

Popcorn Kernels Guidebook

TURN
THE
BEAST
MODE
ON

Hello Kernels!

You have taken the first step to helping your unit run an amazing program for your scouts by volunteering to be the Kernel! We know the Kernel position is a big job and we want you to know how much we appreciate your decision to support your unit! **Thank you** for your commitment to having a great scouting program this year by selling popcorn!

The last few years have been tough for units but this year we want to do everything we can to help you have a successful selling season. With that in mind, we decided to keep the changes we made over the last couple years because we found it made the fundraising process easier for kernels and families.

To help you with your popcorn journey we have extra popcorn ordering days. Now you do not have to order all your popcorn in one large order. This will facilitate the storage of your popcorn during the fundraiser season.

The Trail's End app will give you the ability to follow your scouts' sales and give the council real time information to help you along the way. Also, the app has the ability to accept credit cards with no extra fees added for your benefit. 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!

Every year, Trails End and the council look for ways to make selling popcorn easier and more efficient. Unfortunately, some things are out of our control. This year you will see that the prices for popcorn have increased. The increase in popcorn prices reflects the rising cost of living, increased gas prices, and many more factors that are out of our control! You will be happy to know that the council **is not** passing on any of the other new costs and will cover those on your behalf. The only increase you will see is from the product cost to cover Trails End's needs. Even though the price has gone up we are confident that your scouts will turn on their **inner beast** and have an amazing selling season.

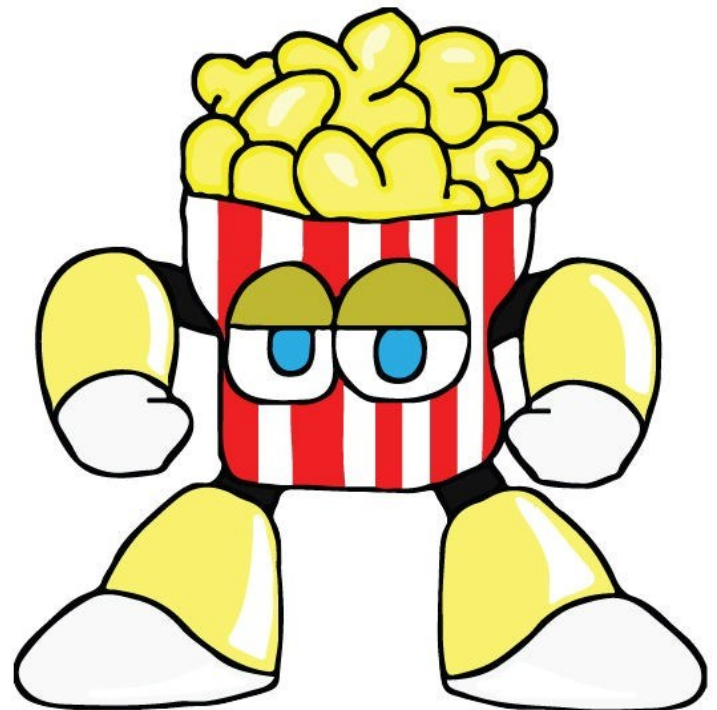
This is the perfect time to turn on your own **Beast Mode** and ramp up your units' activities and fundraising! **Thank you** for supporting your unit and council by participating in our popcorn fundraiser program this year! We are excited to see what your unit can do this season!

The Council Kernels and Council Staff stand ready to assist you in having a successful and profitable fundraiser! Please call, text, or email with questions and concerns! We are here for **YOU!!**

Kelly Osterhout ~ Council Kernel

Marisol Gonzalez ~ Council Co-Kernel

Robin Wilson ~ Council Staff Advisor



Where Does the Money Go?

