

Greater Yosemite Council 2023 Unit Kickoff



2022 POPCORN SALES



TOP SELLING UNITS

UNITS	TOTAL SALES	COUNCIL RANKING	TOP 200'S NATIONAL
PACK 365	\$128,627	1	4
PACK 513	\$68,372	2	37
PACK 50	\$65,936	3	44
TROOP 511	\$59,010	4	55
TROOP 10	\$49,603	5	102
TROOP 51	\$48,342	6	111
PACK 96	\$43,365	7	154
PACK 525	\$29,397	8	
PACK 199	\$27,357	9	
TROOP 570	\$24,713	10	
TROOP 451	\$24,395	11	
PACK 451	\$22,941	12	
PACK 226	\$20,349	13	
PACK 14	\$20,125	14	
TROOP 42	\$13,281	15	
TROOP 1100	\$10,896	16	
PACK 423	\$10,081	17	
TROOP 423	\$10,059	18	

2022 HEROES & HELPERS DONATIONS



BEAST MODE UNITS

PACK 365	\$14,730
PACK 513	\$14,210
TROOP 570	\$6,099
TROOP 511	\$5,724
PACK 50	\$4,621
PACK 96	\$2,928
PACK 525	\$2,524
TROOP 10	\$2,516
PACK 199	\$2,291



2022 POPCORN SALES

BEST NODE SELLERS CLUB

\$31,586	SKYLER S	TROOP 10	\$7,552	REECE T	PACK 365	\$4,966	ALEXANDER J	TROOP 451
\$20,700	HUNTER H	TROOP 50	\$7,500	MATTEO B	PACK 365	\$4,594	CYRUS F	PACK 365
\$16,077	LIAM D	PACK 50	\$7,413	BEN B	TROOP 570	\$4,512	HENRY S	PACK 525
\$15,162	LOGAN D	TROOP 10	\$7,058	RORAN L	PACK 365	\$4,331	GABRIEL W	PACK 365
\$14,148	DARRIEN L	TROOP 570	\$6,767	AUDRIE S	PACK 365	\$4,267	GAVIN B	TROOP 51
\$12,625	JACOB N	PACK 365	\$5,716	BRAYDEN S	PACK 365	\$4,178	TYLER H	PACK 50
\$10,507	JULIET L	PACK 513	\$5,611	JAXON L	PACK 451	\$4,161	RYAN Y	TROOP 451
\$10,259	GAVIN A	PACK 199	\$5,417	FELIX E	PACK 365	\$4,128	FERNANDO M	PACK 525
\$9,909	NOAH W	PACK 96	\$5,186	GABRIELA M	PACK 365	\$4,061	JAMES K	TROOP 451
\$9,386	EVERETT L	PACK 513	\$5,153	ANTHONY H	TROOP 511	\$4,013	TYLER J	PACK 451

Thank you!

Your scouts are awesome and they, plus you are very much appreciated!

Let's make this another super successful and continue our tradition of GROWTH!

2023
THEME



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 2023 popcorn fundraiser.

Design Requirements

- It MUST have the council's name and year (2023) 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 copyright 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 "MISSION POSSIBLE" or not!
IT NEEDS TO COME FROM YOU!!!

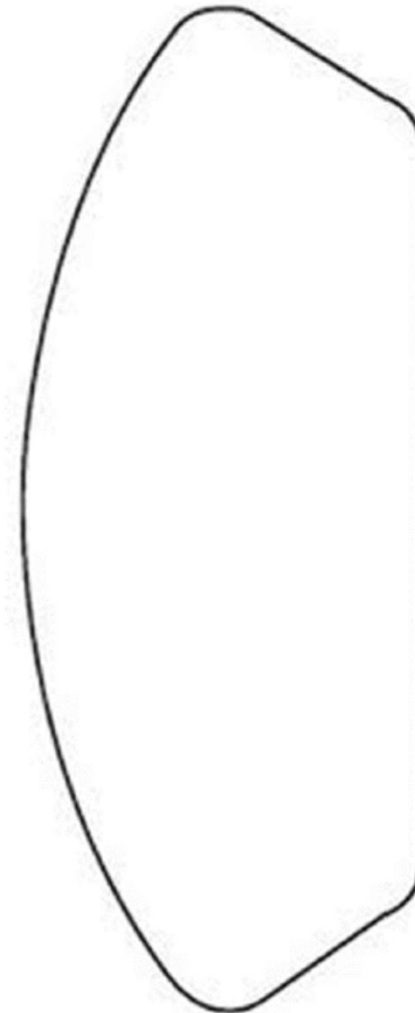
Email your design to Robin Wilson robin.wilson@scouting.org, Kelly Osterhout kelly@bluesierafarms.com and Marisol Gonzalez m_gonzalezcuevas@hotmail.com.

Deadline: July 24, 2023

Everyone who attends the Popcorn Kickoff will get to vote!!!



