



**Silicon Valley Monterey Bay Council
Boy Scouts of America
2023 Popcorn Leaders Guide**

Updated 10/05/2023



Popcorn Program Resource Guide | Fall 2023

This Resource Guide will provide Unit Leaders with the details to promote a strong and successful program. The annual popcorn program is one of the money earning activities that allows Scouts to wear their BSA uniform while raising funds to pay their own way through their Scouting career and their own adventures. Scouts in uniform bring awareness to their community and demonstrate Scout Spirit in their actions.

In addition to this guide, the Silicon Valley Monterey Bay Council provides program information through weekly informational emails, the Council popcorn webpage, trainings, and District teams.

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GETTING STARTED

What does a Unit Popcorn Kernel do?

Help your Scouts succeed by organizing and managing your Unit's popcorn sale to meet or exceed their goals.

KEYS TO SUCCESS:

1. Develop a Unit Popcorn Committee to help you ensure an effective and efficient selling program –don't do this alone!
2. Develop an incentive plan for your Scouts in addition to the TE prize structure.
3. Clearly communicate what popcorn sales pay for in your Unit and for the Scouts
4. Instruct all Scouts how to set up their Trail's End online account at trails-end.com
5. Distribute Take Order forms to your Scouts.
6. Host a FUN & EXCITING Unit Kickoff Event.
7. Manage the popcorn inventory.
8. Encourage all Scouts to track their sales with the Trail's End App
9. Remind Scouts along the way why they are selling, what they will earn & how to succeed.
10. Celebrate a great season with an End of the Year closing event.

If you are new to Popcorn, don't worry, you have a District and Council team to help you along the way. Here is what to do next....

1. SET UP YOUR TRAIL'S END POPCORN SYSTEM ACCOUNT

- This is the administration site for the sale where you can place Unit orders, track sales, transfer between Units, view your invoice and run reports to get sale data.
- To get started or if you forgot your username or password go to:
<https://scouting.trails-end.com/>

2. GET TRAINED

- This step you have already started ... using this resource will provide you with the details to help guide you through the logistics of the popcorn sale.
- Silicon Valley Monterey Bay Council offers zoom training in July:
<https://fs10.formsite.com/svmbc/2023FallKickoff/index>
- Trail's End offers online training videos for Leaders and Youth designed by Trail's End and top selling Units and Scouts across the country. They can be accessed by any mobile device at: <https://www.trails-end.com/training>

3. SHARE WHAT YOU KNOW

- Teach the Scouts in your Unit about goals, products, and sale details.
- Get them excited about everything they can do in Scouting.
- Show them how this is possible through their popcorn sale.

My Trail's End Username: _____

CONTACT INFORMATION

District Popcorn Kernels are your 1st Line of Support

DISTRICT	KERNEL(S)	PHONE	EMAIL
Coyote Creek District Executive	Shannon Walters Nandita Sreenivasan Ben Rusch	650-383-7578 669-799-8989 408-638-8334	girlcubscouts@gmail.com Nandita.scouting@gmail.com benjamin.rusch@scouting.org
Loma Prieta District Executive	Fawn Damitio Amanda Shaw	213-422-6201 408-638-8372	fawnddamitio@gmail.com amanda.shaw@scouting.org
Pioneer District Executive	Muhammed Luqman Jakaku Alex Parks	669-237-5287 408-638-8350	pioneerpopcorn1@gmail.com alex.parks@scouting.org
Polaris District Executive	Kevin Barlow Beth Leonard David James	408-749-0482 408-530-0554 408-638-8321	keedba@yahoo.com Beth@slimy.com david.james2@scouting.org
Quicksilver District Director	Ken Schott	408.638.8328	ken.schott@scouting.org
San Benito District Executive	Kristy Burchard Linda Diamantopoulos	831-801-1203 408-638-8321	kristykb@charter.net linda.diamantopoulos@scouting.org
Santa Lucia District Executive	Darcy Fowler Linda Diamantopoulos	831-915-8940 408-638-8321	Darcy.Wilson@att.net linda.diamantopoulos@scouting.org
Exploring District Director	Sreelatha Bokkissam Ken Schott	650-576- 1468 408.638.832 8	LathaBokkissam@yahoo.com ken.schott@scouting.org

Council Popcorn General

Faroogh Quadri

(408) 622-8698

councilpopcorngeneral@gmail.com

Senior Council Popcorn Staff Advisor

Evgenia Mirfild

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Evgenia.Mirfild@Scouting.org

Council Popcorn Staff Advisor

Steve Solberg

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Silicon Valley Monterey Bay Council Site

www.SVMBC.org/popcorn

Trail's End Site

<http://sell.trails-end.com/>

POPCORN PROGRAM CALENDAR 2023

June 10	Council Kickoff - San Jose
June/July/August	District Popcorn Kickoff at the District Roundtables
	SHOW and SELL
August 18	Orders Due Online
September 7	Distribution
September 13	Popcorn Resupply #1
September 20	Popcorn Resupply #2
September 27	Popcorn Resupply #3
October 4	Popcorn Resupply #4
October 10	Final Order (Formerly Known as Take Order)
October 11	Popcorn Resupply #5
October 18	Popcorn Resupply #6 / Units can return up to 10%
October 28	Take Order Due Online!
November 1	Units order Heroes and Helpers due online
November 8	Payment due & Scout Prizes can be submitted (to get in time for Black Friday!)
November 15	Online sales scorekeeping ends for prize calculation. Keep selling though
November 15	Take Orders distribution
December TBA	Top 100 Club Event

