase extra patches for Scouts, Siblings, or Adults. Cost per patch will be \$4.

TRAIL'S END REWARDS

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

Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts 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!

SCOUTS EARN **DOUBLE** ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

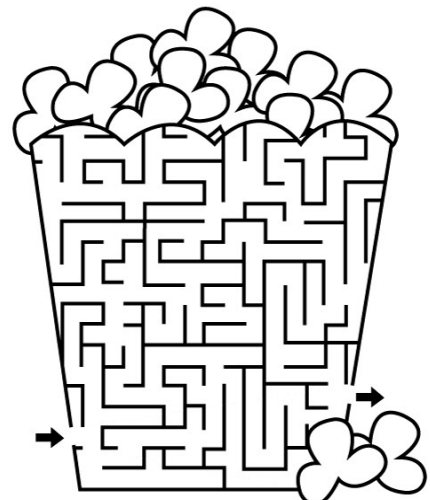
- Less work!
 - No collecting orders from Scouts or distributing prizes.
- Simplified Sale Management
 - The Trail's End leader portal is a one-stop shop for everything, including prize ordering.
 - Orders are tracked automatically for leaders when Scouts sell with the App and online.
 - It's easy to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

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.

TOP 10 REASONS YOUR UNIT SHOULD PARTICIPATE:

10. Risk-free commission for your unit...up to 35% or even 37%
See Commissions Page for more information.
9. Outstanding prizes for your scouts!
8. Scout advancement opportunities!
7. Support for our men and women in the military service!
6. Earn money for camp and other Scouting activities!
5. Scouts learn valuable inter-personal and sales skills.
4. Everyone LOVES Trail's End popcorn!
3. Funds your unit entire year of Scouting!
2. **Pay your registration and dues! See Incentives Page for more information!**
1. It's FUN!

Popcorn Maze



 Muse Printables
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Quick Tips & Training for your Scouts

1. Dress for success. **Always wear your uniform and look neat and clean.**
2. Smile, Smile, Smile. Have fun while you sell!
3. Have a prepared script and practice before you go to a door.
4. Tell them your first name and your unit. Explain why you are selling popcorn.
5. Know your product and be ready to suggest your favorite one to the customer.
6. Thank them for the order. Make them feel good about supporting your Scout program.
7. **Set smaller benchmarks along the way to help achieve your final goal and celebrate when you achieve each benchmark. The APP is the easiest way set your benchmark!**
8. Ask if they would like to support our "American Heroes Donation Program".
9. Always say **THANK YOU!**
10. Keep in contact with your Unit Popcorn Kernel.
See the Trails-End website and the app for great online sales training and resources.
www.sell.trails-end.com

8 STEPS TO SUCCESS

- ◆ **Develop an ANNUAL PROGRAM PLAN AND BUDGET with input from parents and Scouts.** If you need help with your budget planning please speak to your District Executive or the Council Kernel. **2% Commission for turning in your paperwork (will be sent via email after meeting)**
- ◆ **Set a UNIT SALES GOAL AND A PER SCOUT GOAL.** Use the tools available on the council website or at Trails-End.com.
- ◆ **Develop a UNIT INCENTIVE PLAN** Keep it exciting for scouts and family members and encourage 100% participation in your unit. **Don't let COVID change your Scout Fun!**
- ◆ **Train and inspire your scouts with a great KICK OFF.** Explain how they can earn popcorn prizes and support their activities.
- ◆ **Use all 4 sales methods.** **NEW this year "Online Direct"**, Wagon Sales (Take Order), Wagon Sales (Door to Door with Product), Storefront Sales.
- ◆ **Attend the COUNCIL KICKOFF TBD! (Once we are able to gather we will party!)**
- ◆ **Ideas for Growth for your Unit.** Trails End App, Trails End Website, Trails End Popcorn Community on Facebook, and GYC Kernels Korner on Facebook.
- ◆ **Ideas for Growth for your Scouts.** Trails End App.
- ◆ **COMMUNICATE FREQUENTLY with scouts and family members.**



