SILICON VALLEY MONTEREY BAY COUNCIL

Fall 2017 Popcorn Kick-off and University
Since 1980, Trail’s End has partnered with local councils to help councils, units and Scouts raise the money they need to provide quality program and to enjoy Scouting.

Over $4 Billion has been returned to Scouting since the first sale 35 years ago.

We appreciate the partnership.
When you see this picture, make some noise... just like these Wolves!
THE WHO
Boys stay in Scouting longer when they have a **QUALITY PROGRAM** to enjoy with their friends.

That is what we’re raising funds for…

so you, and your fellow Unit Leaders, don’t have to chase families down for money all year long or charge expensive dues.
EARN YOUR WAY
IN SCOUTING

Character Development
Gain Confidence
Goal Setting
Money Management
Life Lessons
Public Speaking
2017 Sales Goal

$1,150,000
What this means for You?

$778,573 for local Scouting programs
2016 SVMBC Results

$1,105,768
Which means??
$778,037
Returned to our Scouts!
## Top Selling Packs

<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>Retail Sales</th>
<th>Total Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quicksilver</td>
<td>Pack 286</td>
<td>$38,499.00</td>
<td>$11,024.97</td>
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<tr>
<td>Polaris</td>
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<td>$30,810.00</td>
<td>$10,167.30</td>
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<tr>
<td>Coyote Creek</td>
<td>Pack 110</td>
<td>$29,025.00</td>
<td>$9,053.55</td>
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<td>San Benito</td>
<td>Pack 444</td>
<td>$27,327.00</td>
<td>$8,645.01</td>
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<tr>
<td>San Benito</td>
<td>Pack 408</td>
<td>$21,535.00</td>
<td>$6,598.35</td>
</tr>
<tr>
<td>Pioneer</td>
<td>Pack 502</td>
<td>$21,420.00</td>
<td>$7,189.20</td>
</tr>
<tr>
<td>Pioneer</td>
<td>Pack 556</td>
<td>$20,746.00</td>
<td>$5,984.86</td>
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</table>
## Top Selling Troops

<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>Retail Sales</th>
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</thead>
<tbody>
<tr>
<td>Quicksilver</td>
<td>Troop 286</td>
<td>$ 23,663.00</td>
<td>$ 6,768.23</td>
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<tr>
<td>Santa Lucia</td>
<td>Troop 43</td>
<td>$ 19,160.00</td>
<td>$ 6,722.20</td>
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<tr>
<td>Coyote Creek</td>
<td>Troop 92</td>
<td>$ 17,421.00</td>
<td>$ 6,242.76</td>
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<td>Pioneer</td>
<td>Troop 390</td>
<td>$ 16,468.00</td>
<td>$ 5,039.98</td>
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</table>
IDEAL YEAR OF SCOUTING

It is our goal to be able to provide a year round quality Scouting program through proper planning, budgeting, and goal setting to insure we are helping provide Scouts an Experience of a Lifetime.

- Why did you get involved in Scouting?
- What do Scouts want to do?
IDEAL YEAR OF SCOUTING

1. Plan Unit’s program year:
   - Get Scouts engaged ... it’s **THEIR** program
   - Scout families **ENJOY** an organized Unit
2. Determine the **budget**
3. Set the **goal** - for the Unit and each Scout
4. Have a thought out **communication** plan
5. Obtain funds from **one fundraiser**
6. Then enjoy the activities planned and **HAVE FUN**
MESSAGE TO SCOUT PARENTS

- No out-of-pocket-expense to enjoy 12 months of Scouting activities.
- Do one fundraiser a year; more time enjoying Scouting.
- Scouts ...
  - Earn their own way
  - Learn life lessons and responsibility
- All Scouts will enjoy the Unit’s program.
- Consumers are motivated to purchase based on the cause.
- We should ask our boys and parents to go out and be confident that our communities WANT to support Scouting. They will IF we ask them to.
- We are NOT selling Popcorn. What are we selling?
Consumers are 2x more likely to support a cause they believe in!
EARN MONEY FOR COLLEGE

STAY ON TRACK FOR COLLEGE.

Sell $2,500 in any calendar year and receive 6% of your total sales invested in your own Trail’s End Scholarship account.