My Unit Kick Off _____

My Unit End of Sale Celebration _____

2023 PRODUCT LINE UP

SHOW & SELL / TAKE ORDER

TRAIL'S END 2023

Traditional Products

Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$15



White Cheddar

\$20



S'Mores

\$25



12pk Unbelievable
Butter Microwave

\$25



Salted Caramel

\$25



Traditional Products

Chocolatey
Pretzels

\$30



Sea Salt

\$50



In addition to the products above, Trail's End offers a variety of coffee, chocolate, and other products through the Online Sale.

Sizes and prices will differ from the list above as the online items are set at the National price.

PRIZES

Amazon.com gift codes

Scouts can design their own prize program by selecting their choice of camping gear, sports equipment, LEGOs, toys, or anything else they can find on Amazon.com. Unit Kernels are no longer required to meet with Scouts to get their price choices, place the order(shop) or shuffle through the delivery.

Within the Amazon website adults can filter views by category, gender, age group and product rating. Scouts can find items they like and create a wish list that will be saved on the Amazon website and app. Using the prize level sheet, they will know what they are working towards and when they will hit their mark. Don't worry if a Scout changes interest between August and November, they can shop again when they are ready to redeem their Amazon e-gift card. Prizes are shipped directly to the Scout's home. Plus, families with Amazon prime can get free 2-day shipping and many items ship free to all customers.

Top 100 Club

The top 100 selling Scouts will receive a special invitation to the Big Spin event. The event will be held in early to mid-December. All Scouts will spin the wheel once, and for every \$1,750 sold thereafter, the Scout will receive a \$25 Amazon card. Scouts' total sales will be calculated November 1 using Show & Sell, Take Order and Online sales.



SCOUT PRIZE LEVELS

2023 – Personalized Prize Program

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



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

Amazon e-gift card rewards managed and digitally redeemed by the Scout through Trail's End. It is not a physical card.

2023 UNIT COMMISSION STRUCTURE

Online Sales

All online sales will have a flat rate of 30%

Show and Sell and Take Order

- All Units Receive a 23% Unit Commission base (*conditional payment on time)
- Units will receive an additional 1% commission if they attend a Council or District Kickoff by July 31st.
- Units will receive an additional 1% commission if they host their Unit Kickoff by August 30th.
- Units will receive an additional 1% commission if they submit their program/budget planning to their DE by August 18th.
- Units will receive an additional 4% commission if at least 75% of their scouts (as of June 30th) participate in the fundraiser **before November 1st 2023**.
- → **Potential 30% commission for show & sell and Take Order**
- Units will receive an additional 3% commission (33%) if they have average sales per Scout of \$683 or 20K/unit sales.
- Units will receive an additional 3% commission (36%) if they have average sales per Scout of \$1,750 or 40K/unit sales.

Average Sales per Scout in the unit will be calculated November 15th. It will be the total of ALL Sales (after returns) divided by the unit's membership as of June 30th as recorded in My.Scouting. Adjustments to the June 30 registration number will be extremely rare and only at the discretion of the Popcorn Staff Advisor.

A unit's commission calculated for Show and Sell will apply as their Take Order Commission. If a unit did not participate in Show and Sell, then their commission will be based on the same rubric above and calculated on November 15.

If a unit fails to make its payment on time (for either Show and Sell or Take Order), a late fee of 3% will be assessed.

Our Silicon Valley Monterey Bay Council Goal is having every Scout Sell, and earn their way through Scouting in 2023/2024

STORE FRONT SCHEDULING

Spend less time booking, and more time selling, with Storefront Booking by Trail's End.

Trail's End has partnered with Silicon Valley Monterey Bay Council to provide storefront booking in 2023.

Using Trail's End to do all the storefront booking will reduce stress and confusion for store managers, will provide more stores available, and make fairer the accessibility of stores to all units. Trail's End will be contacting storefronts throughout the four-county region on behalf of Silicon Valley Mont. Bay Council which you can then claim directly through the Trail's End Unit Leader Portal. This service will allow for more storefront hours and less work while preventing double bookings. As a kernel, all you will need to do is sign in, sign up, and sell!



Unit Kernels will access all the store scheduling abilities from within the Leader Portal or the app.

- **View available storefronts through the TE Unit Leader Portal.** See which storefront locations, dates and times work best for your unit.
- **Claim an available storefront through the TE Unit Leader portal.** Storefront Booking opens in July and will follow a round robin process. The final store list and claiming process will be detailed in the June email. You will also receive an email alert letting you know when storefront booking has begun in your council.
- **When you claim a storefront booth, the storefront day and shift schedule will be added to the Unit Leader Portal for you.** Your Scouts will be able to sign up for shifts in the Trail's End App.

CREDIT CARD PROCESSING

Free Credit Card Processing

All Units/Scouts will receive free credit card processing through the Trail's End App powered by Square.