COUNCIL STRIP PATCH TEMPLATE



Popcorn Key Dates

Saturday, June 10	Popcorn Training Meeting
Wednesday, June 14	Popcorn Training Meeting– Makeup
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.
Monday, July 17	“Show and Sell” first order and paperwork due
August 2 or 3	“Show and Sell” Popcom Distribution
Friday, August 4	Council Popcorn Kickoff
Saturday, August 5	Ready, Set, Go! Popcorn Sales Starts
Sunday, August 13	“Show and Sell” Order #2
Thursday, August 24	“Show and Sell” #2 Popcorn Distribution
Sunday, August 27	“Show and Sell” Order #3
Monday, August 28 (By Appointment Only, before noon)	“Show and Sell” Returns
Thursday, September 7	“Show and Sell” #3 Popcorn Distribution
Sunday, September 10	“Show and Sell” Order #4
Thursday, September 21	“Show and Sell” #4 Popcorn Distribution
Tuesday, October 31 (By Appointment Only, before noon)	Final Payment Due. 2% late charge each week will be assessed on November 3

Commissions
 YES!!!
 36%

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	30%
Scouts Honor Bonus	Adhere to the Code of Conduct, follow all deadlines, attend Popcom Training Kickoff, make all payments and turn in all paperwork on-time.	2%
Stretch Goal Bonus	Commit to and reach the Stretch Goal of your choice.	2%
Heroes and Helpers Bonus	Achieve \$750 in military donation (Traditional sales only, NOT Online Sales).	1%
Heroes and Helpers Extra Bonus	Achieve \$3,000 in military donations (Traditional sales only, NOT Online Sales). Every selling youth will receive a "special" patch.	1%
Total		36%
Online Sales	<i>Separate from regular sales commission.</i>	30%

Popcorn Training Kickoff	Paperwork	Stretch Goal
<ul style="list-style-type: none"> • Must have two people in attendance. • Preferably any of the unit K3's, and Popcorn Kernel. 	<ul style="list-style-type: none"> • Strategizing Sheet • Budget • Code of Conduct • Must be signed by CC, Unit Leader, and Popcorn Kernel. 	<ul style="list-style-type: none"> • Choose your stretch goal: <ul style="list-style-type: none"> ◊ 5% of your last year total sales ◊ 7% of your last year total sales ◊ 10% of your last year total sales

TRADITIONAL PRODUCTS

Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$15



White Cheddar

\$20



S'Mores

\$25



NEW!



12pk Unbelievable
Butter Microwave

\$25



Salted Caramel

\$25



TRADITIONAL PRODUCTS

Sea Salt

\$50

NEW!



Trail's End Rewards – Amazon Gift Cards

Trail's End™ REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

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



**EARN MORE!
EASIER!**

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees. Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

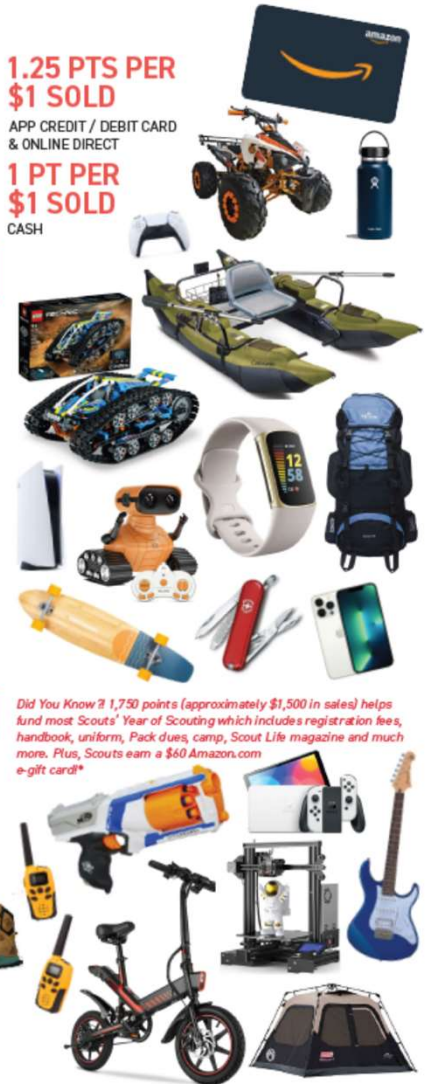
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**1.25 PTS PER
\$1 SOLD**