2021 Breakdown

32 Units	35%	\$	231,376.00
Trails End	30%	\$	223,624.00
Council	35%	\$	230,634.00

32 units out of 111

Council Breakdown (100% of Funds Received)

Starting \$ 230,634.00

Trails End Fees:

5%

TE 1.5% Amazon G.C.	\$	10,235.00
TE Banner, Forms, etc.	\$	1,107.00
Sent to Council	\$	219,292.00

Popcorn Incentives:

21%

Kick Off	\$	4,874.00
kick Off Prizes	\$	859.00
Contest Prizes and Patches	\$	5,224.00
Scout Bucks	\$	11,910.00
Registration Fees	\$	11,088.00
Staff Support	\$	15,000.00
After Popcorn Fees	\$	170,337.00

McConnell Maintance 2021:

26%

Camp McConnell Upkeep	\$	22,180.00
McConnell Tree trimming	\$	30,000.00
Roof Repair	\$	7,250.00
After McConnell	\$	110,907.00

McConnell Maintance 2022:

16%

Tree Trimming	\$	17,000.00
McConnell Roof	\$	21,000.00
\$		72,907.00

32%

For the 2021 Popcorn Season, 68% of the Council money goes directly back to scouts through prizes, incentives and upkeep of the council camp that is for unit use and council events!

The rest of the council money (32%) goes towards off setting programs fees, scout activities, payroll, council office maintance and many other items that help the council function!

The money that the council received from popcorn in 2021 is **only** about 30% of what the council needed to keep the doors open and supporting the units of GYC for the year!

Commission Breakdown

Base 30%

1% For attending Popcorn Kickoff Meeting on

June 7 for experienced Kernels (1 year experience)

June 14 for ALL New Kernels
(more tips and tricks for those who are new to being a kernel)

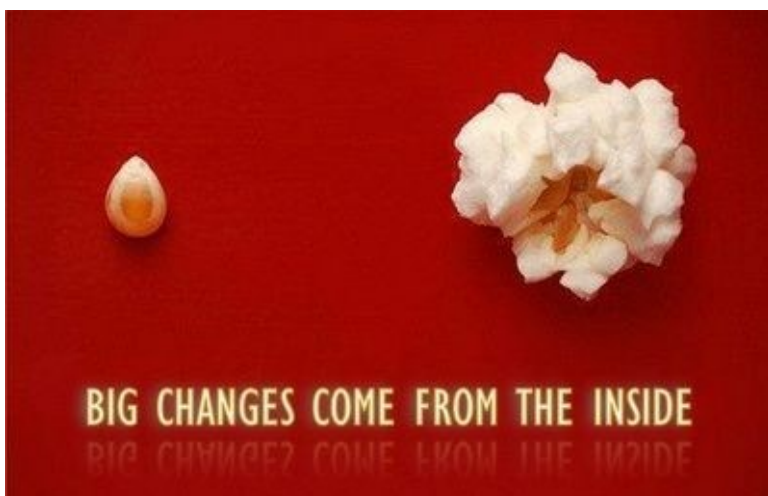
June 17 (Friday)
Makeup for all

- ⇒ **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

1% for the unit achieving \$500 in military donation (Traditional sales only).

1% for the unit achieving \$2500 in military donations (Traditional sales only) every selling youth will receive a “special” patch. Extra patches can be purchased for \$5 per patch

2% Turn in budget and planning sheet signed by the Unit Committee (by July 15)



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**

2022 TIMETABLE

June 7, 14 and June 17

Key Leadership briefing, All Kernel, will be sent via email.

July 1 through July 15

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.