Increase your Sales

- ◆ **Find what works in your Unit and Community.** Have the scouts sell to everyone that they know and encourage parents to do the same.
- ◆ **Assign Individual Scout Kits.** Increase show and deliver success by giving every scout family a prescribed amount of popcorn to sell by a certain date. Use unsold popcorn for remaining site sales. **Remember inventory with your scout families is still your inventory, communicate with them before you order on the set order dates.**
- ◆ **Set smaller benchmark goals** that add up to your final goal. Celebrate & recognize Scout, den, pack/troop successes as you achieve each benchmark. This will keep the Scouts engaged and motivated throughout the sale.
- ◆ **Conduct Sales Training** for site sales and teach the Scouts how to effectively interact with customers. Work with parents to assist with your site sales.
- ◆ **Encourage your Scouts to earn Council Incentives starting at the \$1250 level.**
- ◆ **Remember that door-to-door sales produce at least \$150 of popcorn sales per hour!**
- ◆ **Training session for parents and youth on "How to use the App".**

How to Succeed and Grow Your Sales

Best Practices Planning

- Shared ideas, shared efforts
- Prevent burnout
- Share knowledge

Plan like a business

- Why does your Unit sell Popcorn
- Plan your Ideal Year of Scouting (Budgeting)
- Calculate your IYOS Cost
- Create your Scout sales goal

Best Practices Storefront Sales

- Schedule Early (Be respectful of other units if going outside your location)
- One Scout per 2-Hour Shift
- Maximize Hourly Sales
- Use every store in your area (there are a lot)
- \$18 Avg. Transaction, \$125+/hr
- Expectation of 8 hours per Scout = \$1,000 (4 2 hour shifts)
- Recruit at the Storefront! (YES!!!)

Recruiting (Easy, right)

- We're already selling Scouting
- Scouts recruiting Scouts
- Have flyers
- Interest list
- **New in the App "Recruit A Scout" - a new feature where you can collect contact information from families interested in joining the Scouting Program.**



Best Practices Personal Sales

- Door to Door
 - Your neighbors
 - Remember to social distance and respect their wishes
 - \$28 Avg. Transaction, \$100/hr
- Friends, Family, Workplace
 - Door to Door
 - Remember to social distance and if required—mask up
 - Friends & Family, Workplace
- Blitz Days
 - Dens, Patrols or Families are assigned neighborhoods
 - Top Selling Den incentive
 - Social gathering after
 - Remember to social distance and if required—mask up

Best Practices Online Sales

- Online Sales
 - In 2019, the average online transaction was \$73
 - The average Scout that sold online averaged over \$200 in online sales
- Create Accounts
 - Scouts need an account to sell online
- Sharing
 - Sharing drives sales
 - Facebook (Video), Text, Email, Twitter, Linkin, Instagram
 - “Sharing Sunday” – Every Scout shares their online page every Sunday throughout the sale.

Best Practices Motivating Scouts

- Scout Motivation
 - Every Scout Sells
 - Set a Goal
 - Bigger Prizes (are you doing special prizes)
- Parent Buy-In
 - Scouts Personal Growth
 - Scout Rewards
- Kickoff
 - Info
 - FUN!
 - Top Seller Pledge



PRODUCT LINE 2020

NEW! TWO BIG BAGS



\$35

Cheese Lover's Collection
Over \$22 to local Scouts*
Contains Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn

Comes in a gift box.

NEW! BIG BAG



\$25

Salted Caramel Popcorn
Over \$17 to local Scouts*
Contains Milk and Soy

NEW! BIG BAG



\$20

Blazin' Hot Popcorn
Over \$14 to local Scouts*
Contains Milk

BIG BAG



\$20

White Cheddar Popcorn
Over \$14 to local Scouts*
Contains Milk

NEW! BIG BAG



\$15

Unbelievable Butter™ Popcorn
Over \$10 to local Scouts*

NEW!