Units do not need to attach unit bank accounts to accept credit card payment.

How it works: Scout logs into the Trail's End App from any handheld device
(*Must have internet and/or Wi-Fi connectivity*)
Select products being purchased.
Total the sale and select credit for the purchase type.
Use any attached square reader or key in the card information on the device.
Scouts may also accept Apple Pay and Google Pay if their device offers those functions.

All credit card payments are paid directly to Trail's End and are deducted from the Unit invoice.

Splitting Sales If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail's End App to process sales. At the end of the booth, the Unit Kernel can log into the sale portal and select Split Sales

RECEIVING ONLINE COMMISSION

Unit invoices are inclusive. This means Unit Leaders will see all parts of the sale on one invoice. Online Sales Commission will be applied to Unit invoice as payment received by Trail's End

What if our Credit Card and Online Sales Exceed Cash Sales?

If your Unit has an overpayment to Trail's End, your committee may choose to either:

1. Enter the Unit bank account information into the Square portal to receive payment from Trail's End just weeks after the sale ends

Or

2. Unit may choose to receive payment from Silicon Valley Monterey Bay Council with either a check or deposit into Unit's registration or Scout Shop account. These payments will be completed during the month of December.

SAMPLE UNIT INVOICE

Silicon Valley Mont. Bay Council

970 WEST JULIAN null
SAN JOSE, CA 95126
Steve Solberg
7752403351

Pack 135

Darcy Fowler

236 Peninsula Drive
Marina CA 93933
831-915-8940

Santa Lucia

Item No.	Description	Orig Qty	Adj Qty	Order Qty	Retail	Commission	Due Council
Date	Show N Sell	Containers					
2019-09-05							
108234	Fall 2020 - Chocolate Lover's Tin	3	2	5	\$300.00	(\$99.00)	\$201.00
108240	Fall 2020 - Cheese Lover's Box	6	4	10	\$350.00	(\$115.50)	\$234.50
108230A	Chocolatey Caramel Crunch	48	108	156	\$3900.00	(\$1287.00)	\$2613.00
108366A	Salted Caramel Corn - 20 oz.	96	36	132	\$3300.00	(\$1099.00)	\$2211.00
108014	18pk Kettle Corn - Microwave	48	30	78	\$1560.00	(\$514.80)	\$1045.20
108010	18pk Unbelievable Butter - Microwave	48	81	129	\$2580.00	(\$851.40)	\$1728.60
108308B	White Cheddar Cheese Popcorn	48	160	208	\$4160.00	(\$1372.80)	\$2787.20
108222	Premium Caramel w/ Nuts	96	89	185	\$3700.00	(\$1221.00)	\$2479.00
108264C	Jalapeno Cheddar (Ltd Qty)	64	44	108	\$2160.00	(\$712.80)	\$1447.20
108220	Caramel Corn	480	247	727	\$7270.00	(\$2399.10)	\$4870.90
108200	Popping Corn	72	-1	71	\$710.00	(\$234.30)	\$475.70
Total		1009	800	1809	\$29990.00	(\$9896.70)	\$20093.30

Due Council \$20093.30

Item No.	Description	Orig Qty	Adj Qty	Order Qty	Retail	Commission	Due Council
Date	Take Order	Containers					
2019-11-07							
111137	Gold Level Military Donation	13	0	13	\$650.00	(\$214.50)	\$435.50
111136	Silver Level Military Donation	5	0	5	\$150.00	(\$49.50)	\$100.50
108234	Fall 2020 - Chocolate Lover's Tin	3	0	3	\$180.00	(\$59.40)	\$120.60
108240	Fall 2020 - Cheese Lover's Box	7	0	7	\$245.00	(\$80.85)	\$164.15
108230A	Chocolatey Caramel Crunch	1	0	1	\$25.00	(\$8.25)	\$16.75
108014	18pk Kettle Corn - Microwave	3	0	3	\$60.00	(\$19.80)	\$40.20
108010	18pk Unbelievable Butter - Microwave	5	0	5	\$100.00	(\$33.00)	\$67.00
108308B	White Cheddar Cheese Popcorn	3	0	3	\$60.00	(\$19.80)	\$40.20
111165	\$1 Misc. Military Donation	164	0	164	\$164.00	(\$54.12)	\$109.88
Total		204	0	204	\$1634.00	(\$539.22)	\$1094.78

Due Council \$1094.78

Grand Totals

	Retail	Commission
	\$31624.00	\$10435.92
Total Due Council		\$21188.08
Total Commission Rate		33%

Transactions

Date	Type	Description	Amount
2019-10-11	PAYMENT	1989	(\$15857.65)
2019-11-07	DEBIT	OVERPAYMENT REFUND	\$1027.82
	CREDIT-SYS	System credit applied	(\$6358.25)

TRAIL'S END APP

Mobile app for Scouts to track and report real-time sales, accept payment, schedule booth locations and track inventory.

Benefit for Unit: **No Credit Card Fees** – powered by Square.