APP CREDIT / DEBIT CARD
& ONLINE DIRECT

**1 PT PER
\$1 SOLD**

CASH



*Did You Know? 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**

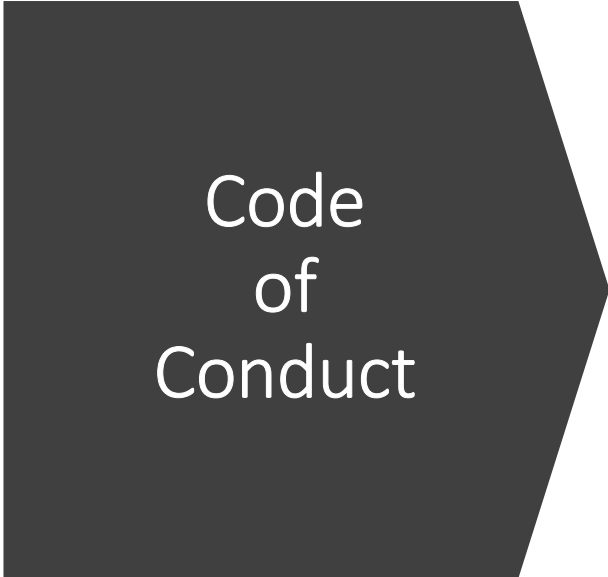
Price & colors may vary. Examples of the types of prizes available on Amazon.

Greater Yosemite Incentives

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

Note: Every Scout that sells a minimum of one popcorn item (no donation) receives 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.

Scouts that sell \$100 or more of "Heroes and Helpers" Donations will get a special patch. Units that sell \$3,000 or more of "Heroes and Helpers" donations will get a special patch for each popcorn seller in their unit.



Code of Conduct

(FOR ANY SHOW & SALES METHOD)

Guidelines for Scouts & Leaders Selling Popcorn

- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that registered adults wear their Field uniforms or Unit T-shirt. Parents can wear their Unit T-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn.) Use Heroes and Helpers to aid your sales.
- Storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay at a distance as designated by the store manager.
- **Leave your sale site area clean when you leave.**
- If by any chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager or Council. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adults will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS units receive during storefront sales *will be put towards their Heroes & Helpers donations collected.***

ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES, INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.

TRAIL'S END TECHNOLOGY

Trail's End App

- Record sales (We Prefer Credit)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sales page
- Claim rewards



**DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!**

visit trails-end.com/app or text APP to 62771 to download



Trail's End Accounts

Already have an account?

- You can use the same one
- If you need to update your Unit, you can do so under 'Settings'

Need an Account?

- Click 'Register' from the home screen
- You will need to know:
 - **Insert Council Name – Greater Yosemite Council**
 - **Insert District Name – Sierra Valley or Gold Country or Rio del Oro**
 - **Insert Unit Name – make sure they look for the correct unit**

HAVE QUESTIONS? GET ANSWERS

Council contacts

- Kelly Osterhout
kelly@bluesierrafarms.com
209-614-6194
- Marisol Gonzalez
m_gonzalezcuevas@hotmail.com
787-930-3571
- Robin Wilson
robin.wilson@scouting.org
209-471-0070

Join Our Facebook Group
GYC Kernels Korner

Trail's End Support

Join Trail's End Facebook Group

(be careful there are volunteers who use this as a spot to complain)

Text PARENTFB to 62771 to join or visit

Visit our FAQ's

<https://support.trails-end.com>

WHY SELL POPCORN?

Fund Adventures

- Summer Camp!
- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn

The Scouts will love the REWARDS!!

- Millions of choices with Amazon Gift Cards

WAYS TO SELL

ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$XXX per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

WAGON SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

TIP: Always make sure you see a confirmation screen before navigating away

CREDIT CARDS

Tell your customers

“Yes, we accept credit/debit”

- Trail’s End pays the credit card fees*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click ‘Pay Now’ on the Wagon Sales screen)**

**TIP: You must use the Trail’s End app for credit card fees to be covered (no need for the Square app)*

***NOTE: Using Pay Now does not count as a credit card sale for Trail’s End rewards points*

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from

Hello, I'm _____ from [Unit #]

- Let people know what you are doing

I'm earning my way to summer camp

- Close the sale

Can I count on your support?

- End with a pitch for credit cards

Yes, we accept credit/debit

Sales Tips

- Always wear your field uniform (Class A)
- Always speak clearly and say **'Thank you.'**
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

GET READY TO SELL

More Tips & Training

- Practice your sales presentation
- **Remember you are selling Scouting NOT popcorn.**
- Never sell alone or enter anyone's home
- Always walk on the sidewalk and/or driveway
- Have mom and/or dad take the Trail's End App or order form to work
- Remember, 2 out of 3 people will buy when asked at their door
- **Set a GOAL!**
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal

HOW TO SELL OVER \$1750 IN UNDER 12 HOURS

A SUCCESSFUL SALE

Personalize

- Download the Trail's End App, register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

Online Direct

- Send via Facebook, Twitter, Instagram and email to friends and family far and wide.

Storefront

- Sign up and sell.
- The average Scout sells over \$150/hr at storefronts!

Pro Tip, make the most of your storefront time by working with only one Scout and parent per shift!

Wagon Sales

- Go door-to-door in your neighborhood, with or without product, and ask your community for their support. The average Scout sells over \$100/hr!

Pro Tip, wear your uniform, and practice your popcorn sales pitch!

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