Once enrolled, 6% of your sales each year will be added to your account. You only have to hit the $2,500 minimum one time. Online sales count!
**BEST PRACTICES**

Set Goals
Unit Incentives
Unit Kickoff Party
Communicate
Recruit a Team

HAVE FUN!
**SET GOALS**

- Enter each monthly activity and cost.
- Enter number of scouts and commission.
- Goals should be based on your budget to fund the Scouting year.
- If a Scout runs out of product, encourage him to continue to **sell to his goal** by taking orders to be filled later!

### 2017-2018 Unit Program Planner

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
<th>Cost</th>
<th>Activities</th>
<th>Cost</th>
<th>Activities</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>September</td>
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<td>January</td>
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<td>February</td>
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<td>March</td>
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<td>April</td>
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<td>May</td>
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<td>June</td>
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<td>July</td>
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<tr>
<td>August</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Total Cost**: $0.00  
**Total Expenses**: #DIV/0!

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Registration &amp; Insurance</td>
<td>$0</td>
</tr>
<tr>
<td>Boys' Life</td>
<td>$0</td>
</tr>
<tr>
<td>Uniform</td>
<td>$0</td>
</tr>
<tr>
<td>Advancements</td>
<td>#DIV/0!</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>#DIV/0!</td>
</tr>
<tr>
<td>Unit Total Activity Cost &amp; Expenses</td>
<td>#DIV/0!</td>
</tr>
</tbody>
</table>
The single most important thing is…

**ENTHUSIASM!**

- If it’s not you, then find that person!
- Dress up the room, pop popcorn.
- Have games for Scouts to play the minute they walk in the door.
- Role play a “sale” either at a storefront or at the neighbor’s door.
- Families should walk out excited, informed, and ready to sell.
UNIT KICKOFF PARTY

- MAKE IT A FUN EVENT!
- Play games, have snacks, offer door prizes, etc.
- Review the following…
  - Planned activities for the upcoming year.
  - Costs for every activity and the cost for the year.
  - Sales goal for every Scout and demonstrate how a Scout can earn his own way.
  - The selling methods
  - The safety tips
  - The incentives and prizes the Scouts can earn!
UNIT INCENTIVES

- Scouting activities that THEY planned
- Experiences – field trips, weekend getaways, sporting events, etc.
- “Little Things” for selling $100, $200, $300, etc.
- Fishing poles and gear
- Camping equipment
- Video games / small dollar gift cards
- Pizza party & Ice Cream socials
- Pie in the Face
- Ask your Scouts what they want… you might be surprised!
Communicate

- Teach your Scouts how to sell safely.
- The Kickoff Party is a great opportunity to present a lot of important information.
- Utilize the communication tools on sell.trails-end.com.
- Send weekly or bi-weekly emails to families with timely information.
- Talk popcorn at all Unit and Den/Patrol meetings throughout the sale.
- Post a sale tracker / thermometer so everyone can see sale goal status.
- Keep momentum going and provide encouragement.

Recruit a Team

- You can do this on your own but it’s not a good idea.
- Ask your fellow leaders and parents to help you with…
  - The Kickoff Party – look for someone with enthusiasm.
  - Distribution – to pick up and transport the popcorn.
  - Communication – to keep everyone informed and motivated.
  - Storefront Sales – to book and coordinate storefront shifts for your unit.
  - Popcorn Chief (a Scout) – ask your top selling Scout to serve as your Co-Kernel.
HELPFUL RESOURCES

- Visit sell.trails-end.com for more good ideas and resources!
- Download and Customize the following:
  - Program Planning Spreadsheet
  - Scout Incentive Handout
  - Unit Kickoff Presentation
  - Parent Handout
  - Product and Promotional Images
  - Selling Tools – Posters, Scout Business Cards, etc.
- Also available…
  - Training Videos
  - Trail’s End Scholarship Information
  - Frequently Asked Questions
THE HOW
WAYS TO SELL

Storefront
Door-to-Door
Online Sales

Family & Friends
Co-Workers
Church Congregation
Sporting Events
Hi, my name is _______________ (say first name only).

I’m a Scout with Pack/Troop/Crew _________ here in _________ (city/town).

I am raising funds to earn my way to Scout Camp next summer (or other big adventure).