Compatible with your Square readers

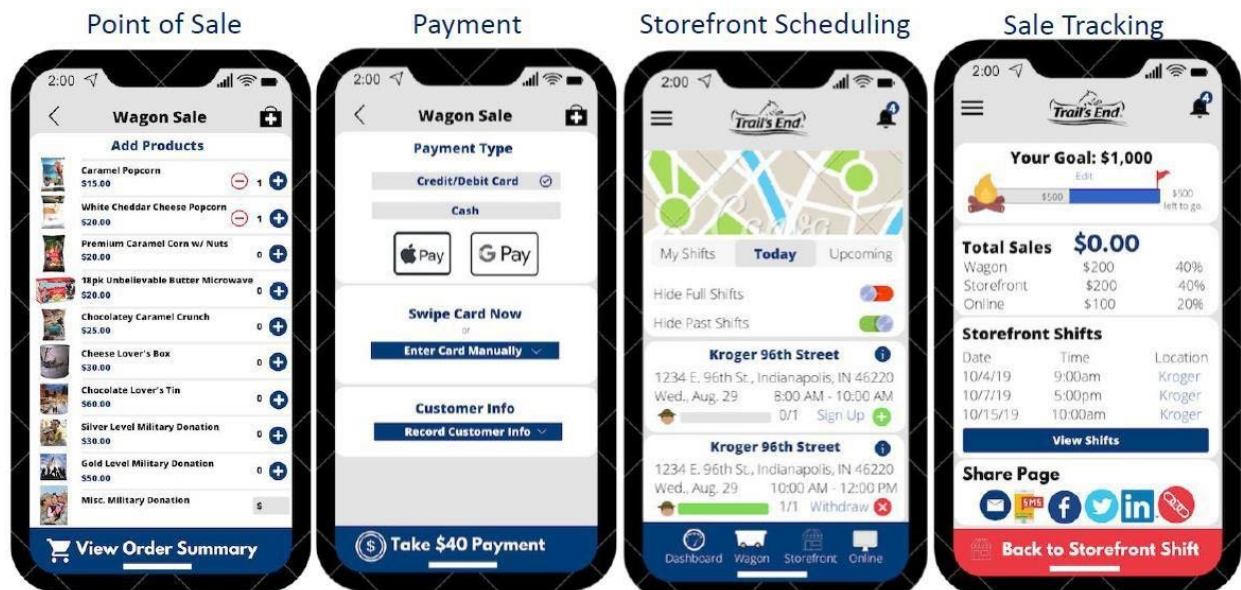
Automatically communicates and tracks sales for rewards and inventory management.

Benefit for Scout: Accepting credit cards increases your sale.

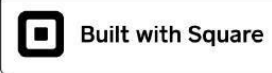
Real-time tracking of Scout sales

Can see how close they are to reaching their goal and desired reward.

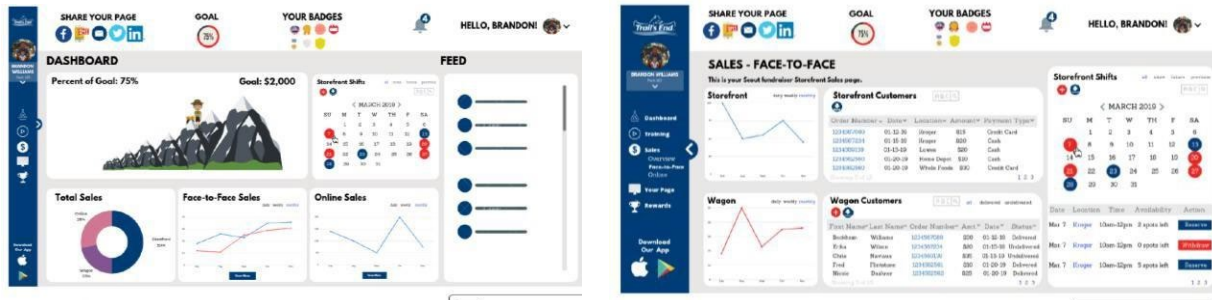
DEVICE VIEWS:



New app functionality will be launched end of June 2019.



ONLINE SCOUT PORTAL VIEWS:



TRAIL'S END APP

The app is only for Scout use. Leaders will not be able to access the app, but the Unit Leader Portal will provide tools for sale tracking, inventory management and booth management.

Trail's End will publish online training videos in July 2023

SAMPLE LEADER VIEWS:

INVITE YOUR SCOUTS **ORDER POPCORN** HELLO, BRANDON!

LEADER DASHBOARD

Unit Goal: \$13,000
\$2,900 / \$10,500 left to go

Scouts' Goals: \$5,000
\$2,500 / \$2,500 left to go

Total Unit Sales: \$0

Storefront	\$0	0%
Personal	\$0	0%
Online	\$0	0%
Cash	\$0	0%
Credit	\$0	0%

Feed

0 out of 1 registered Scouts recorded an online order. (0%)

0 out of 1 registered Scouts recorded an app order. (0%)

10 out of 20 storefront sites shifts have been claimed. (50%)

INVITE YOUR SCOUTS **ORDER POPCORN** HELLO, BRANDON!