ENGAGE YOUR COMMITTEE

July 17 Popcorn Show & Sell orders due in the system

August 3 or 4

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

August 5

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 14	Order Additional Popcorn
August 25	Pickup Additional Popcorn Late Afternoon
August 28	Order Additional Popcorn
September 8	Pickup Additional Popcorn Late Afternoon
September 11	Order Additional Popcorn
September 22	Pickup Additional Popcorn Late Afternoon

NO RETURNING OF PRODUCT and NO TAKE ORDERS

October 27 (Thursday)

Pay any remaining balance due -

2% late charge each week will be assessed on October 31



Council Incentives for 2022

Trails End Rewards		Greater Yosemite Council Incentives						
TE Point System	Scout Receives from Trails End Amazon E-Card	Total Dollars Sold By Scout	Patch	Funded Registration	Scout Bucks	Beast Mode Party	Surprise at 2023 Kickoff	
17,500	10%	\$ 17,500.00	X	Full	\$ 340.00	X	X	
15,000	1,250	\$ 15,000.00	X	Full	\$ 300.00	X	X	
12,000	1,000	\$ 12,500.00	X	Full	\$ 280.00	X		
10,000	750	\$ 10,000.00	X	Half	\$ 240.00	X		
7,500	550	\$ 7,500.00	X	Half	\$ 220.00	X		
6,000	450	\$ 6,000.00	X	Half	\$ 200.00	X		
5,000	350	\$ 5,000.00	X	Half	\$ 180.00	X		
4,000	250	\$ 4,000.00	X	Half	\$ 160.00	X		
3,500	200	\$ 3,500.00	X	Half	\$ 140.00			
3,000	150	\$ 3,000.00	X	Half	\$ 100.00			
2,500	100	\$ 2,500.00	X	Half	\$ 80.00			
2,000	70	\$ 2,000.00	X	Half				
1,750	60	\$ 1,750.00	X	Half				
1,500	50	\$ 1,500.00	X					
1,250	40	\$ 1,250.00	X					
1,000	30	\$ 1,000.00	X					
750	20	\$ 750.00	X					
500	10	\$ 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!



Earn More! Earn Easier! No need to write in orders!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transactions fees.

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront) 1PT Per \$1 Sold Cash and Online Direct

trails-end.com/rewards



POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



An Amazon.com Gift Card prize program where kids get to buy the prizes they want. The more you sell, the more you earn!

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PRODUCT LINE 2022

Trail's End Products

Trail's End.



70% back to local kids

KETTLE CORN & WHITE CHEDDAR GIFT BOX *New*

\$42 Over \$29 to local kids*



BLAZIN' HOT

\$23 Over \$16 to local kids*



SALTED CARAMEL

\$25 Over \$17 to local kids*



WHITE CHEDDAR

\$23 Over \$16 to local kids*



SWEET AND SALTY KETTLE CORN

\$23 Over \$16 to local kids*



12PK UNBELIEVABLE BUTTER MICROWAVE

\$23 Over \$16 to local kids*



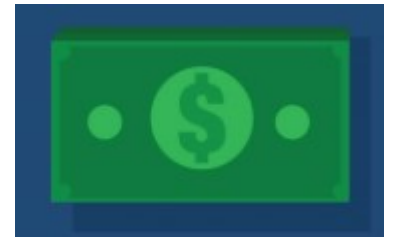
POPPING CORN

\$17 Over \$11 to local kids*



CARAMEL CORN

\$15 Over \$10 to local kids*



Text APP to 62771 to

**DOWNLOAD THE APP
& START SELLING TODAY**

ONE MINUTE to register your account!



Download on the App Store

GET IT ON Google Play



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!

Ever wanted to design a council shoulder patch? Now is the time!

Calling all youth scouts participating in selling popcorn this year!

We want a scout designed CSP to give to every scout that participates in the 2022 popcorn fundraiser.

Design Requirement:

It **MUST** have the council's name and year (2022) on it

It **MUST** have a popcorn element to it

It **MUST** fit the CSP size (we can shrink it)

Be an original design!!

Come up with your own fun, creative, amazing design that reflects Greater Yosemite Council!

Please note that we must follow copy right laws so we may have to adjust images, if needed.

Hand Drawn Computer Designed Colored with Crayons Stick Figures

Use your imagination and have fun!

Parents can help write the words if needed!

