



BOY SCOUTS
OF AMERICA®

GREATER YOSEMITE
COUNCIL

POPCORN KERNEL GUIDEBOOK

Magic of Scouting



Powered by Popcorn

Thank you for taking the first step to helping your unit run an amazing program for your scouts! Selling popcorn will fuel scouting this year!

This last year's popcorn fundraiser had many challenges for all of us due to Covid restrictions. With that in mind, we made necessary changes to the program to reflect our commitment to you and your scouts. Luckily, we found that many of changes made the selling process easier for kernels and families. So we decided to keep the those changes this year!

To help you with your popcorn journey we have added extra popcorn ordering days, now you do not have to order all your popcorn in one large order. Now you will be able to use your living room this popcorn season. We want you to use the Trail's end App to see what is happening in real time with your sells. The app will give you the ability to follow your scouts' sales and give the council real time information to help you along the way. The more you use the credit card sales the lower your bill will be at the end so make sure you encourage app sales with credit cards!! Lastly, there is less paperwork and great incentives!

This is the perfect time to ramp up your units' activities and fundraising! With the restrictions lifting quickly we all must jump into scouting again so we can get all our scouts out of the house and start enjoying each other's company again! 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! Please call, text, or email with questions and concerns!

Kelly Osterhout ~ Council Kernel

Robin Wilson ~ Council Staff



Commission

We are making it simple!

Base 29%

1% added to Base for Location Information

1% For attending Popcorn Kickoff Meeting on

June 21 for experienced Kernels (1 year experience)

**June 28 for ALL New Kernels
(more tips and tricks for those who are new to being a kernel)**

- ⇒ **MUST HAVE TWO PEOPLE IN ATTENDANCE (invite more, more the merrier)**
- ⇒ We prefer Scout/cub master, assistant scout/cub master, or Committee Chair
- ⇒ 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
- ⇒ Parents filling the second spot DO NOT count for the 1% (MUST be leadership position)

2% Turn in budget and planning sheet signed by the Unit Committee (by July 19)

2% Thank you for selling popcorn and supporting the Greater Yosemite Council (must sell over \$5,000)

Kernels,

In the past years the council has received a “few” calls from leaders, parents and store managers regarding un-scout like behavior. We are asking for your help in this year’s Popcorn Sale. Please tell us your main selling location (1 store). We will inform all Kernels the locations that you have stated so you have priority for selling at the one location.

We are hopeful that this will mitigate unnecessary phone calls and conflicts. Because you shared with all of us your location, your unit will receive 1% more to your base.

Thank you for always supporting the Council and following the Scout Oath and Law just like your Scouts while you sell.

**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!**

2021 TIMETABLE

June 21 and June 28

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

July 1 through July 18

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 19 Popcorn Show & Sell orders due in the system

August 5 Show & Sell (Show & Deliver) product distribution. (Sale begins)

August 6 Council Kickoff— TBD—Keep an eye out on the Facebook Page and emails.

Additional Order Dates

Please note you must pay a minimum of 25% 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 25% payment.

August 15	Order Additional Popcorn
August 26	Pickup Additional Popcorn Late Afternoon
September 5	Order Additional Popcorn
September 16	Pickup Additional Popcorn Late Afternoon
September 26	Order Additional Popcorn
October 7	Pickup Additional Popcorn Late Afternoon

NO RETURNING OF PRODUCT and NO TAKE ORDERS

October 27 Pay any remaining balance due -
2% late charge each week will be assessed being November 1