(Hand the customer the order form and a pen, and point out your favorite flavor. Consider recommending a $20 or more item.)

You’ll support me, won’t you?

**Practice, practice, practice!**

The most successful sellers can recite this in their sleep.
STOREFRONT SALES
also known as Show and Sell

- Ask store manager for permission several weeks in advance.
- Assign Scouts (2-3) and parents in two hour blocks.
- Keep Scouts engaged with customers… not sitting or staying behind the table.
- DO NOT open up microwave boxes, or combo-boxes.
- Create and display banners | signs. The best signs are the ones made by Scouts to show what they do for the community and to highlight their program.
- Divide sales equally among Scouts who participate.
- Apply donations received towards your military sales.
- Use leftover product to fulfill take order needs.
STOREFRONT SALES
also known as Show and Sell

- Signs showing Scouting activities
- Display not blocking doorway and area kept clean
- Thank you and Reorder Centr to hand to customers
- Class A Uniform
- Product stacked neatly
- Standing in front of table
DOOR-TO-DOOR WITH PRODUCT
also known as Show and Deliver

- All of the advantages of door-to-door and you don’t have to go back and deliver.
- Fill a red wagon or the family van with popcorn and go door-to-door.
- Don’t take low-end items to the door, let the consumer choose off the form like a vending machine.
- Door-to-door yields more sales per hour than any other sales method.
DOOR-TO-DOOR
also known as Take Order

- Practice the sale script with your Scouts.
- Have your Scouts start out covering their own street first, and expanding outward from there.
- Sell as a Unit
  - Have a unit “Blitz Day” to kick off the sale (award prizes).
- Remind your Scouts to wear their Class A uniform.
- New Mobile App will simplify the order taking process.
- Set “time goals” or “neighborhood goals.”

INTERESTING FACT
Two out of three people will buy when asked, but less than 20% of households are contacted every Fall.
SELL ONLINE

Online Selling System

- Scouts tell their story with personalized fundraising pages:
  - Upload photos and videos
  - Write a short bio about their Scouting adventures
  - Go viral! Send emails, texts, and post to social media.
SELL ONLINE

Quick & Easy

- **No Product Delivery** – Products ship directly to consumers.
- **No Money Collection** – Supporters make purchase with credit cards.
- **Minimal Time Commitment** – Can be used in addition to any existing fundraiser.
- **Available Year Round** – Earn money when you need it!
ONLINE SALES PRODUCT MIX

Different products and prices from the order form:

Coffee, Chocolate Pecan Clusters, Caramel Corn with Sea Salt, and more...
A SCOUT’S PLAN TO SELL $600...

Show your families how easy it is to hit their goal. It’s as easy as 1, 2, 3!

$200  
$200  
$200  
+ $200  
$600

1. Start with family, friends, Mom & Dad’s co-workers, closest neighbors, etc.

2. Participate in two storefront shifts with an average of $100 sales per shift

3. Canvas your neighborhood by going door-to-door.

Don’t forget to...

Create an online sales account and send emails to family and friends who live faraway, as a way to help you get to $600 even EASIER!
NEW THIS YEAR
POPCORN SYSTEM
WHAT YOU NEED TO RUN YOUR SALE…

**User Friendly**
- Built with latest technology to ensure functionality is current and intuitive.

**Single Sign-On**
- Syncs with online selling system and digital take order form.

**Enhanced Reporting**
- Improved reporting based on your feedback - including online sales.

**Mobile Enabled**
- Access everything you need from your Smartphone.
REMEMBER...

WE ARE SELLING ADVENTURES

Consumers want to know how their donation will help the charity or cause. One way to make a connection with customers is to have beneficiaries of the cause tell their stories.
# Product Line