\$15

Popping Corn Jar
Over \$10 to local Scouts*

NEW!



\$10

Caramel Corn
Over \$7 to local Scouts*
Contains Soy

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.



\$50

\$30

Donation Levels

ONLINE DIRECT PRODUCT LINEUP


NEW!



Chocolate Lover's Tin
Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Cunch™


NEW!



Chocolate Lover's Bundle
Contains: Egg, Milk and Soy


- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Cunch™

NEW! TWO BIG BAGS




Cheese Lover's Bundle
Contains: Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn



Campfire Blend Coffee K-Cups

NEW!




Chocolatey Caramel Crunch™ Tin
Contains: Milk and Soy

NEW!




Dark Chocolate Salted Caramels
Contains: Egg, Milk and Soy

NEW!




Chocolatey Caramel Crunch™ Bag
Contains: Milk and Soy

NEW! 12pk Microwave




Unbelievable Butter™ Popcorn

NEW!




Salted Caramel Popcorn
Contains: Milk and Soy

NEW! BIG BAG



Blazin' Hot Popcorn
Contains: Milk

BIG BAG




White Cheddar Popcorn
Contains: Milk

NEW! BIG BAG




Unbelievable Butter™ Popcorn

NEW!



Popping Corn Jar

NEW!



Caramel Corn
Contains: Soy

SHIPPING

- Shipping prices of only \$7.99 for the first item and \$0.99 for each additional item
- All products popped fresh to order, and will arrive in about three weeks**

**Actual delivery time may vary. Non-chocolate orders begin shipping August 3. Orders with chocolate products begin shipping October 5.

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change. © 2020 Trail's End®. All rights reserved.

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.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
5. Enter the quantities that you wish to order in the adjustment column
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

Vehicle Capacity Estimates*

Mid-size Car: 20 cases
Small SUV: 40 cases
Crossover: 40 cases
Mini-van: 60 cases
Large SUV: 70 cases
Full-size van: 70 cases

***Note: the Vehicle Capacity Estimates above are estimated without kids, car seats, strollers, etc**

GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

Contact your Council for more information on getting your popcorn and replenishment of popcorn.

UNIT-TO-UNIT TRANSFERS

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

TRANSFERRING UNIT

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

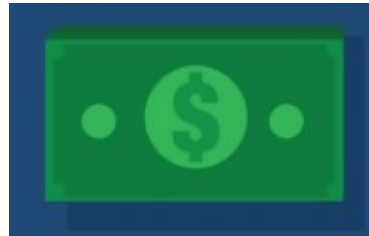
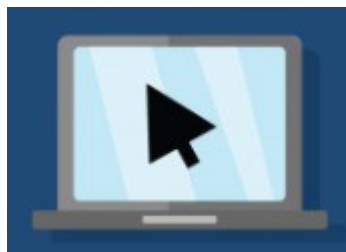
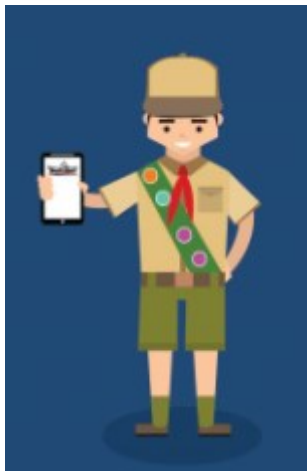
RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. 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.

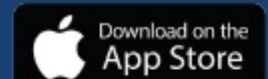
MULTIPLE WAYS FOR SCOUTS TO SELL

<p>ONLINE DIRECT</p>	<p>Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page 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 Scouts can fundraise year-round!</p>
<p>WAGON SALES Take Order</p>	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.</p>
<p>WAGON SALES Door to Door with Product</p>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p>STOREFRONT SALES</p>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p>



Text APP to 62771 to

**DOWNLOAD THE APP
& START SELLING TODAY**



ONE MINUTE to register your account!



