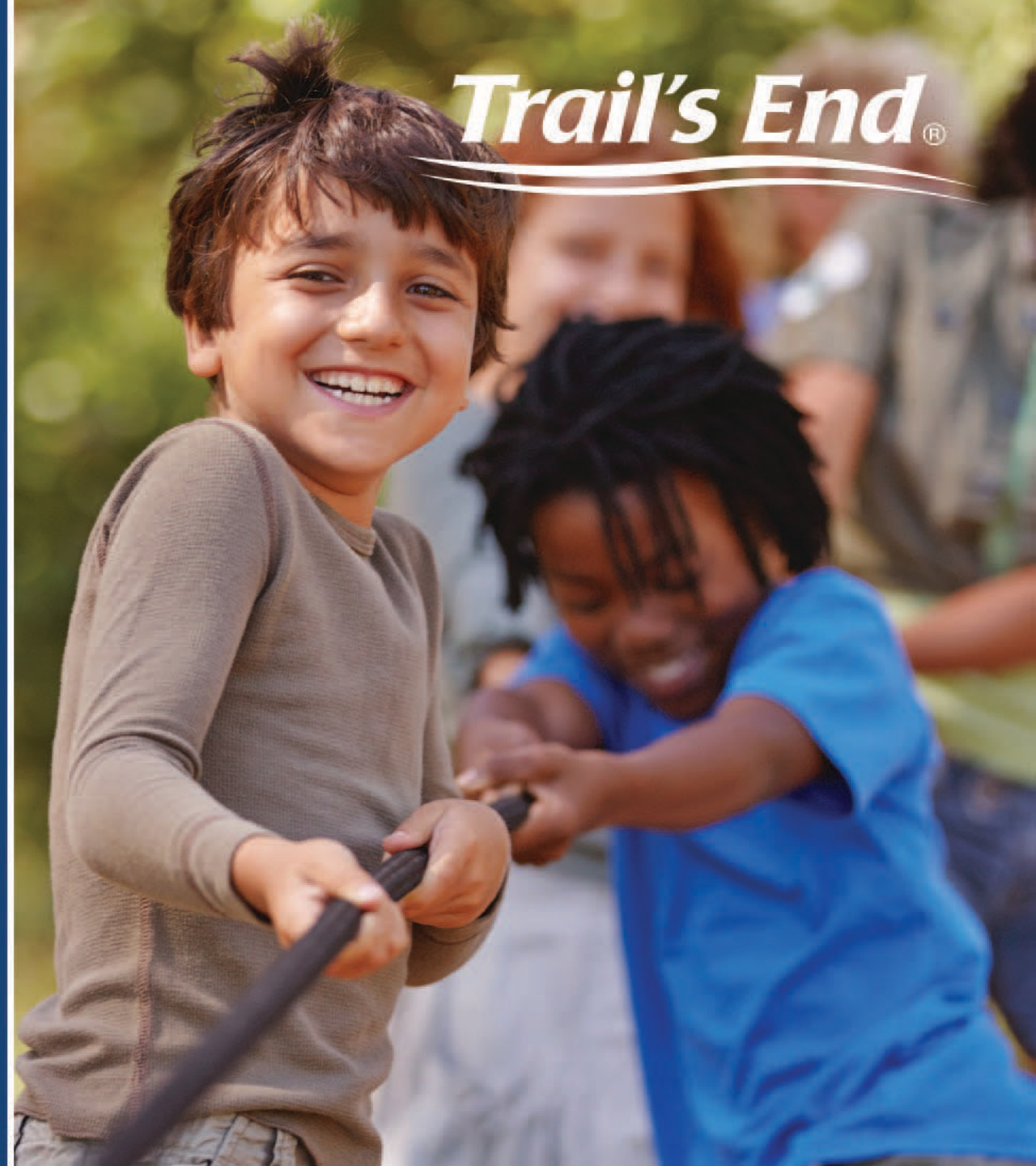


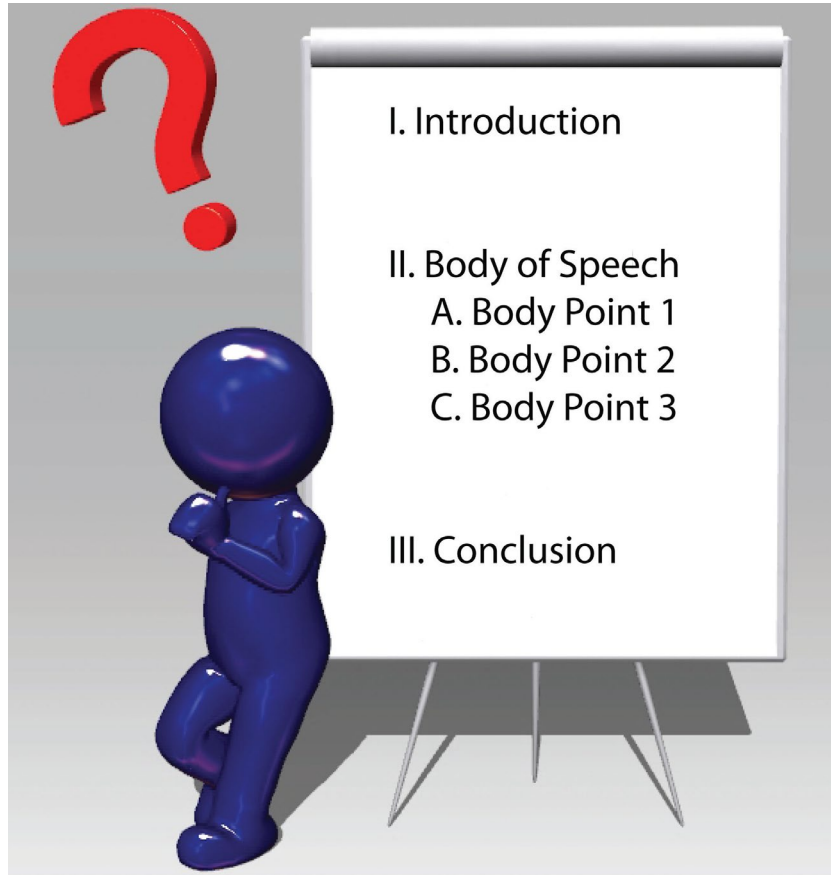
**Council
Popcorn Kickoff**

**Silicon Valley
Monterey Bay Council
July 2022**



TODAY'S LEARNING OBJECTIVES?

Trail's End®



1. Build your sales plan
2. Communicate your plan
3. Manage your plan
4. Council Sales Plan
5. Resources
6. Questions

Why Popcorn?



- Fund your unit's program
- Character development
- Awesome Rewards
- Improve our camps and council resources
- More adventures, less time fundraising!

OVER **\$4 BILLION** returned to your programs SINCE 1980

Popcorn = Program



Fund all your program related expenses and activities that you want your Scouts to enjoy this year, through Popcorn.

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Hikes
- Christmas Party
- Blue & Gold Banquet
- Pinewood Derby
- Meeting Supplies & Equipment
- and more...

Unit Goal: \$25,000 **Scout Goals:** \$1,000 (each)

Text **MYPLAN** to 62771 to download: How to Sell \$1,000 in under 8 hours

Fund Your Year



FUND YOUR YEAR!

HOW TO SELL OVER \$1000 IN UNDER 8 HOURS



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.