POP-CORN SALE Council Incentives for 2021

Popcorn Incentive for 2020						
TE Point System	Scout Receives from Trails End Amazon E-Card	Actual Popcorn Dollars Sold By Scout	Patch	Council Pays Activity Fees	Scout Bucks from Council	
17,500	10%	\$ 17,500.00	X	\$ 132.00	\$ 400.00	
15,000	\$ 1,250.00	\$ 15,000.00	X	\$ 132.00	\$ 340.00	
12,500	\$ 1,000.00	\$ 12,500.00	X	\$ 66.00	\$ 300.00	
10,000	\$ 750.00	\$ 10,000.00	X	\$ 66.00	\$ 250.00	
7,500	\$ 550.00	\$ 7,500.00	X	\$ 66.00	\$ 180.00	
6,000	\$ 450.00	\$ 6,000.00	X	\$ 66.00	\$ 120.00	
5,000	\$ 350.00	\$ 5,000.00	X	\$ 66.00	\$ 100.00	
4,000	\$ 250.00	\$ 4,000.00	X	\$ 66.00	\$ 50.00	
3,500	\$ 200.00	\$ 3,500.00	X	\$ 66.00	\$ 40.00	
3,000	\$ 150.00	\$ 3,000.00	X	\$ 66.00	\$ 20.00	
2,500	\$ 100.00	\$ 2,500.00	X	\$ 66.00	\$ 10.00	
2,000	\$ 70.00	\$ 2,000.00	X	\$ 33.00		
1,750	\$ 60.00	\$ 1,750.00	X	\$ 33.00		
1,500	\$ 50.00	\$ 1,500.00	X	\$ 33.00		
1,250	\$ 40.00	\$ 1,250.00	X			
1,000	\$ 30.00	\$ 1,000.00	X			
750	\$ 20.00	\$ 750.00	X			
500	\$ 10.00	\$ 500.00	X			

Note: A Scout must sell \$500 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 \$5.

Trail's End® REWARDS

Collect points to earn **amazon.com** Gift Cards and choose the prize **YOU** want!

1.5PTS
1PT

PER EVERY \$1 SOLD
ONLINE DIRECT & CREDIT/DEBIT
PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS



7,500 pts
Earn a \$550
Amazon.com Gift Card



2,000 pts
Earn a \$70
Amazon.com Gift Card



6,000 pts
Earn a \$450
Amazon.com Gift Card



1,750 pts
Earn a \$60
Amazon.com Gift Card



5,000 pts
Earn a \$350
Amazon.com Gift Card



1,500 pts
Earn a \$50
Amazon.com Gift Card



4,000 pts
Earn a \$250
Amazon.com Gift Card



1,250 pts
Earn a \$40
Amazon.com Gift Card



3,500 pts
Earn a \$200
Amazon.com Gift Card



1,000 pts
Earn a \$30
Amazon.com Gift Card



3,000 pts
Earn a \$150
Amazon.com Gift Card



750 pts
Earn a \$20
Amazon.com Gift Card



2,500 pts
Earn a \$100
Amazon.com Gift Card



500 pts
Earn a \$10
Amazon.com Gift Card



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app

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>.



TRAIL'S END REWARDS*

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

Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
18	17,500 OR MORE	10% OF TOTAL POINTS
17	15,000	\$1,250
16	12,500	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10

WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids 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!

EARN MORE WITH ONLINE DIRECT AND CREDIT CARD

1.5PTS PER EVERY \$1 SOLD
ONLINE DIRECT & CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

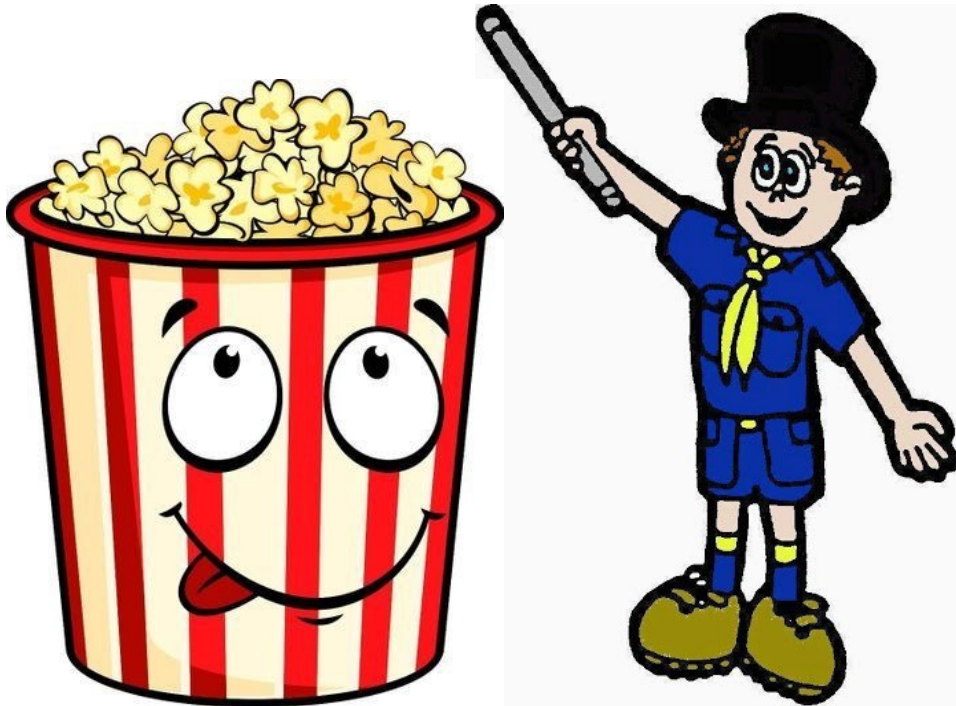
WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
 - No collecting orders from families 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 kids 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 kids through the App.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