STOREFRONT SALES

Total Storefront Sales: \$750

Storefront Sales Split: Individual

Cashed Owed to Unit: \$477

Registered Shifts: Today: 17/20, Tomorrow: 0/5

SITE NAME	DATE	CITY	SHIFT STATUS	ACTIONS
Kroger - 96th St.	01/26/2019	Indianapolis	0/5	Select One GO!
Home Depot - Washington Blvd.	01/27/2019	Carmel	2/4	Select One GO!
Kroger - 96th St.	01/28/2019	Indianapolis	3/5	Select One GO!
Meijer - Whitestown Blvd.	01/29/2019	Whitestown	0/5	Select One GO!
Meijer - Whitestown Blvd.	01/30/2019	Whitestown	0/5	Select One GO!

Showing 5 of 40 Storefront Sites

INVITE YOUR SCOUTS **ORDER POPCORN** HELLO, BRANDON!

WAGON SALES

Total Wagon Sales: \$750

Cashed Owed to Unit: \$477

Unsold Scout Inventory: \$477

Total Orders: Delivered: 400, Undelivered: 50

SCOUT	WAGON SALES	CASH OWED BY SCOUT	Undelivered Orders	ACTIONS
Ethan Naviaux	\$500	\$0	1	Select One GO!
Stuart Alexander	\$500	\$250	5	Select One GO!
Brandon Williams	\$500	\$350	4	Select One GO!
Mitch Manders	\$500	\$400	0	Select One GO!
Chris Naviaux	\$500	\$450	0	Select One GO!

Showing 25 of 40 Scouts

DONATIONS & CUSTOMER RECEIPTS

American Heroes Donations

Silicon Valley Monterey Bay Council has donated popcorn to local U.S. Military installations. Popcorn is given to the VA in Palo Alto and Defense Language Institute (DLI) in Monterey each November. We invite top selling Scouts to be present for the transfer and show our troops how much we appreciate them.

Military donations are offered through individual Scout sales and online throughout the year at www.Trails-End.com. Actual product items sent vary by shipment.



Be sure to promote **POPCORN FOR OUR TROOPS**. The Unit commission on Military Donations is the same as any other product sold. Therefore, the Unit earns the same commission, but does not receive or deliver any popcorn product.

Cash Donations



Per BSA Policy on Fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. Turn in donated cash in the form of Military Donation orders – the new Trail's End App will allow you to enter any denomination.

WANT TO INCREASE YOUR INCOME & SUPPORT OUR TROOPS??? Put out a donation canister to collect change from purchases, loose change, and money from those not interested in buying popcorn. Most people will give to our soldiers even if they can't buy popcorn. Don't forget to track them in your app.

Customer Receipts

Each year the Council receives several phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. The Council recommends that you do not collect any money until you deliver the product. If you do collect money up front, give the customer a receipt (samples are provided online) with contact information and the date of when to expect delivery of their order. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. Remember: 73% of any product and 100% of all Military Donations are tax deductible.

INVENTORY, RETURNS & PAYMENT

Product Inventory

The popcorn ordered from Trail's End cannot be returned to Trail's End so it becomes the property of the Council, and then property of the unit when checked out. Returned popcorn is used to fill Take Orders and as part of our Military Donations taken to local military sites. Unit returns are limited to no more than 10% of your original Show & Sell order. The steps below will help reduce the number of returns:

- ✦ Use the SVMBC popcorn Facebook page to find units that need product, or have excess, and then use the leader portal to transfer product (accounting) to those units.
- ✦ Order your popcorn based on 2022's sale with a little bit of growth, changes on your Unit membership and using the Show & Sell Suggested Order Calculator.
- ✦ Look at your sales plan. Do you have sale booths lined up than you had last year?
- ✦ Do not give a family product that equals their goal at the start of the sale. Allot them no more than 70% until sales have been reported and paid.
- ✦ Check tracked sales weekly to assure product is being moved.
- ✦ Ask the Scout families not to fill their personal family orders first. This will provide more products for storefront and neighborhood sales. The family orders can be filled with popcorn from returns from other Scouts or the take order.
- ✦ Additional popcorn may be available throughout the course of the sale on Wednesday nights.

Council's Return Policy and Procedures

- ✦ Before any returns are made, contact your District Popcorn Kernel for possible transfers.
- ✦ Units may return up to 10% of their checked-out products (excluding chocolate items)
- ✦ Units may return full cases and partial cases.
- ✦ Returned product must be in its correct case and in SELLABLE condition. Damaged products will not be accepted.

Council Payment Policy & Procedures

- ✦ Units shall settle their accounts in full for all Show and Sell items on/before November 8th.
- ✦ Print your Trail's End Unit invoice (available in the Popcorn System under reports) before you make a payment.
- ✦ Review the Trail's End Unit invoice for accuracy. Contact Evgenia Mirfild immediately if you find a discrepancy.
- ✦ Units must submit ONE check payable to the Silicon Valley Monterey Bay Council.
- ✦ Silicon Valley Monterey Bay Council cannot accept credit cards or over the phone payments for popcorn invoices.

STEPS FOR A SUCCESSFUL UNIT SALE

Units having the greatest success in the popcorn sale have several things in common...