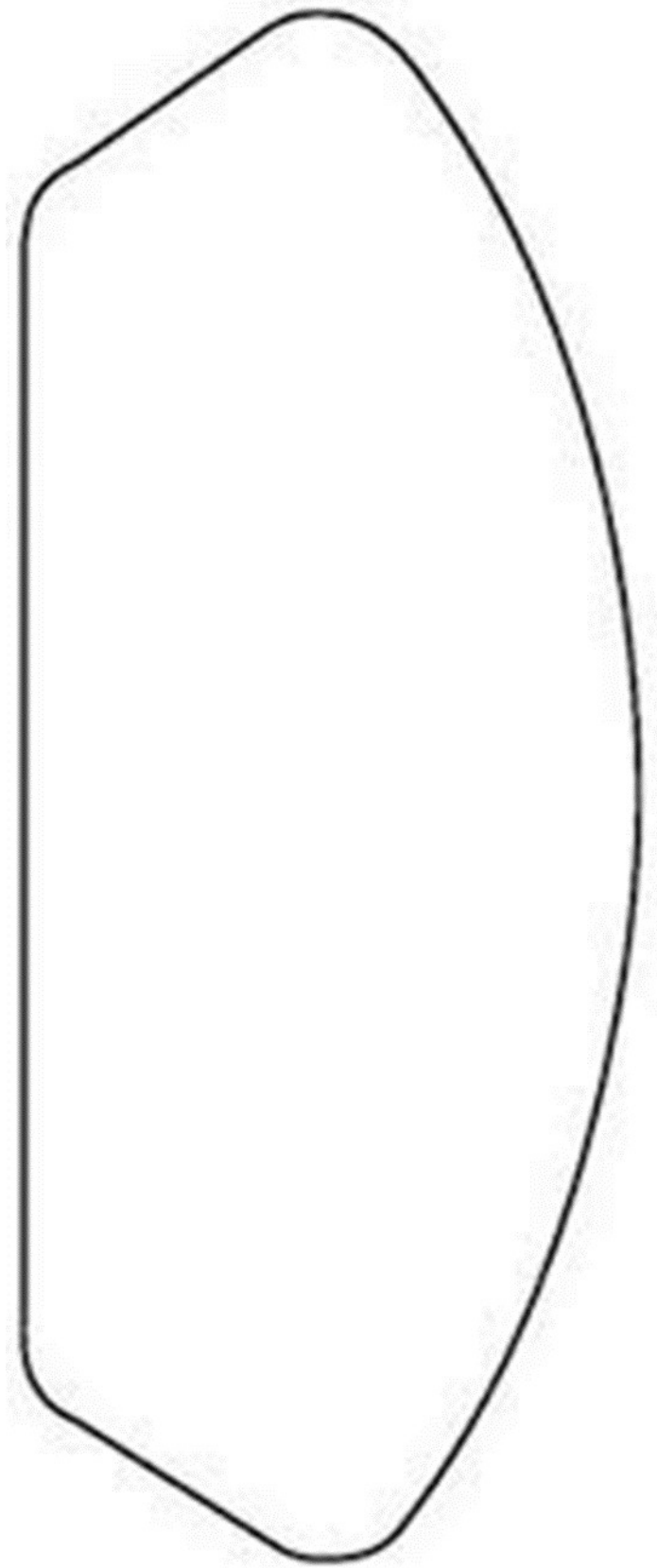
It can reflect this year's council theme (BEAST MODE) or not!

IT NEEDS TO COME FROM YOU!!!

