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

Trails End requests that you only order up to 50% of last years order.
Additional orders dates are available for more product during the sale.

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

PRODUCT LINE 2020

Cheese Lover's Collection

Over $22 to local Scouts
Contains: Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn

Comes in a gift box.

Salted Caramel Popcorn

Over $7 to local Scouts
Contains: Milk and Soy

Blazin' Hot Popcorn

Over $14 to local Scouts
Contains: Milk

White Cheddar Popcorn

Over $14 to local Scouts
Contains: Milk

Unbelievable Butter™ Popcorn

Over $10 to local Scouts

Popping Corn Jar

Over $10 to local Scouts

Caramel Corn

Over $7 to local Scouts
Contains: Soy

ONLINE DIRECT PRODUCT LINEUP

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

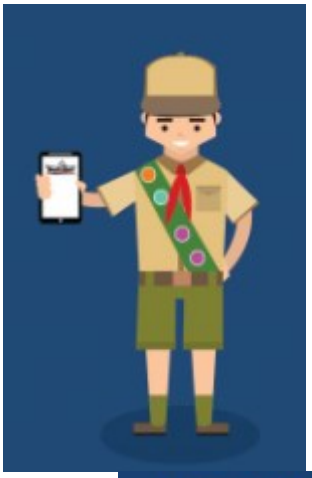
RECEIVING UNIT

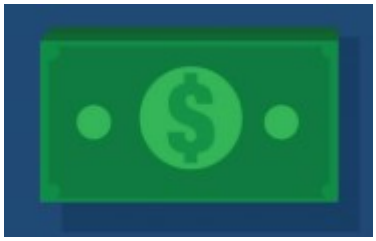
1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are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

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

MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	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!
WAGON SALES Take Order	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.
WAGON SALES Door to Door with Product	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.
STOREFRONT SALES	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.





Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY

Trail's End.

Download on the App Store

GET IT ON Google Play

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/

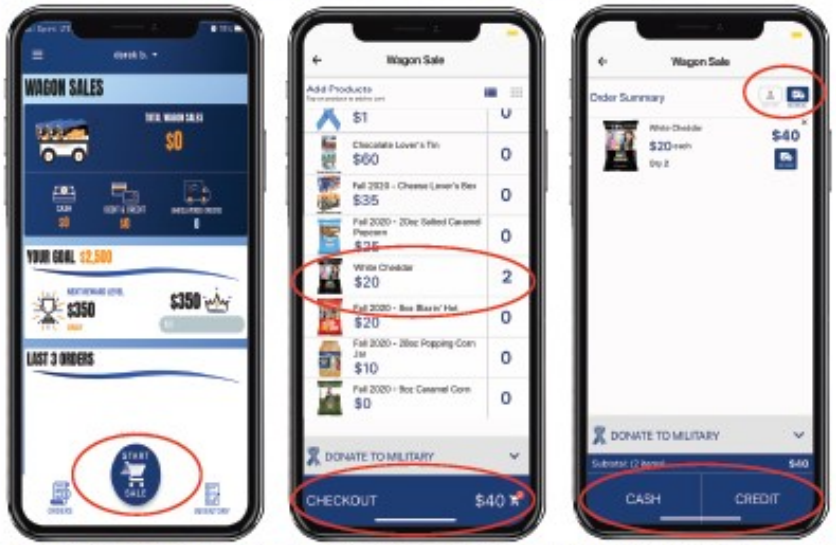
**Screenshots subject to change*

ONLINE DIRECT: SHIP TO CUSTOMER

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

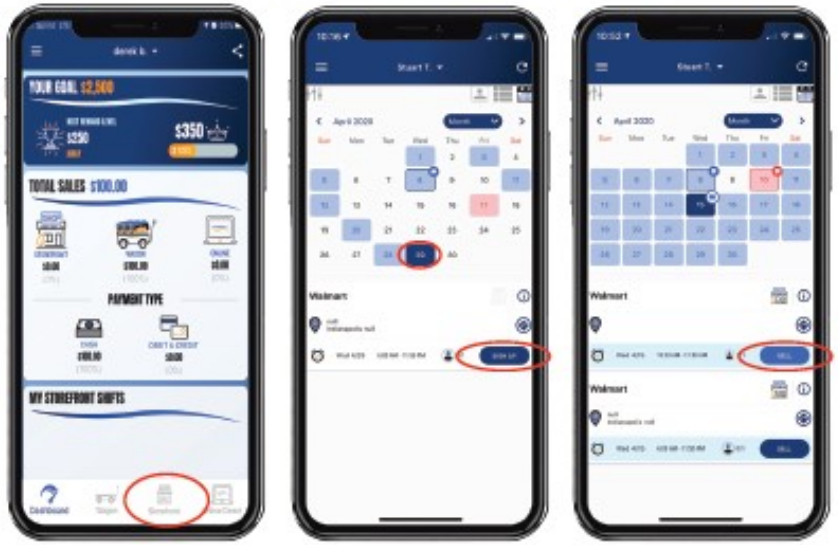
Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

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!

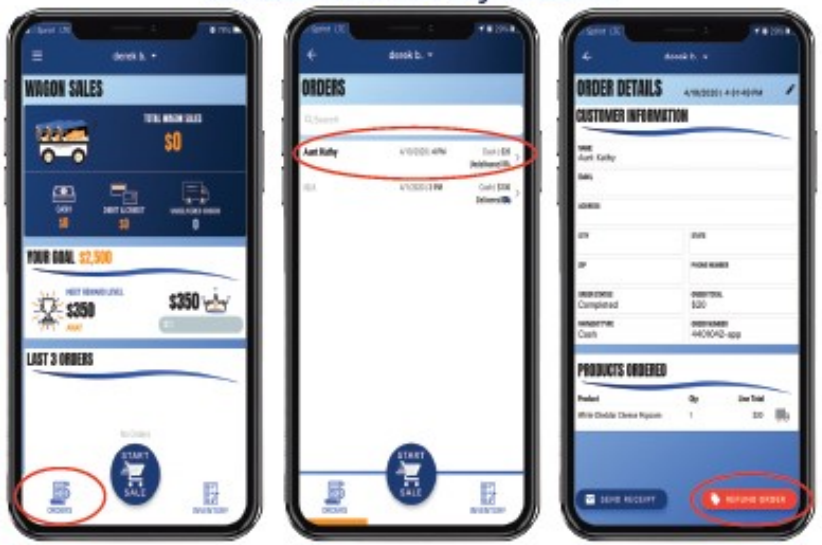
SIGN UP FOR A STOREFRONT SHIFT



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)**

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 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 years 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 COVD 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