- ♣ Attend a Popcorn Training session in June or July.
- ♣ LEAD with Enthusiasm - This is a motivating factor for both the Scouts and their parents.
- ♣ COMMUNICATE Effectively - Make sure Scouts and parents understand the popcorn sale plan.
- ♣ Include Popcorn in your Unit Budgeting - Planning the Unit's yearly program around a budget demonstrates just how much it costs to provide a great program.
- ♣ Establish GOALS - Both the Unit and the Scouts need goals. The Unit can plan the annual program around the sale. A great sale helps enable a great program. Planning and explaining the benefits of the Scouts' goals motivates both the youth and his parents.
- ♣ EDUCATE parents of the direct benefits to them - i.e., Johnny sells \$x amount in popcorn and gets to go to camp without Mom or Dad having to open their checkbook.
- ♣ EXPLAIN benefits of this important fundraiser, including Scholarship Program, prizes, free program activities, opportunity for scouts to build confidence and learn salesmanship techniques, and how this fundraiser gives back to the Unit and the council.
- ♣ HOST a FUN and EXCITING Unit KICKOFF to provide families with all the materials and MOTIVATION for a successful sale. Review prizes and incentives. CREATE a UNIT INCENTIVE PROGRAM in addition to the Council Rewards Program. *For example, each Scout who sells \$500 gets to go to Day Camp for free, or a portion of Webelos Camp or Summer Camp is paid; top selling den / patrol gets a pizza party; sell \$800 or more and the Scout gets to pie the Cubmaster / Scoutmaster; Scout that has the highest sales each week gets a prize.*
- ♣ ESTABLISH a Customer Base – Contact last year's customers for this year's sale.
- ♣ Keep accurate records - Collect the money when popcorn is delivered. Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.
- ♣ Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters, friends, and relatives.
- ♣ FOLLOW the BSA's Fiscal Policies and Procedures regarding Individual Scout Accounts found online at www.SVMBC.org/popcorn.



UNIT POPCORN KICKOFF SUGGESTIONS

A successful popcorn kickoff is the single most important part of your popcorn sale!

Here is a kickoff plan to get you started. Customize your kickoff to suit your Unit.

Objective: Get scouts excited about what they can win. Get parents informed about why they should sell.

Sample Kickoff Agenda (40 minutes):

♣ Grand Opening (5 minutes):

- Play music, dim the lights, make a scene, and have fun!

♣ Share your Scouting program & promote upcoming adventures (10 minutes):

- Make sure families understand the benefits of selling popcorn and how it pays for their program.
- Highlight key dates that are important to the popcorn sale.

♣ Train your Scouts (20 minutes):

- Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet.
- Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order and online at Trails-End.com
- Educate them on tracking their sales through the Trail's End app and credit card processing.
- Use role playing games to practice their scripts.

♣ Showcase your Scout rewards (5 minutes):

- Introduce your unit incentive program, including Trail's End Amazon.com Rewards and Scholarship Program

♣ The Big Finish:

- Have the top sellers from last year throw pies in the faces of the leaders.
- Send everyone home motivated to sell!

***Keep it fun! Keep it moving!
Keep it short!***

SELLING DO'S AND DON'TS

- ♣ **DO:** Wear your uniform. Everybody loves to support a Scout in uniform.
- ♣ **DO:** Sell with a parent. One Scout and one parent. Two or more Scouts together will play and lose focus.
- ♣ **DON'T:** Sell after dark.
- ♣ **DO:** Act like a Scout - be polite and courteous, **wear** a smile and introduce yourself. **You are the face of Scouting.**
- ♣ **DO:** Tell your customers why you are selling popcorn and how the money will be used. Remember that you are asking for earning your way to pay for Scouting's adventures, not "selling popcorn."
- ♣ **DO:** Walk on the sidewalk and driveway, **not** through the yard. **Watch** for traffic.
- ♣ **DON'T** carry large amounts of cash with you.
- ♣ **DON'T EVER** enter anyone's house.
- ♣ **DO** take 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- ♣ **DO** know your product - all the different types of popcorn products you are selling...be prepared to answer, "Which is your favorite?"
- ♣ **DO** know the date when you will be delivering the popcorn to your customers?
- ♣ **DO** put popcorn sale articles in your school, place of worship, and community bulletins, and newsletters.
- ♣ **DO** remind your parents, grandparents, aunts, uncles, and neighbors what a great gift Trail's End Popcorn makes for teachers, friends, co-workers, etc. Also, let them know how quickly it runs out and buy enough from you to last them until next year.
- ♣ **DO** ask your friends at your place of worship if they would like to buy some Trail's End popcorn.
- ♣ **DO** ask your parents if you can go to their office or club (Rotary, Kiwanis, Lions, bowling league, hockey league, etc.), to sell. Many business leaders give holiday gifts to clients and employees and Trail's End popcorn makes a great gift.
- ♣ **DO** write a thank you note and place a copy of it on all the Trail's End popcorn you. This will benefit you next year when you call on them. Inform people about www.Trails-End.com where they can buy popcorn year-round to support you and your Scouting Unit.
- ♣ **DO** keep a copy of your Take Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail's End popcorn that they did not buy enough of!
- ♣ **STATISTICS** show 3 out of 5 houses buy Trail's End Popcorn when asked. **NOT** every house will buy so do not become discouraged. **THE MORE PEOPLE YOU ASK - THE MORE PEOPLE WILL BUY.**
- ♣ **DO SAY "THANK YOU"** whether or not someone buys popcorn!