Email your design to Robin Wilson robin.wilson@scouting.org and Kelly Osterhout kelly@bluesierrafarms.com and Marisol Gonzalez m_gonzalezcuevas@hotmail.com

Deadline: July 29, 2022







PLAN YOUR UNIT KICKOFF

1. Leverage the Unit kickoff presentation on the Training tab through the Trail's End Leader Portal (now mobile friendly).
2. Host your kickoff virtually or in-person and make it exciting for your Unit!
3. Review the year's program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App.**
 - a. Registration takes less than one minute to create their account.
 - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the Unit's sales goal and each person's popcorn sales goal. Have the kids enter their goal in the Trail's End App.
6. Show the kids what prizes they can earn by hitting their sales goal.
 - a. Review Trail's End Rewards.
 - b. Suggestion: Have a prize for the top seller in the Unit and / or each den / patrol; video game, gift cards, etc.
7. Role-play with the kids to train them how to sell.
 - a. Practice their popcorn sales speech.
 - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

Resources are also available in the Training section of the Leader Portal.

MULTIPLE WAYS TO SELL

ONLINE DIRECT

Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a Unit. Families setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers 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 they can fundraise year-round!

WAGON SALES Take Order

Each kid collect orders in the app and delivers on-hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the Unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.

WAGON SALES Door-to-Door with Product

Involves the kid 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 one has ever come to their door, missing this great opportunity. Product is carried along 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 July) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.



WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return

- You can earn enough money to fund your Unit's program for the entire year!
- The Council uses part of the proceeds for camping programming, camp maintenance, leader training, Camporees, etc.



Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and Council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook Community where you can get answers 24/7, 365 days a year



Recruitment

- The recruitment feature in the Trail's End App allows kids in your Unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your Unit, your Council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

Heroes and Helpers Donations

When a customer purchases a Heroes and Helpers Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Get your parents involved with why **YOUR** unit needs a great sale!

WHY SELL POPCORN?

Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Fox Fire & NYLT)
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

#PoweredByPopcorn

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

HOW MUCH DO YOU NEED TO SELL?

The average program costs \$450 per kid for the entire year. On average, kids can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your Unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals.

Example: Per Kid Sales Goal x Number of Kids = Unit Goal

BUDGET WORKSHEET EXAMPLE

\$12,600	/	28	=	\$450
Annual Budget		Number of Kids		Budget Per Kid
\$450	/	35%	=	\$1,286
Budget Per Kid		Average Commission		Per Kid Sales Goal

Each kid can fund their entire year in only 8 - 10 hours (on avg).

How Are You Going To Do It

- Door to Door
- Friends, Family, Workplace
- Blitz Days

Best Practices Online Sales

- Create Accounts
- Sharing
 - "Sharing Sunday" – Every Scout shares their online page every Sunday throughout the sale.

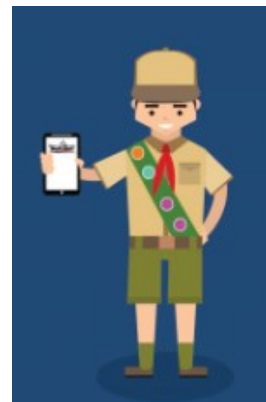
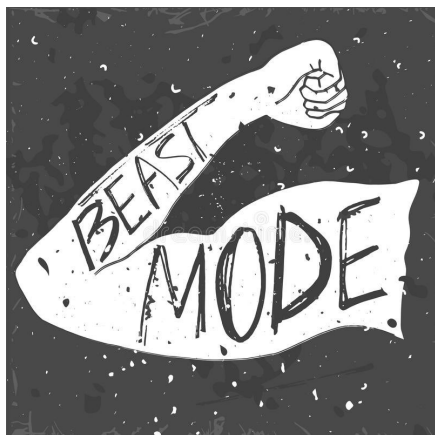
Best Practices Motivating Scouts

- Scout Motivation
- Parent Buy-In
- Kickoff

SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
 - a. Introduce yourself (first name only) and where you are from. **"Hi sir, my name is Brian and I am from (local Unit)."**
 - b. Let people know what you are doing. **"I'm earning my way to Summer Camp. All of the popcorn is delicious and you'll help fund my many adventures."**
 - c. Close the sale. **"Can I count on your support?"**
4. Credit card sales are best for the Unit. Tell your customers, **"We prefer credit/debit!"**
5. Be polite and always say **"Thank You"**, even if the customer does not buy.
6. Online Direct is the preferred way to sell and can be used for virtual or face-to-face selling. Products ship to the customer, you don't have to handle products or cash.
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have a guardian or relative take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, two out of three people will buy when asked at their door.

