Greater Yosemite Council

2020 Fall Sale Updates

GYC 2019 Popcorn Sales

$712,505

Increase of $57,464

Growth over 2018 – 8.8%

Congrats!

Top Selling Scouts 2019

District	Unit	Scout	Total Sales	GC Amt$
Sierra Valley	Pack 51	Gavin B	$4,192.29	$225.00
Rio del Oro	Troop 451	James K	$5,004.00	$350.00
Sierra Valley	Pack 365	Felix E	$5,005.00	$350.00
Rio del Oro	Troop 451	Michael T	$5,234.79	$350.00
Rio del Oro	Troop 85	Ryan S	$5,290.00	$350.00
Sierra Valley	Pack 432	Neal H	$5,311.00	$350.00
Sierra Valley	Pack 14	Brenden Isaiah M	$5,845.00	$350.00
Gold Country	Troop 302	Brandon B	$5,987.00	$350.00
Sierra Valley	Pack 10	Jaden K	$6,086.10	$350.00
Sierra Valley	Pack 10	Evan K	$6,251.10	$350.00

#20 Thru #11

Top Selling Scouts 2019

District	Unit	Scout	Total Sales	GC Amt$
Sierra Valley	Pack 365	Matteo B	$6,279.00	$350.00
Rio del Oro	Troop 451	Ryan Y	$7,524.79	$550.00
Sierra Valley	Pack 432	Riley H	$7,530.50	$550.00
Gold Country	Pack 352	Logan C	$8,194.83	$550.00
Gold Country	Troop 302	Alexander C	$8,328.67	$550.00

#10 Thru #6

Top Selling Scouts 2019

District	Unit	Scout	Total Sales	GC Amt$
Rio del Oro	Pack 451	Joseph K	$10,018.43	$800.00
Sierra Valley	Pack 511	Anthony H	$10,328.40	$800.00
Gold Country	Pack 50	Hunter H	$10,781.00	$800.00
Gold Country	Pack 50	Skyler S	$15,090.00	$1,207.20

#5 Thru #2

Top Selling Scouts 2019

Trail's End®

#1 Selling Scout

District	Unit	Scout	Total Sales	GC Amt$
Sierra Valley	Troop 51	Matthew A	$30,000.51	$2,400.04

GYC Top Selling Units 2019

District	Unit	2019 Total $'s
Rio del Oro	Pack 451	$49,441
Sierra Valley	Troop 51	$48,720
Gold Country	Pack 50	$46,697
Sierra Valley	Pack 511	$40,324
Sierra Valley	Pack 14	$36,828
Sierra Valley	Pack 365	$34,417
Rio del Oro	Troop 451	$32,560
Sierra Valley	Pack 10	$32,372
Gold Country	Pack 199	$30,599
Sierra Valley	Pack 51	$28,790
Sierra Valley	Pack 423	$26,349
Sierra Valley	Pack 432	$26,099

Commission

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!

STRATEGIZING

BOY SCOUTS OF AMERICA
GREATER YOSEMITE COUNCIL

UNIT: _____

DISTRICT: _____

Popcorn Kernel: _____

Contact Phone: _____

Unit Leader: _____

Contact Phone: _____

2019 Total Amount Sold: _____

2020 Unit Goal: _____

Bonus 2% Commitment Amount and Yes/No: _____

2020 Individual Goal: _____

Number of Scouts in Unit: _____

Kickoff Date: _____

How do you plan on distributing the proceeds?
(Unit percentage, fees paid, activities covered, scout accounts, books, awards)

_____

_____

_____

_____

_____

_____

Signatures:

_____ _____

Unit Committee Chair | Unit Popcorn Kernel

_____

Unit Leader

2020-2021 Program Plan

1. Enter all your activities and costs under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the five shaded fields at the bottom of the sheet.

Pack/Troop	
Number of Scouts in Unit	
Unit Commission %	

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost		Total Cost		Total Cost	

	Registration & Insurance	Total Activity Cost & Expenses	
	Boy's Life	Other Unit Expenses	
	Uniform	Unit Sales Goal	
	Advancements	Scout Sales Goal	
	Total Expenses	Unit Commission	

Turn over to fill out the budget sheet

KEY DATES

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

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

Nov 5 Take Order sale popcorn distribution

RETURN POLICY

NO RETURNING OF PRODUCT WILL BE ALLOWED

Remember we have add two additional order dates

Council Incentives 2020

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

TRAIL'S END REWARDS

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

Accepting Credit/Debit

CREDIT SALES ARE BEST FOR SCOUTS

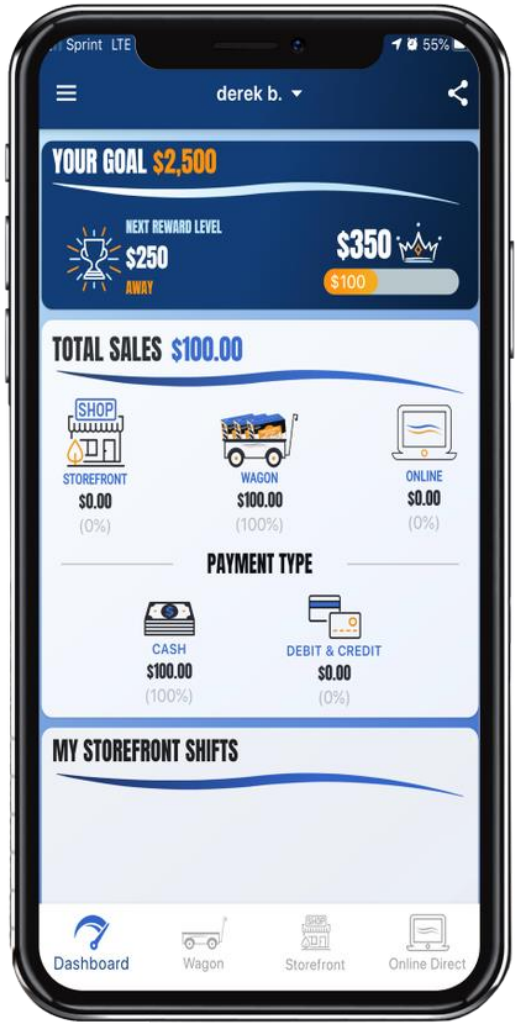
TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”

It’s safer!