STOREFRONT: Sign up and sell for at least 4 hours. The average Scout sells over \$125/hr at storefronts!

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

$\$125$
 $\times 4hr$

 $\$500$



ONLINE DIRECT: Utilize the Autoshare feature to ask prior customers and phone contacts to support your adventures again. The average customer orders over \$65 when they order Online!

Pro Tip, share your fundraising page through social media, and tag your family and friends!

$\$65$
 $\times 5$

 $\$325$



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

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

$\$100$
 $\times 3hr$

 $\$300$

TOTAL SALES OVER \$1,125



STEP ONE- BUILD YOUR PLAN



Step 1

STEP ONE- BUILD YOUR PLAN

Trail's End®



- Why is your unit selling popcorn?
- Is it part of the unit program plan?

Start with a Program Planning Meeting

- What is the calendar of activities
- What is the budget
- How much do we NEED to raise from Popcorn?

STEP ONE- BUILD YOUR PLAN



Plan your work

What is the goal?

Who is in charge?

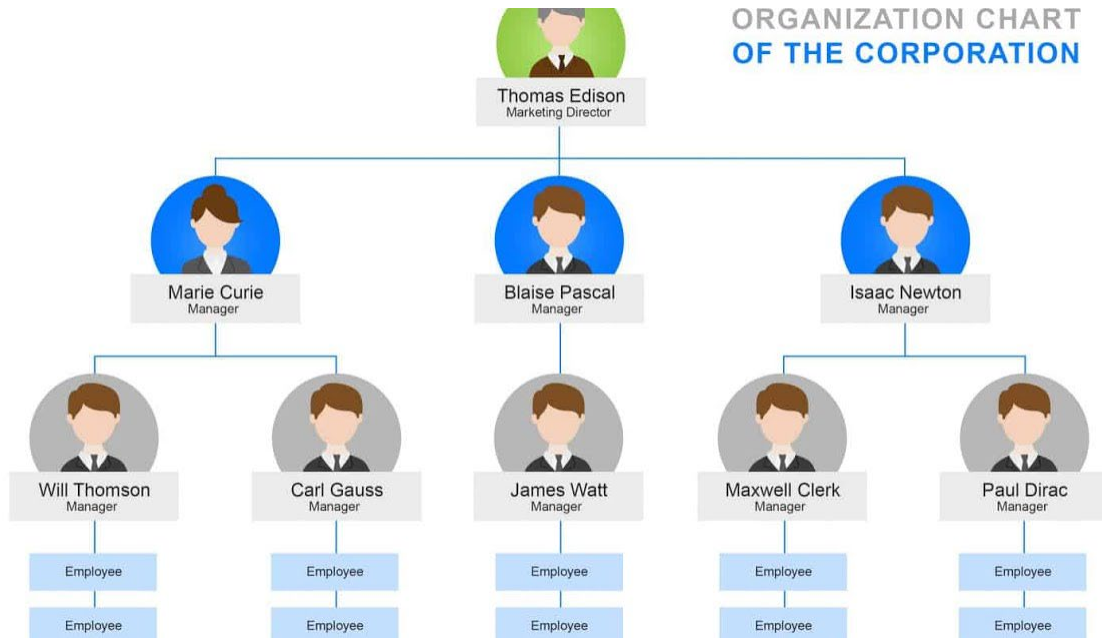
How many people do you need?