Accept Debit & Credit Cards for FREE!
No Reader Required.



Each Scout Must Have a Registered Account.
Same Email Can Be Used For Multiple Accounts.



Record ALL of Your Sales in the App, Even Take Order Sales!

How to Sell \$1,250 Social Distancing

Sell for 12 hours, fund your entire year of Scouting!

STEP
1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP
2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP
3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP
4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP
5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP
6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.



CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
- Safer – Scouts don't have to handle cash



- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry



When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT

The safest way of fundraising for Scouts!



Safe for Scouts
Fundraise from
the safety of home.



Product Variety
Traditional products
& prices plus more**



No Handling
Products ship to your
customers and all sales are credit.



Trail's End Rewards*
Earn double points for
Amazon.com gift cards

*Council participation in Trail's End Rewards may vary.
**Subject to change.

HOW IT WORKS

TWO WAYS TO SELL ONLINE

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 to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 62771 to download.

Required to register:
Council: _____ District: _____ Unit: _____

1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.



Multiple Scouts?

- Each Scout must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the Scout name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Every Scout can accept debit and credit cards for free. While not required, 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) cards and Magstripe cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to get your Amazon.com claim code.

HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct: Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Or, share your page with customers via email, text, and social media.

Wagon: Door-to-door, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

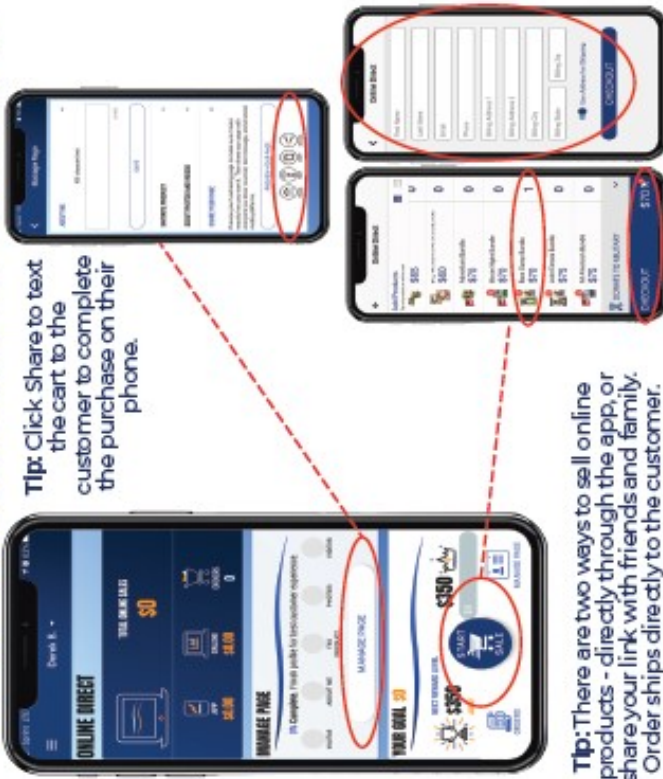
Storefront: Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Scout Parents Community www.facebook.com/groups/TEscoutParents/