Share what you're doing and how you're helping others through the program!



HOW TO FUND YOUR PROGRAM WITH TRAIL'S END ONLINE DIRECT

Benefits of Trail's End Online Direct

- Safe for kids – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Kids earn **MORE POINTS** in Trail's End Rewards.
- Exclusive Online Direct products such as coffee, nuts and jerky.
- Less work and less of your time.
- Easy for kids to manage with the Trail's End App.

How Does Online Direct Work?

Two Ways for Kids to Sell from the Trail's End App:

- **Virtual Store** - Kids share their personalized fundraising page via social media, email, text and more.
- **Kid Recorded** - Record customer orders directly in the Trail's End App (credit / debit only)

Trail's End ships products to customers, and Unit never handles products or cash.

STEP 1

Determine Your Unit and Kids' Goals

- Include: dues, advancement, Unit events, campouts, summer camp, etc.
- Determine your Unit and per kid sales goal based on 35% Unit commission.**

* On average a Unit can provide a year of program for \$350 per kid

**Online Direct commission varies by Council.

STEP 2

Host a Virtual Kickoff (Zoom or similar software.)

Agenda:

- Make it fun and play some virtual games
- How the money raised benefits each kids family
- Unit and kids sales goals
- How to sell \$1,000 in 8 Hours (PDF)
- Everyone downloads the **Trail's End App! Text APP to 62771.**
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your sale

Request they join the Trail's End Parent Facebook Group to get questions answered and selling tips! Text SCOUTSFB to 62771

STEP 3

How to Sell \$1,000 in 8 Hours

Text MYPLAN to 62771 to download.

- 4 hours: 15+ orders from friends and family.
- 4 hours: 15+ orders from their local neighborhood(s).

Step 4

Weekly Check-Ins

- Follow up with kids weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep kids engaged.

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

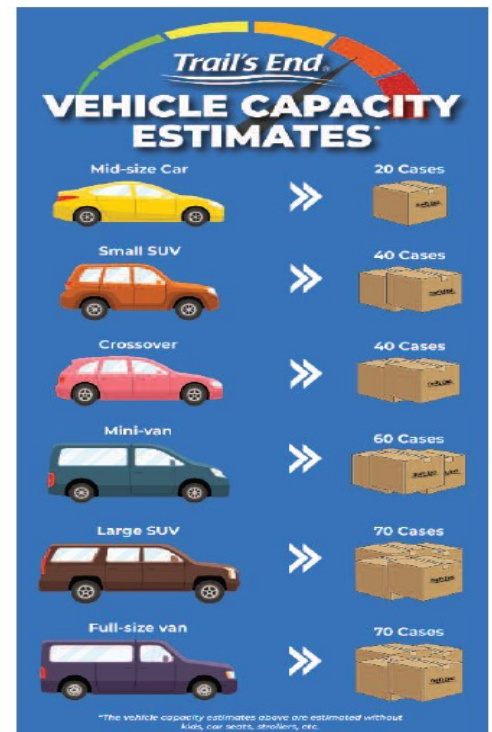
PLACING ORDERS

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.



How to Sell \$1,750

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.





How Much Popcorn to Sell \$1750?



- 4 Kettle Corn and White Cheddar gift boxes
- 1 case Salted Caramel
- 1 case Kettle Corn
- 1 case White Cheddar
- 1 case Unbelievable Butter
- 1 case Blazin' Hot
- 1 case Popping Corn
- 2 cases Caramel Corn

How Much Popcorn to Sell \$2500?