When do you start?

What tools do we have available?

What is the communication plan?

How do you make it fun?



STEP ONE- BUILD YOUR PLAN



MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	Online Direct sales 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 Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page 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 Scouts can fundraise year-round!
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STOREFRONT SALES	Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.

THIS YEAR'S PLAN: Methods



MULTIPLE WAYS FOR SCOUTS TO SELL

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THIS YEAR'S PLAN:

Trail's End®



Login at:

www.Trails-End.com
with your Trail's End Leader
account.

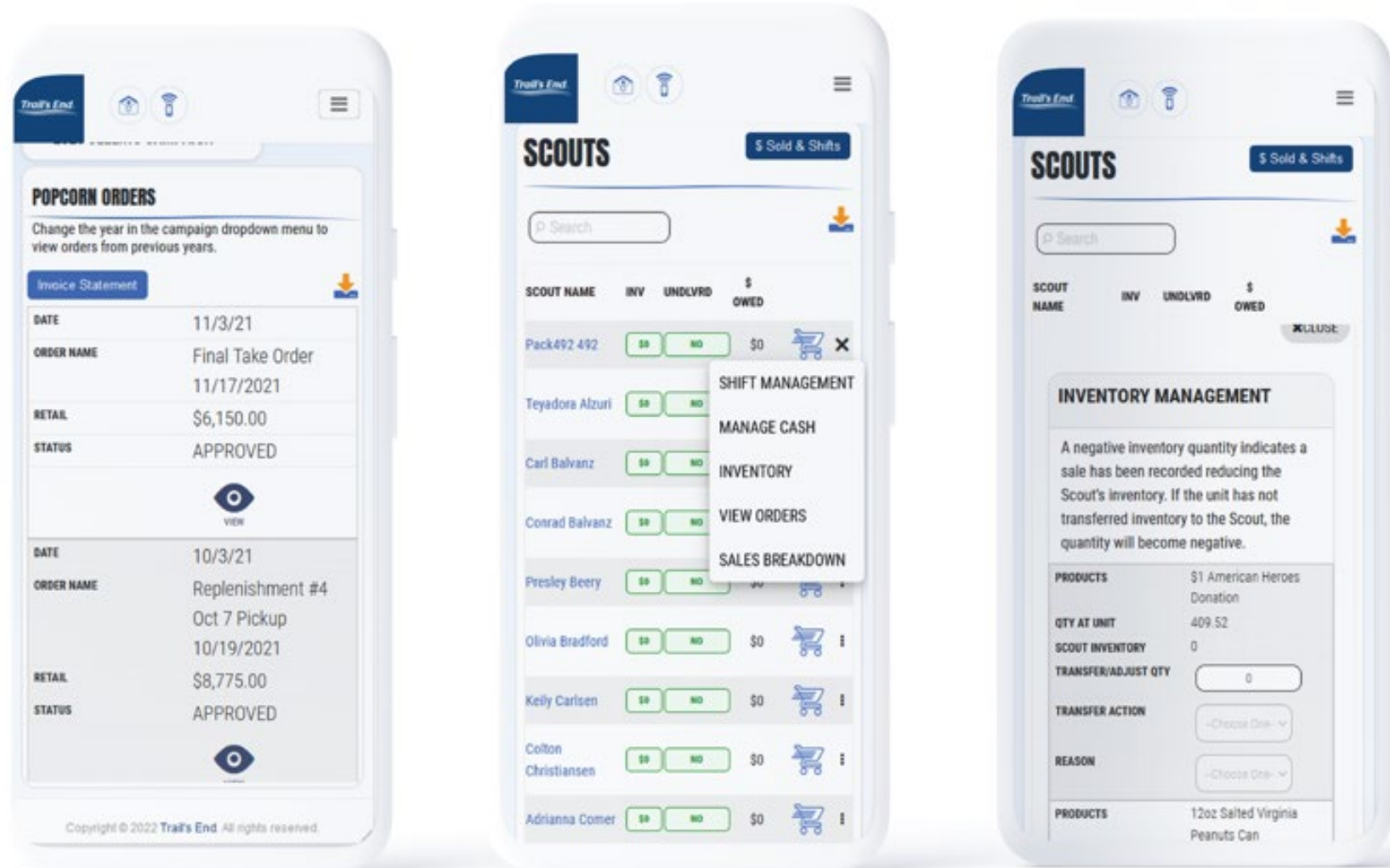
Get Connected and Log In

- Download App if you haven't already
- An account from last year will work again
- Log In works on App and Desktop
- The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.



THIS YEAR'S PLAN:

Trail's End®



All functionality built for mobile

THIS YEAR'S PLAN:

Trail's End®



AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

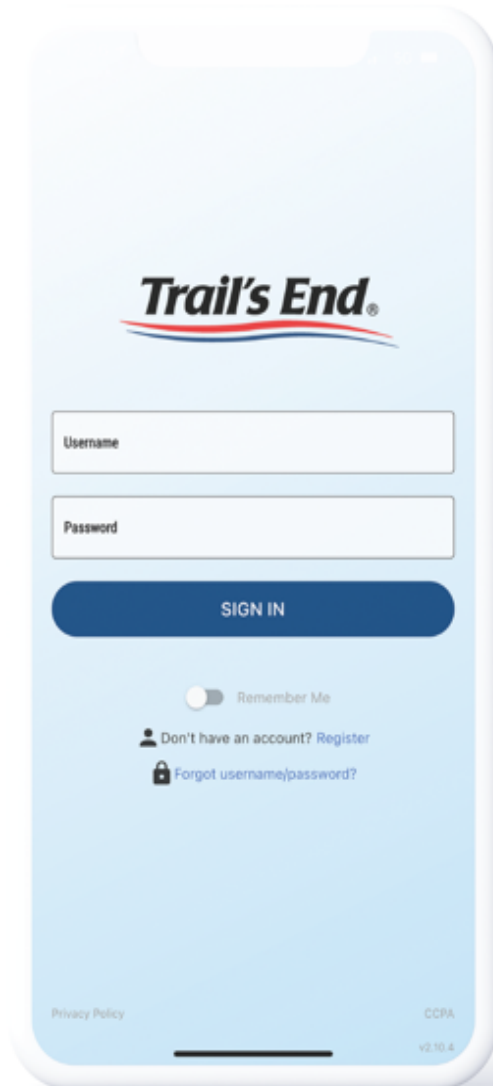
- Council
- District
- Unit

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.

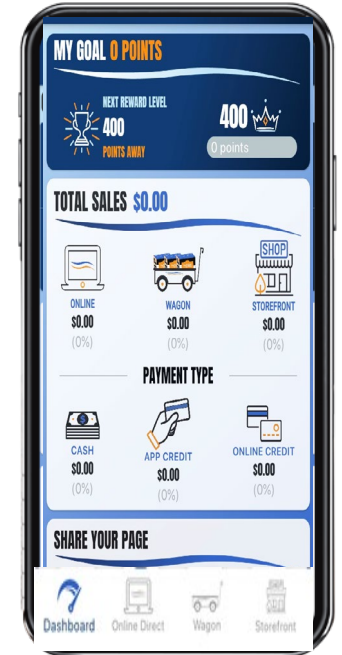
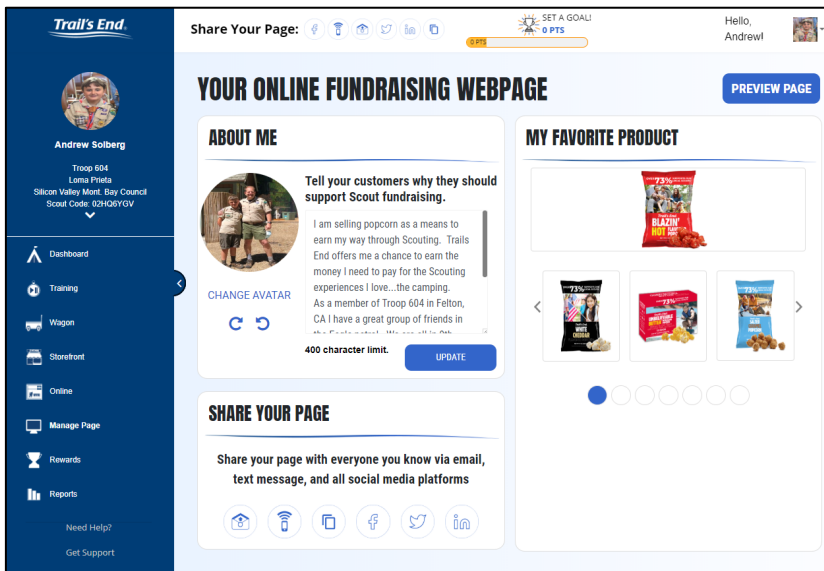