*Screenshots subject to change

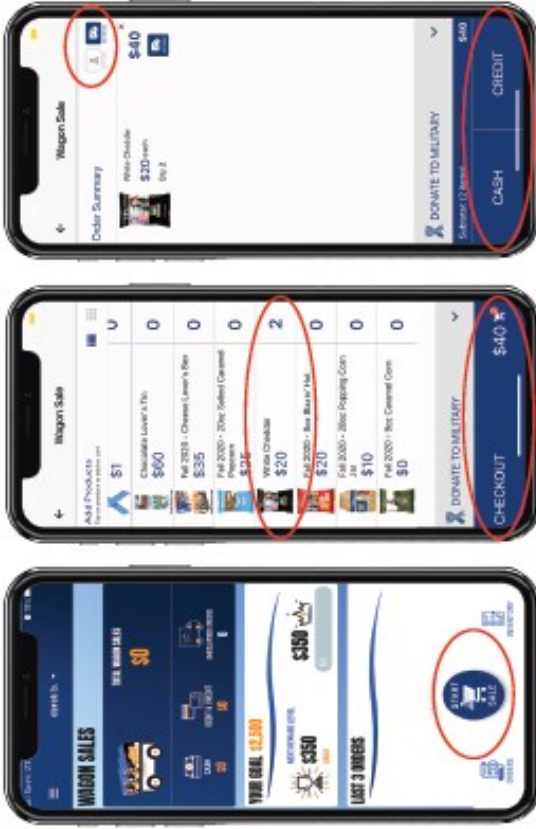
ONLINE DIRECT: SHIP TO CUSTOMER



Tip: Click Share to text the cart to the customer to complete the purchase on their phone.

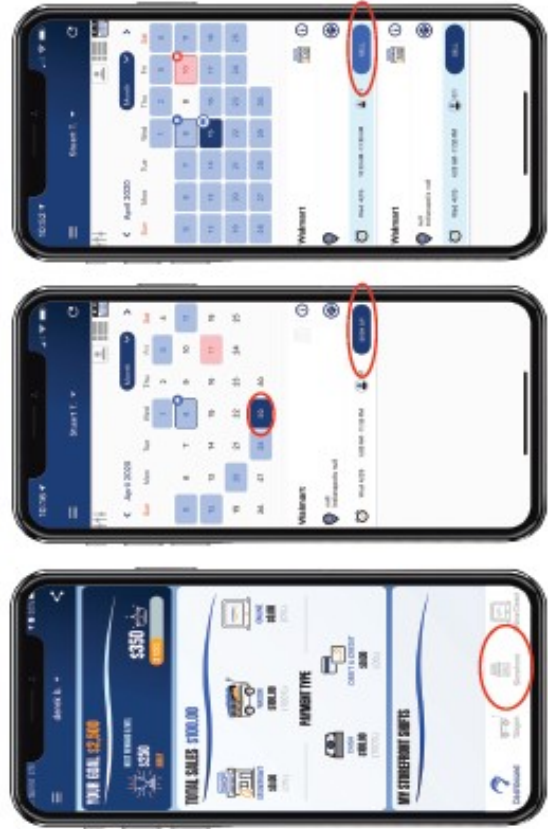
Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE



Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

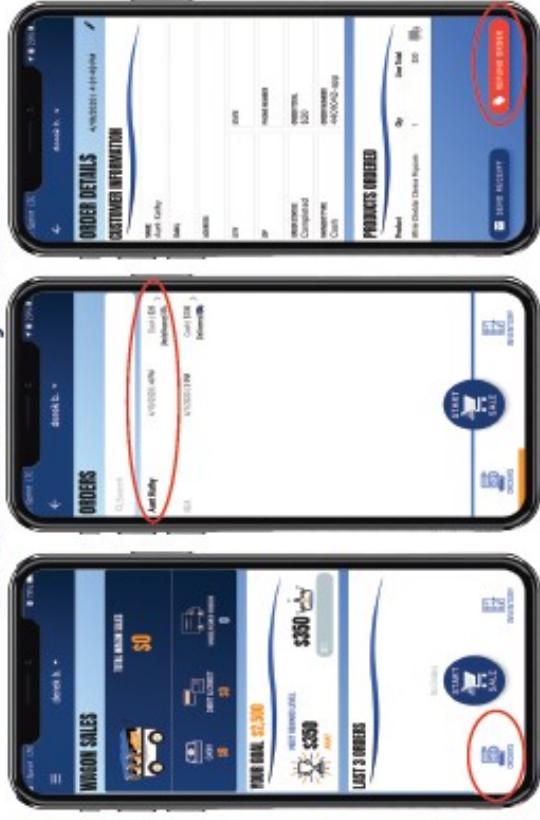
SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

Available SAME DAY only for Scouts.