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Caramel Corn</td>
<td>$10</td>
</tr>
<tr>
<td>Popping Corn</td>
<td>$10</td>
</tr>
<tr>
<td>Jalapeno Cheddar</td>
<td>$15</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>$15</td>
</tr>
<tr>
<td>18pk Butter Light (TO)</td>
<td>$20</td>
</tr>
<tr>
<td>18pk Butter</td>
<td>$20</td>
</tr>
<tr>
<td>18pk Kettle Corn</td>
<td>$20</td>
</tr>
<tr>
<td>Caramel Corn w/ Nuts</td>
<td>$20</td>
</tr>
<tr>
<td>Classic Trail Mix **</td>
<td>$20</td>
</tr>
<tr>
<td>White Chocolate Pretzels **</td>
<td>$25</td>
</tr>
<tr>
<td>Chocolatey Caramel Crunch **</td>
<td>$25</td>
</tr>
<tr>
<td>Salted Caramel</td>
<td>$25</td>
</tr>
<tr>
<td>Cheese Lovers</td>
<td>$35</td>
</tr>
<tr>
<td>Chocolate Lovers (Tin)**</td>
<td>$60</td>
</tr>
<tr>
<td>Military Donation (Silver)</td>
<td>$30</td>
</tr>
<tr>
<td>Military Donation (Gold)</td>
<td>$50</td>
</tr>
</tbody>
</table>

- **NO RETURN ON ANY CHOCOLATE PRODUCTS**
- **MAXIMUM 30% RETURN** on ALL SHOW & SELL ITEMS (non-chocolate)
COLLECTION LINEUP

Chocolate Lover’s Collection Tin

Cheese Lover’s Collection Box
READY-TO-EAT LINEUP: BAGS

- White Cheddar Cheese: $15
- Premium Caramel Corn with Almonds, Cashews & Pecans: $20
- Salted Caramel Corn: $25
- White Chocolatey Pretzels: $25
- Chocolatey Caramel Crunch: $25
- Jalapeno Cheddar Cheese: $15
- Trail Mix: $20
- Popping Corn: $10
- Classic Caramel Corn: $10
Microwave Lineup

Kettle Corn – 18 Pack

Unbelievable Butter – 18 Pack
Military Donations

Over $45 million worth of popcorn donated to U.S. Troops!

$30 Silver Level Donation

$50 Gold Level Donation
COMMISSION STRUCTURE

- **Base Commission**
  - Participating in the Trail’s End Prize Program = 20%
  - Not participating in the Trail’s End Prize Program = 24%

- **Bonus Commissions**
  - Your Unit Kernel or representative attends the Popcorn University = 2%
  - Your Unit conducts a Kick-off event and posts it to the Council Popcorn Facebook = 2%
  - Your unit’s account balance is zero by Monday, November 27, 2017 = 2%
  - Your unit has a “sales by registered youth” ratio* of at least $300 or didn’t sell in ’16 = 4%
  - Your unit has a “sales by registered youth” ratio* of at least $400 = 4%
  - Total = 38%

* Divide your total number of sales by the total number of registered youth in your unit according to the National Scouting database on June 30th

**HINT:** New Scouts mean your sales force grows!
PRIZES AND INCENTIVES

Trail’s End BONUS PRIZES

(Order by November 3, 2017)

- On top of either reward program your unit chooses, every unit that participates is also eligible for the following bonus prizes from Trail’s End.

- **Participation Patch:** Anyone who participates in the sale will receive a 2017 Trail’s End commemorative patch. You will need to order these items even if you’re not using the Trail’s End prize program.

- **Participation Patch Segments:** Anyone can earn the four segments offered by Trail’s End along with a patch for the top seller in each unit.

- **Trail’s End Scholarship Program for $2500+ Sellers:** The Trail’s End Scholarship Program has helped many Scouts pay for higher education. To participate, complete the “Scholarship Program” Form which can be found at [www.trails-end.com](http://www.trails-end.com)
$650 CLUB

- **The $650 Club**: Earn $20.00 Scout Shop Gift Card for selling $650 or more.
- Please order these along with your other unit prizes online.
$1500 CLUB/BIG SPIN

SVMBC BONUS PRIZES

- The **BIG SPIN** is a fun event for the Council's TOP 100 SELLERS. Sell a minimum of $1,500 in popcorn for a chance to join the club! Only the TOP 100 SELLERS in the Council will be invited!

  **Last year’s 101st highest seller missed out by just $1.00, so don’t stop at $1,500!**

  Earn more spins on the BIG SPIN PRIZE WHEEL with every additional $1,500 you sell! Every spin WINS!! Prizes include electronics, gift cards, sporting goods, remote control cars and more. Join the CLUB for food, fun and awesome prizes at the BIG SPIN party!