THIS YEAR'S PLAN: Online Sales

Trail's End

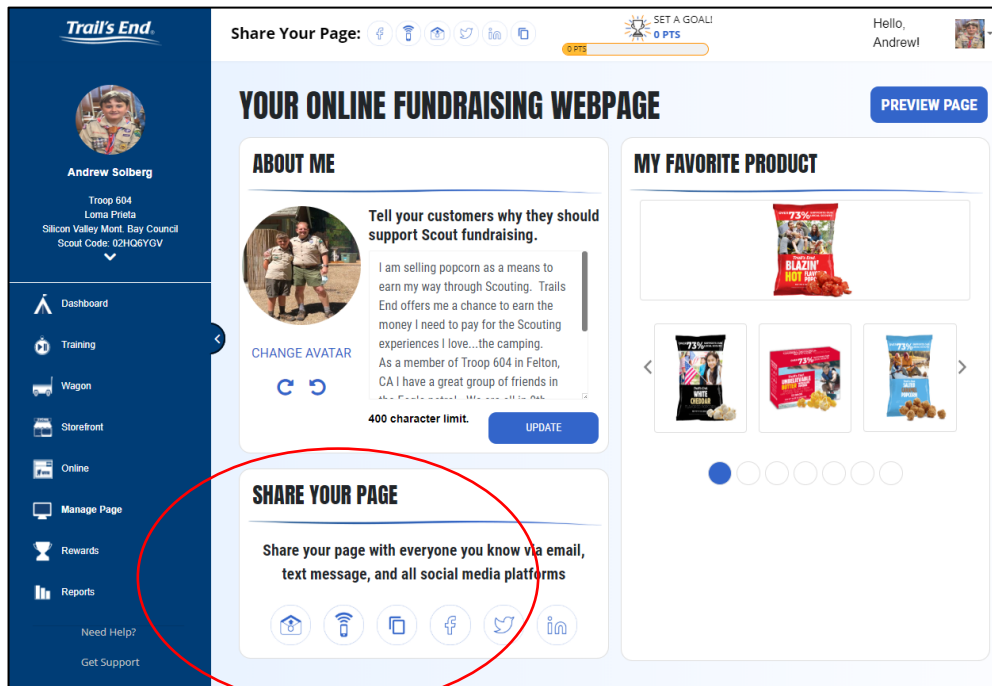


- Change your avatar- use a picture of you in uniform
- Fill in “Why people should support you”
- Pick your favorite product
- Upload pictures of yourself doing things

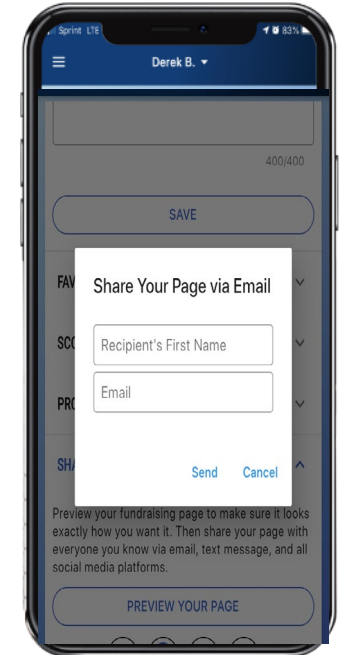


THIS YEAR'S PLAN: Online Sales

Trail's End



- Share from within platforms
- Send direct emails
- Send direct texts
- Post on Social Media
 - Facebook
 - Twitter
 - Discord etc



THIS YEAR'S PLAN: Methods



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THIS YEAR'S PLAN: Wagon Sales *Trail's End*



THIS YEAR'S PLAN: Wagon Sales *Trail's End*[®]