THE SALES PITCH

- ♣ **Focus on Scouting** instead of the product.” Will you support Scouting by purchasing popcorn today?” “Will you help me go to camp by purchasing popcorn today?” Avoid asking if they would like to ‘buy popcorn’, **if they just wanted to buy popcorn, they could get it cheaper in a store.**
- ♣ **People buy popcorn to support** the Scout in front of them.
- ♣ **Be specific about how the money will be used.** People are more willing to purchase if they know where the money is going. (73% of the money directly supports scouts in the Silicon Valley Monterey Bay Council to provide needed funds for camping, leadership development and staffing).
- ♣ **Maintain eye contact.** If the customer is not looking at you or you are not looking at them, somebody is not paying attention.
- ♣ **Be polite.** Use ‘Sir’ and ‘Ma’am’ when addressing potential donors.
- ♣ Don’t ask people IF they will buy – **ask at which level they would like to support your Scout program** with the various popcorn products and prices representing the various levels.
- ♣ **Offer higher-priced products first** to generate more program revenue.
- ♣ **Dietary restrictions?** –suggest *Popcorn for The Troops* donation or holiday gifts for teachers or coworkers.
- ♣ **Have the Scouts practice the pitch** until they don’t have to think about what they are going to say.
- ♣ **Most people do not buy because they were not asked...**80%+ will buy popcorn when asked.
- ♣ Over 90% of people who buy popcorn from a Scout have made up their mind to support Scouting before they have even seen what the Scout is selling!
- ♣ **Say THANK YOU – even if only for their time.**

Note: Adults should be prepared to deal with people who espouse a political agenda. Our scouts don’t need to be exposed to this, so consider how to quietly defuse a situation. Do not get into an argument with the individual, simply affirm their right to hold an opinion and thank them for their thoughts.

Sample Sales Script

Hi, my name is _____ (say first name only). I’m a Cub Scout with Pack _____.

We are raising money for our pack by selling popcorn. By buying popcorn today, you’ll be helping me earn my way to camp next summer and do fun things with my pack all year long. More than 73% of your purchase directly supports Scouting in the Silicon Valley Monterey Bay Council.

(Hand the customer the Take Order form and a pen, or at a Show and Sell, point out a high-cost product).

Which product would you like to buy, or would you rather send popcorn to our military?

You’ll help us, won’t you? Thank you for your support of Scouting!

FALL POPCORN SALE CHECKLIST

June

- ☐ Recruit a Unit Popcorn Kernel and give them this guide. Have them attend a New Kernel training in early June.
- ☐ Discuss your Unit's budget with your Committee to set a Unit popcorn goal.
- ☐ Register your Unit for the annual fall popcorn sale online at www.SVMBC.org/popcorn.

July

- ☐ Attend Unit Popcorn Kernel training. Refer to the SVMBC popcorn site for scheduled training.
- ☐ Learn and understand the Council's commission structure.
- ☐ Decide with your Unit leaders how much popcorn to allot each family for Show & Sell throughout their neighborhoods and places of business.
- ☐ Connect Trail's End account with Square through the Trail's End Popcorn System.

August/September

- ☐ Logon to www.scouting.trails-end.com and follow the online instructions to order your popcorn. Remember, if this is your first time, to start small. The Council has extra product on hand if you need more than you originally planned on. Please note that you can only order and return Show & Sell / Deliver popcorn in full cases and returns cannot exceed 10% of your original amount.
- ☐ Pass out Take Order forms to all the youth.
- ☐ Host a Unit Kickoff Event. Make it fun and create excitement for the Scouts and parents. Emphasize the importance of the sale to parents and the benefits they can receive. Make sure everyone is aware of deadlines for returning popcorn and tracking every sale.
- ☐ Create a sign-up sheet or use the Trail's End App to assign Show and Sell booths to your Scouts.
- ☐ Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts must be in Class A uniform while they are selling.
- ☐ Check the Council popcorn page and sign up for a pick-up slot for your order. Be sure to bring a large enough vehicle to haul your order and be on time to ensure timely distribution.
- ☐ Store products in a cool and clean location to keep sweeter, coated items from melting and prevent damage. The Unit assumes all liability for the product once it is received.
- ☐ Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location. Have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold product. This product should be used by Scout families for Show & Sell / Deliver throughout their neighborhoods and places of business.

October

- ☐ Share and post a chart with your Unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart. Each week show the Unit goal chart and check on your Scouts' progress. Present weekly prizes or incentives.
- ☐ After the final week of sales, collect all unsold Show & Sell/Deliver popcorn from the Scouts.
- ☐ Collect any paper take order forms with order that have not been tracked through the app.
- ☐ Use extra Show & Sell products to fill take orders. Popcorn can only be returned in full cases and returns cannot exceed 10% of your original order amount.
- ☐ Finalize Take Order in the Trail's End Popcorn System.