- **Movie tickets**

  Every scout in the TOP 100 SELLERS CLUB will receive 2 free for the Council viewing of the new Star Wars movie during opening week.

Will you be a 2017 TOP SELLER?
Only the Top 100 Sellers in the Council Will Be Invited!

How many SPINS you will get?

One SPINS for every $1500 sold!

Receive 2 free for the Council viewing of the new Star Wars movie!
# Dates to Remember

<table>
<thead>
<tr>
<th>Item</th>
<th>Due</th>
<th>Where to get it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place your Unit’s Show &amp; Sell Order</td>
<td>August 18, 2017 By 10:00pm</td>
<td>scouting.trails-end.com</td>
</tr>
<tr>
<td>Place your Unit’s Take Order Order</td>
<td>October 13, 2017 By 10:00 PM</td>
<td>scouting.trails-end.com</td>
</tr>
<tr>
<td>Calculate your Take Order and then return any unneeded Show &amp; Sell popcorn to the warehouse (30% MAX return)</td>
<td>October 16, 2017 5:30-8:00PM</td>
<td>Return to the popcorn warehouse</td>
</tr>
<tr>
<td>Council Recognition Forms &amp; Trail’s End Prizes</td>
<td>November 3, 2017</td>
<td>Council Service Center</td>
</tr>
</tbody>
</table>
POPCORN KERNEL SALES GUIDE

Also available at www.svmbc.org/popcorn

- Important dates
- District contacts
- Types of sales
- Unit commissions
- Popcorn warehouses
- Much, Much More!
BREAK TIME (5 MINS.)
POPCORN SYSTEM
Log into Popcorn System at Scouting.Trails-End.com
*New: Each user will be emailed a Username and instructions to reset their password

Unit Functions:
- Place Unit Order – Show & Sell
- Track ALL Scout Sales (including Online Sales!)
  - Manage Scouts
  - Place Scout Orders
- Place Unit Order – Take Order
  - Place Take Order without using the popcorn system to track Scout Orders Scout Orders entered into system
  - OR, Place Take Order with using the popcorn system to track Scout Orders entered into system
- Order Trail’s End prizes
PLACING A UNIT ORDER (SHOW&SELL OR TAKE ORDER)

1. Click the Order Popcorn button
3. Select the appropriate “Selling Campaign” (Fall 2017) and the “Choose Delivery” type (Show & Sell, or Take Order) from the dropdown menus
4. Using the Order Adj (Order Adjustment) column, enter the quantity of cases (or cases & containers in some cases) next to each product. The Council Order field will reflect the final order quantity placed to your Council for order.

5. Click Save to save the amounts, or Submit to send the order to your Council for approval.

CS: Case     CT: Container     QTY Interval: Containers per Case
Placing a Unit’s Take Order
Using Popcorn System to track Scout Orders
For the Take Order, unit leaders can optionally use the popcorn system to enter the amount of each product sold for each selling Scout in their unit. Scouts can be entered into the Trail’s End system two ways:

1. Scouts register themselves via an account at Trails-End.com and choose your unit to support.
2. Unit Leader creates a new Scout for the Scouts that do not have a registered account.
1. Click on the Scouts tab
2. Scouts with registered online selling accounts affiliated with your unit will already be in the Scout list
3. To create a new Scout, click the New Scout button, and enter the Scout's first and last name
4. Use the edit and delete buttons to maintain your Scout list
POPCORN SYSTEM
ENTER SCOUT ORDERS

1. Click the New Order button next to the Scout you want to open the New Scout Order screen.
2. Using the dropdown menus, select a campaign and a delivery (order) to display the Scout ordering form.

3. Enter the quantity of containers sold of each item by the Scout.

4. Click Save.
4. The total need column will aggregate the quantity of all your Scout Orders.

5. Enter a positive or negative integer in the Order Adj to adjust the order to your Council (reduce order quantity for on hand inventory).

6. Click Save to save the amounts, or Submit to send the order to your Council for approval.
QUESTIONS?

If you have any additional questions, feel free to contact us:

Your District Kernel (see last page of the Sales Guide) OR popcorn@svmbc.org OR

https://support.trails-end.com/support/home
THANK YOU FOR YOUR TIME AND EFFORT!