DOOR TO DOOR

- Neighbors
- \$28 Avg. Transaction, \$200/hr

FRIENDS, FAMILY, WORKPLACE

- Door to Door
- Friends & Family, Workplace

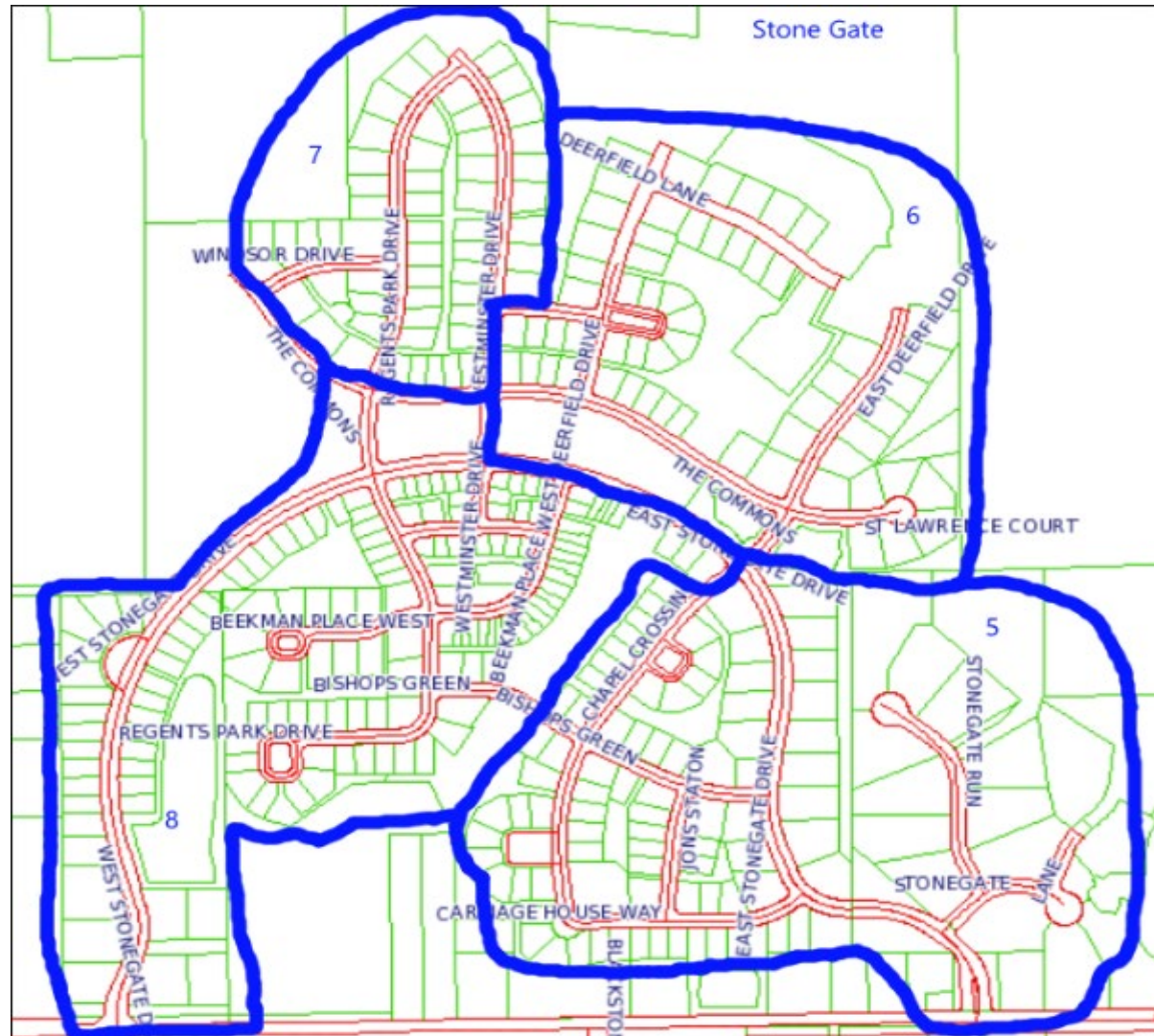
BLITZ DAYS

- Dens & Patrols are assigned neighborhoods
- Top Selling Den incentive
- Social gathering after



THIS YEAR'S PLAN: Wagon Sales

Trail's End®



THIS YEAR'S PLAN: Wagon Sales



SAVE TIME MANAGING YOUR SALE!

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and schedule Scouts for storefronts.



FREE CREDIT CARD PROCESSING

Powered by Square | Paid by Trail's End

- Every Scout, every sale will receive free payment processing.
- Square is the leading credit card solution for units.
- Compatible with all Square Readers (not required to take credit cards).



SIMPLER AND SMOOTHER INTERFACE

- NEW and IMPROVED in 2022!
- Storefront and shift management.
- NEW 'text order/cart' feature for socially distant payments.
- Scout families can turn in cash payments via credit card.



THIS YEAR'S PLAN: Methods



MULTIPLE WAYS FOR SCOUTS TO SELL

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THIS YEAR'S PLAN: Store Front