Tip: You can also edit customer information and re-send a receipt from this screen.

*Screenshots subject to change





PATH TO ADVANCEMENT

Cub Scout Advancement Opportunities


TIGERS

	Curiosity, Intrigue and Magical Mysteries	Create a secret code to use during your Popcorn Sale (Req. 3)
	Stories in Shapes	Create an art piece advertising your Popcorn Sale (Req. 3)
	Tiger Tales	Create your own Tall Tale about your Popcorn Sale (Req. 2)

WOLVES

	Howling at the Moon	Show you can communicate in at least two different ways (Req. 1) and create a Popcorn Skit (Req. 2)
	Paws on the Path	Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)









BEARS

	Roaring Laughter	Create your own short story about popcorn fundraising (Req. 3)
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WEBELOS & ARROW OF THE LIGHT

	Art Explosion	Create a Popcorn Sale poster on a computer (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show 'n' Sell
	Build It	Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you've used for the first time (Req. 3)
	Movie Making	Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

Merit Badge Opportunities

	Art	For requirements 5a – Produce a Popcorn Sale poster for display
	Communication	For requirement 2b – Make a Popcorn Sales presentation to your counselor For requirement 6 – Show your counselor how you would teach others to sell Popcorn
	Digital Technology	For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn
	Graphic Arts	For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster
	Journalism	For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale
	Movie Making	For requirement 2 – Create a storyboard and video designed to show how to sell popcorn
	Personal Management	For requirements 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities
	Photography	For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and of other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)
	Plant Science	With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed (Requirements 8, Option 1, E1a –E1c)
	Public Speaking	For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop
	Salesmanship	All requirements for this merit badge may be completed through the Popcorn Sale
	Truck Transportation	For requirement 2 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

Answers you may be looking for

- Q. 2019 Scouts Bucks will the Council extend them through 2021?
A. Yes, the council will extend the expiration date to 12/31/2021.
- Q. Last year's Stockton Heat game incentive, do the Scouts get to keep that incentive even if they don't reach this year's amount?
A. Yes, those scouts who sold and were to be given two tickets to the Stockton Heat game will still receive tickets once spectators sports are open again.
- Q. What if they qualify again this year?
A. Scouts will receive tickets for this year and for last year. That means a total of 4 tickets will be awarded to the Scout if they want to attend.
- Q. What do you mean by the Top Seller Appreciation "Something"?
A. Once we have the all clear to gather in larger groups or participate in events outside the home, the Council will decide what that special "something" will be.
- Q. Why is Trail's End using points and you are using dollars?
A. Trail's End is encouraging scouts to sell popcorn as touchless as possible, and we think that's important too. The awards the scouts receive, besides the Amazon gift cards, come from the Council's share of the proceeds. The council is still receiving their share based on actual dollars sold, just like the unit. So our prizes are based on the dollars sold instead of points. We encourage the scouts to use touchless sales as much as possible to maximize their points, safety, and Amazon gift cards.
- Q. Does the Council have COVID restrictions while selling popcorn/
A. No, you must follow county, charter organization and family requests. Make sure you have spoken to the managers at your storefronts for their instructions.

Please respect your families concerns and ask them questions on what they are comfortable with.

For information or help related to your popcorn sales efforts, you may call or email your Council Popcorn Kernel or Council Kernel Staff:

Kelly Osterhout - Council Kernel Volunteer kelly@bluesierrafarms.com (209) 614-6194

Robin Wilson - Council Kernel robin.wilson@scouting.org (209) 566-7702

Be Positive!

Be Patient!

Be Persistent!