*Council participation may vary. 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%
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 and front line!
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. **Your Scout's pay their own way!**
1. It's FUN!



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.
- ◆ **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.
- ◆ **Train and inspire your scouts with a great KICK OFF.** Explain how they can earn popcorn prizes and support their activities.
- ◆ **Use all 3 sales methods.** Online Direct, Wagon Sales, Storefront Sales.
- ◆ **Attend the COUNCIL KICKOFF August 6.**
- ◆ **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—GET HELP!
- 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
- **Pictures of your Scouts doing what they do Best—SCOUTING!**
- **The App "Recruit A Scout"**

POPCORN HELPS KIDS



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger

Best Practices Personal Sales

- Door to Door
 - Your neighbors
 - \$28 Avg. Transaction, \$100/hr
- Friends, Family, Workplace
 - Door to Door
 - Friends & Family, Workplace (email and call)
 - Social media posts
- Blitz Days
 - Dens, Patrols or Families are assigned neighborhoods
 - Top Selling Den incentive
 - Social gathering after

Best Practices Online Sales

- Create Accounts
 - Scouts need an account to sell online (NOT the parent)
- Sharing
 - Sharing drives sales
 - Facebook (Video), Text, Email, Twitter, Linkin, Instagram
 - “Sharing Sunday” – Every Scout shares their online page every Sunday throughout the sale.
 - Create a fundraising page and promote the product or they can donate dollars towards American Hearos

Best Practices Motivating Scouts

- Scout Motivation
 - Every Scout Sells
 - Set a Goal
 - Bigger Prizes (are you doing special prizes)
 - Unit prizes for meeting smaller goals
- Parent Buy-In
 - Scouts Personal Growth
 - Scout Rewards
 - Scout bucks for the whole family
- Kickoff
 - Info
 - FUN!
 - Top Seller Pledge



PRODUCT LINE 2021

Trail's End Products

Trail's End.



Sweet & Savory Collection

Over \$29 to local kids*
Contains Milk

- White Cheddar Popcorn
 - Salted Caramel Popcorn
- Comes in a gift box.



Salted Caramel Popcorn

Over \$18 to local kids*
Contains Milk and Soy



12pk Unbelievable Butter™ Microwave

Over \$14 to local kids*
Contains Milk



White Cheddar Popcorn

Over \$14 to local kids*
Contains Milk



Sweet & Salty Kettle Corn

Over \$14 to local kids*



Blazin' Hot Popcorn

Over \$14 to local kids*
Contains Milk

SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!

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

Donation Levels: \$50, \$30



Popping Corn Jar

Over \$10 to local kids*



Caramel Corn

Over \$7 to local kids*
Contains Soy

EVEN MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT IN THE APP!

Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY

ONE MINUTE to register your account!