Store Front

- All Store Scheduling done by Trails End
- Pick your stores from Leader Portal

Find Spots By Date					<input checked="" type="checkbox"/> Hide Past Spots <input type="checkbox"/> Hide Full Spots	
Aug 18, 2018						
▼ Sat Aug 18, 2018					4 of 15 Filled	
SPOT	TIME	FILLED	PARTICIPANTS			
> RALPHS - EASTVALE 12660 Limonite Ave, Eastvale, ...	10:00am – 12:00pm	1 of 1	💬 (0)	OP	FULL	
> WALMART - CHINO 3943 Grand Ave, Chino, CA 91...	10:00am – 12:00pm	1 of 1	💬 (0)	OP	FULL	
> WALMART - CHINO 3943 Grand Ave, Chino, CA 91...	10:00am – 12:00pm	1 of 1	💬 (0)	OP	FULL	
> RALPHS - EASTVALE 12660 Limonite Ave, Eastvale, ...	12:00pm – 2:00pm	1 of 1	💬 (0)	OP	FULL	
> WALMART - CHINO 3943 Grand Ave, Chino, CA 91...	12:00pm – 2:00pm	0 of 1	💬 (0)		SIGN UP	
> WALMART - CHINO 3943 Grand Ave, Chino, CA 91...	12:00pm – 2:00pm	0 of 1	💬 (0)		SIGN UP	
> RALPHS - EASTVALE 12660 Limonite Ave, Eastvale, ...	2:00pm – 4:00pm	0 of 1	💬 (0)		SIGN UP	

THIS YEAR'S PLAN: Store Front



Trail's End

Jared Shepherd

Pack 15
Timpanogos
Crossroads of the West Council



Dashboard



Unit Info



Training



Storefront Management



Storefront Reservations

Invite Your Scouts



ORDER POPCORN

GOAL PROGRESS



SET A GOAL!

\$0

\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SCOUTS



THIS YEAR'S PLAN: Store Front

Trail's End[®]



Store Front

- Scalable – More Scouts, More Shifts
- One Scout per Shift (2 Hours)
- \$250 per Shift Average
- Maximize Sales Per Scout Hour
- Train Scouts & Parents
- Presentation Matters



THIS YEAR'S PLAN: Store Front



Storefront process available Friday July 22nd. Schedule below.

***Storefront Claiming Schedule:**

Friday, July 22nd - \$10K & above Units, 5 Reservations within District

Sunday, July 24th – All Units, 10 Reservations within District

Tuesday, July 26th – All Units, Unlimited Reservations within Council

STEP TWO- COMMUNICATE THE PLAN *Trail's End*®



Step 2

STEP TWO- COMMUNICATE THE PLAN *Trail's End*®



KICKOFF

SCOUT MOTIVATION

PARENT BUY-IN

REGULAR COMMUNICATION

STEP TWO- COMMUNICATE THE PLAN *Trail's End*



PLAN YOUR UNIT KICKOFF

1. **Text KICKOFF to 62771 to download the kickoff presentation template.**
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year's Scouting 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 Scout's 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 Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts 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 Scouts 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.

STEP TWO- COMMUNICATE THE PLAN *Trail's End*®





SCOUT 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 Cub Scout Pack 38."
 - b. Let people know what you are doing.

"I'm earning my way to NASA Space Camp. All of the popcorn is delicious and you'll help fund my many adventures in Scouting."
 - c. Close the sale.

"Can I count on your support?"
4. Credit card sales are best for Scouts. Tell your customers, "We prefer credit/debit!"
5. Be polite and always say "Thank You", even if the customer does not buy.

KICKOFF

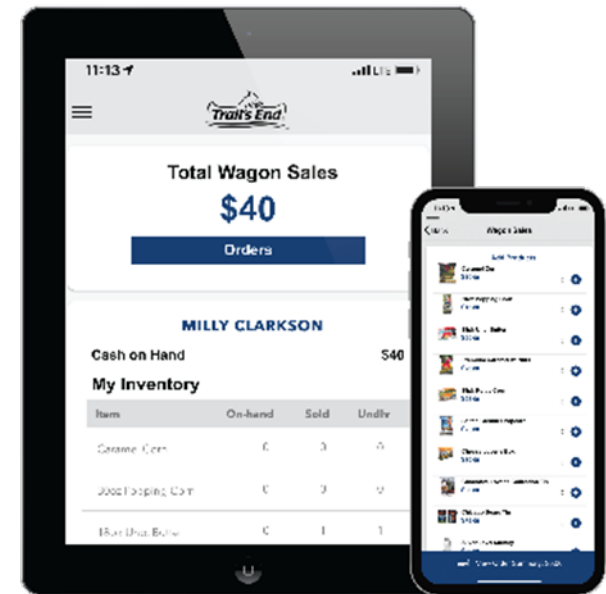
Trail's End[®]



ALL FAMILIES USE THE APP

- Record all Sales
- Manage your inventory
- Schedule your workforce
- Take Credit Cards

TAKE CREDIT CARDS !





SCOUT MOTIVATION

- Every Scout Sells
- Set a Goal For Each Scout
- Prizes

STEP TWO- COMMUNICATE THE PLAN *Trail's End*



SCOUT MOTIVATION

Make Top Sellers

- Incentive – High Traffic Stores
- Requirement – More Shifts
- Pledge – Scout & Parent Signed



Top Seller Pledge

I am committing to being a Top Seller this year. I will sign up for at least 10 Popcorn Shifts. I will represent the principles of Scouting, and will always do my best.