- 4 Kettle Corn and White Cheddar gift boxes
- 1 case Salted Caramel
- 2 cases Kettle Corn
- 2 cases White Cheddar
- 2 cases Unbelievable Butter
- 1 case Blazin' Hot
- 1 case Popping Corn
- 3 cases Caramel Corn

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.

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 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.

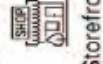
HIT YOUR GOAL USING ALL SELLING METHODS



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.

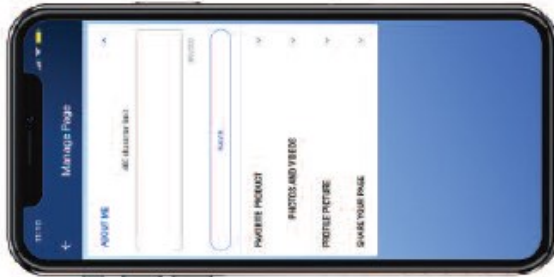
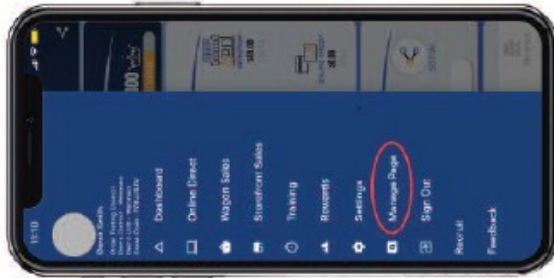
HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://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

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 Autosshare feature.



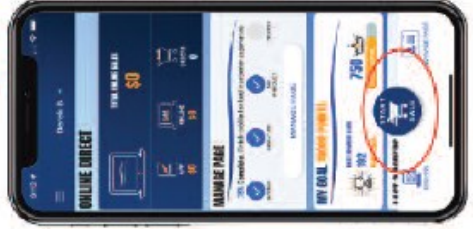
Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

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

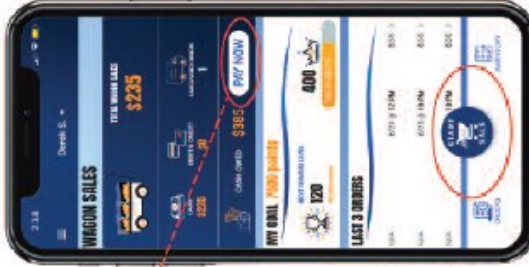


Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

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!

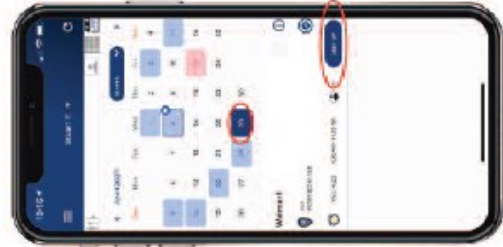
RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the checkout 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!

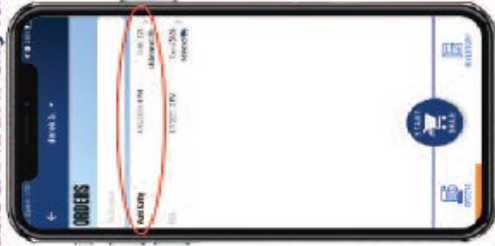
SIGN UP FOR A STOREFRONT SHIFT



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 kids



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 Council's Popcorn Kickoff 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: - **Budget / # of Kids = Cost Per Kid**
- Break the goal down to an individual kid (family) goal.
 - **Cost Per Kid / Commission = Sales Per Kid**
- Add important dates to Unit's 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".
 - Methods 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 and 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.

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 kelly@bluesierrafarms.com (209) 614-6194

Marisol Gonzalez Council Co-Kernel m_gonzalezcuevas@hotmail.com (787) 930-3571

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

I KNOW IT'S CORNY BUT...
YOU ARE A-MAIZE-ING!