November

- ❑ Pick up your Take Order popcorn. Check the Council popcorn page and sign up for a pick-up slot for your order.
- ❑ Store products in a cool and clean location to prevent chocolate items from melting or other damage. The Unit assumes all liability for the product once it is received.
- ❑ Distribute popcorn to your Scouts at a pre-scheduled time and location. Scout packing slips can be printed from the Trail's End Popcorn System.
- ❑ Schedule a payment deadline for all Scout families to have their money turned in. All checks should be made payable to your Unit.... NOT the Council as you assume all liability for accounts with insufficient funds. This date should be at least one week prior to the Council's payment deadline to ensure adequate time for the Unit Popcorn Kernel to get a check from the Unit Treasurer. Prompt payment should be made to the Silicon Valley Monterey Bay Council to avoid a late fee.
- ❑ Print your Unit invoice to assure you are not overpaying or underpaying Silicon Valley Monterey Bay Council.

December

- ❑ Celebrate your Scouts' achievements.

SHOW & SELL BOOTH CHECKLIST

- ☐ Pack items that you will need for the sale: popcorn, smart phone with charger, banners, tables, chairs, canopy, change, patriotic box/can for military donations, pens, schedule, water bottle, etc.
- ☐ Arrive early and check in with the store manager to find out any necessary information about the location. If there is a Unit already selling at the location, please do not confront the store manager. Politely approach the Unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.
- ☐ Set up products and site in an organized fashion. Keep the site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of business or in their dumpster. This will make your presentation look better and strengthen your Unit's relationship with the location.
- ☐ As your parent/Scout shift shows up, make sure the table is set up and they know how to take orders with the app.
- ☐ Always maintain two-deep leadership.
- ☐ Let the Scouts do the selling. It's easy for adults to say no to adults, but very tough to say no to Scouts in uniform.
- ☐ Checks should be made payable to your Unit.... NOT the Council as you assume all liability for accounts with insufficient funds.

REMEMBER: You are not selling popcorn, never ask "Would you like to buy some popcorn"

SUPPORT SCOUTING

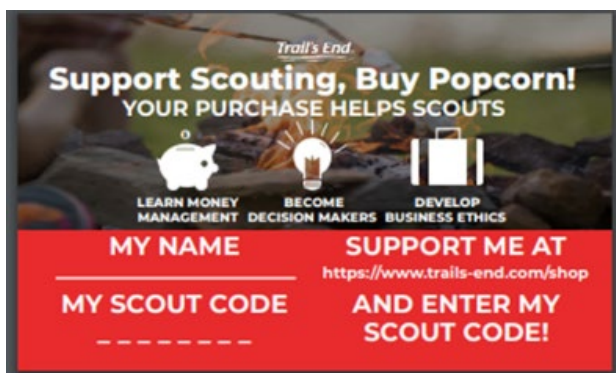
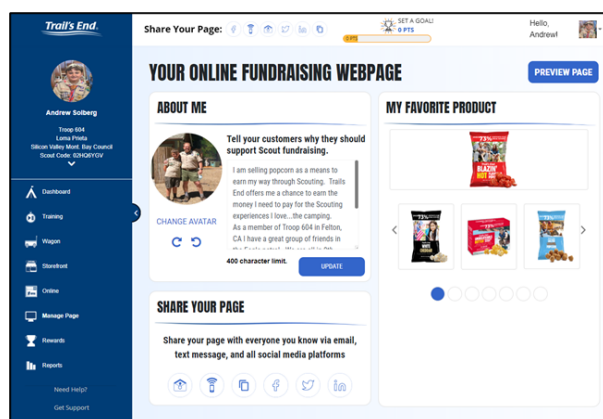
ONLINE SALES

Online Sales, also known as Online Direct, are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts start by setting up their Trails End account by downloading the Trails End App. After that there are two main ways to be successful in selling products online.

The first Online Sales method is done solely with the use of a computer or smartphone. A Scout will share their fundraising page via email, social media, and/or text message. Customers will pick their product and pay via credit/debit securely, and the product ships directly to them from Trails End.

The other great Online method is face-to-face. In this system a Scout will walk a neighborhood or see neighbors and present a business card or door hanger to the presumptive customer. The Scout has the ability to speak and ask for the customer's support. The door hanger contains instructions on how the customer may purchase online. Once again customers will pick their product and pay via credit/debit securely, and the product ships directly to them from Trails End.

Occasionally, face-to-face a customer will make a cash donation instead. This can simply be recorded in the app/Scout account as a Military/Hero donation, for which the Scout gets credit.



BUDGET PLANNER

Ideal Year of Scouting

Annual Activity Planner and Popcorn Goal Setter

Fillable form with calculations at

Enter all activities and per scout costs for your unit for the next 12 months; Enter the number of scouts in your unit; Enter your unit commission % to be earned in the popcorn sale; Your unit's and each scout's popcorn sales goal will calculate automatically. *Note...fill in the shaded boxes only.					
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	

IDEAL YEAR OF SCOUTING 12 MONTH ACTIVITIES' TOTAL

(Total Cost' for each month added and multiply by number of Scouts)

Unit Popcorn Sales Goal

(12 month total divided by 0.35)

per Scout Popcorn Sales Goal

(12-month total divided by # of Scouts)

Potential Unit Commission

(Unit sales goal multiplied by 0.35)