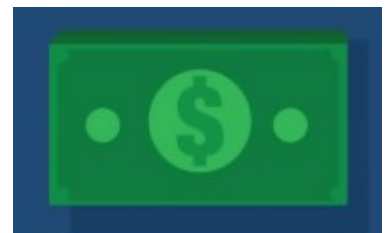
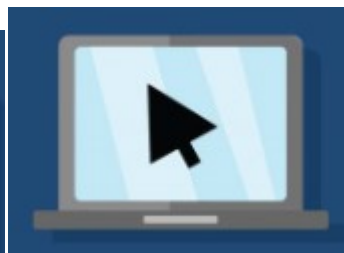
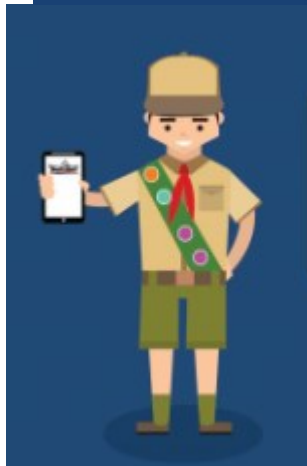
Accept Debit & Credit Cards for FREE!
No Reader Required.



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!



START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards* year-round

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

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.

CAMPAIGN CLOSEOUT CHECKLIST

STEPS TO FOLLOW:

- Run Undelivered report, collect and add together all paper forms/orders (if applicable).
- Use the table in the Unit Leader Portal to track sales by each kid. This is how Trail's End will verify how much kids sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to kids for delivery and payment collection (if applicable).
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- Units paying by check must send ONE check made out to Council (checks made out to units cannot be accepted.)
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the kid's Trail's End account approximately 5 days after submitting your totals unless flagged for review.
- Hold a unit celebration for a job well-done--have kids bring what they bought on Amazon and thank the kids, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

How to Sell \$1,250

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

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** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - 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

Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from the safety of home.



Product Variety
Even MORE products to choose from.



No Handling
Products ship directly to your customers.



Trail's End Rewards*
Earn MORE when you sell Online Direct.

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

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



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

KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) "Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!

THE TRAIL'S END APP

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

Required to register: _____ 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 Kids?

- Each kid 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 name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Everyone 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, and NFC (contactless) 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 email your Amazon.com Gift Card.

HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers **Kid Recorded:** Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

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

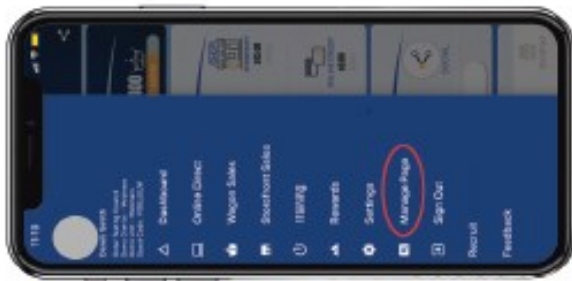
Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

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 Trail's End Parent Facebook Group www.facebook.com/groups/TEParents

*Screenshots subject to change

MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE: Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.



Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature: Learn more on the next page!

*Screenshots subject to change

RECRUITMENT



Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

Tip: Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items so you know where to deliver the product later! Lastly, don't forget to update the status when delivered!

SIGN UP FOR A STOREFRONT SHIFT



ISSUE A REFUND

Available SAME DAY only for kids.



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

CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

*Screenshots subject to change

POPCORN SALE CHECKLIST

- Register for the popcorn sale at www.trails-end.com/unit-registration
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the kids' input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
 - $\text{Budget} / \# \text{ of Kids} = \text{Cost per Kid}$
- Break the goal down to an individual kid (family) goal.
 - $\text{Cost Per Kid} / \text{Commission} = \text{Sales Per Kid}$
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
 - Make it a fun event; have food, snacks, games, door prizes, etc.
 - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all families.
 - Highlight all the program activities the unit is planning on participating in.
 - Information on the sales goal per kid so there are "no out of pocket expenses".
 - Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct families to www.trails-end.com for additional information about online selling and additional selling tips.
 - Text APP to 62771 to download the Trail's End App.
- Encourage all kids to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sale territory for the kids.
 - Less than 20% of all households have been asked to purchase popcorn.
 - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
 - Set up schedule for kids to sign up for shifts through the Trail's End App.
 - One kid per two-hour block is ideal.
 - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to kids, and ensure deliveries are made to customers.
- Collect money from families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit, not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.





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

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