Trail’s End pays for all credit card fees!

- **Bigger Rewards** – Earn **‘More Points’** for credit card sales in the Trail’s End App
- **Safer** – Scouts don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry

TRAIL'S END APP



Key Benefits

- Free Credit Card Processing - Paid by Trail's End and Council
- Real-time tracking and reporting of sales, inventory and storefront registrations
- **Families can turn in cash payments via credit card**
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download.

TRAIL'S END APP

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!

REGISTER YOUR UNIT!

New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

**Unit must be registered to sell by no later than August 15, 2020 to qualify.*

COMMIT NOW: www.trails-end.com/unit-registration

TRAIL'S END WEBINARS

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UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:

- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units
- District Kernel Training

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

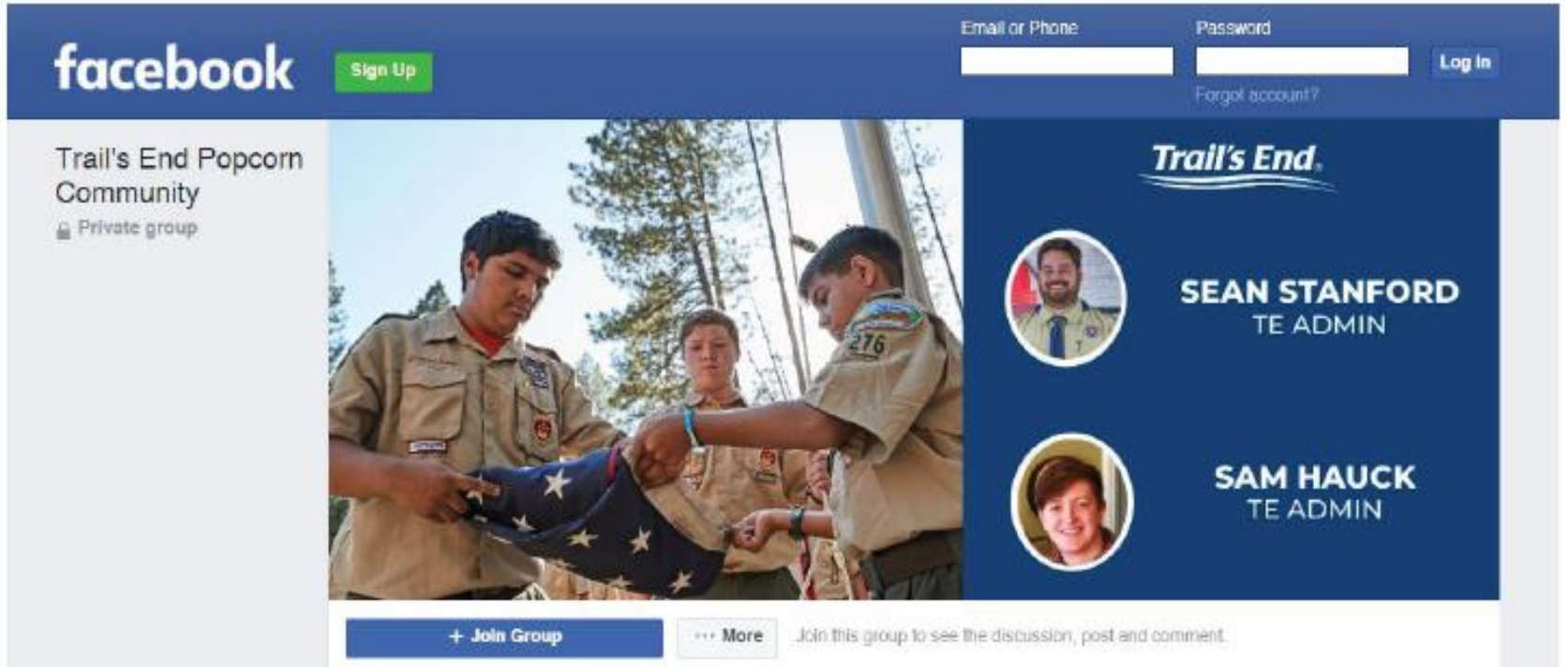
Text **WEBINAR** to 62771 to Register!

TRAIL'S END FACEBOOK

Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community .

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!



WHAT NOW?

1. **JOIN** Facebook

2. **REGISTER** for a Webinar

3. **SHARE** Scout Promotions graphic to every Scout Family

SHARE w/ ALL Scout Families!!

Trail's End

Start Your Popcorn Sale This Summer

with the NEW Online Direct

Safest way for Scouts to sell

- Text APP to 62771 to download the app and start today!

Scouts earn *DOUBLE POINTS* for Trail's End Rewards

- Text REWARDS to 62771 to download the prize flyer!

Free Shipping Promotions

- Free Shipping July 3 - 5 on ALL orders!

Scout Webinars

- Learn best practices, tips, and tricks from some of the Top Selling Scouts in the Nation.
- **Text WEBINAR to 62771 to register!**

ONLINE SALES

ONLINE SALES AS OF 6:00PM JULY 7

$5,480

Congratulations you all rock!

FAQ

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.

FAQ

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.

CHAT QUESTIONS

CONTACT US

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

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

Thank You!