Scout Signature: _____

Parent Signature: _____

Scout Name: _____

Den #: _____

STEP TWO- COMMUNICATE THE PLAN *Trail's End*



SCOUT MOTIVATION

SCOUTS BUY THE PRIZES THEY WANT WITH AN AMAZON.COM GIFT CARD

Amazon.com Gift Cards are claimed on the Rewards page within the Scout's account in the app and Trails-End.com when certain sales levels are reached and approved by a unit leader.



BENEFITS FOR SCOUTS

- **Higher prize value** than other fundraisers
- **Millions of prizes** to choose on Amazon.com
- **Prizes delivered directly to your door** faster than ever before

TRAIL'S END REWARDS



BUY THE PRIZES YOU WANT WHEN YOU EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS

- You get to buy the prizes you want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and Online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivated kids through the app.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

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! Earn Easier! No need to write in orders!
1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront)
1PT Per \$1 Sold Cash and Online Direct

STEP TWO- COMMUNICATE THE PLAN *Trail's End*



SCOUT MOTIVATION

In addition to the Trail's End Rewards program, your Scouts can earn the following:

- Top 100 sellers attend the TOP 100 CLUB (formerly Big Spin)



- All sellers over \$1,750 attend private screening of a movie in December

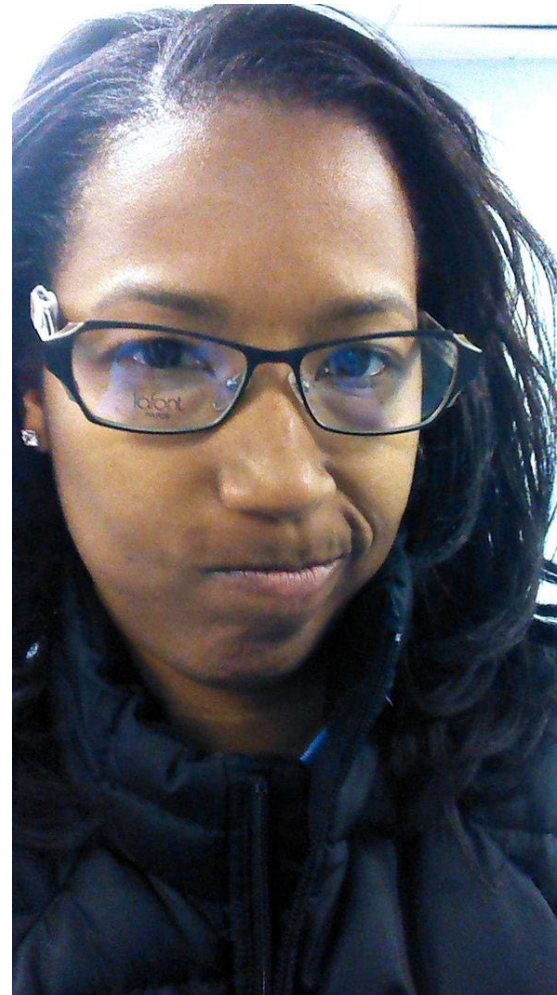
STEP TWO- COMMUNICATE THE PLAN *Trail's End*®



Earn Parent Buy-In

WIIFM

- What's
- In
- It
- For
- Me



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STEP TWO- COMMUNICATE THE PLAN *Trail's End*®



Earn Parent Buy-In

- Scout's Personal Growth
- One Fundraiser, No Dues
- 8 Hours Per Year
- It's what we do
- Make It Easy



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STEP TWO- COMMUNICATE THE PLAN *Trail's End*



REGULAR COMMUNICATION

vFrom: main@Troop286.groups.io <main@Troop286.groups.io> **On Behalf Of** Brian Kraje

Sent: Wednesday, May 5, 2021 12:12 PM

To: troop286@groups.io

Subject: [Troop286] Are you kidding me? It's only May and Mr. Kraje is chirping about popcorn?!

Yah that's right 286! This is the time of the year when the early bird gets the whole enchilada. Wait, what? 😊

No pressure to sell, but if you feel like making some bank, we got probably the best promos we'll see all 2021, going on right now.

Trails End is giving you 3X points for any Online Direct sale through 5 PM May 16. And if any single order comes in at \$100 or more, you get 100 more points added in, every time, through 5 PM May 31. So? Well, if you make it to the highest-selling Trail's End Rewards tier this year, that's up to 40 cents right back to you in Amazon cards for every dollar you move, right now. I can't say for sure, but my gut is we won't see this level of points flying out the door for the rest of the year.

STEP TWO- COMMUNICATE THE PLAN *Trail's End*



REGULAR COMMUNICATION

1. Reference Document for Sale Details
2. Each Scout's Goal and Family Commitment
3. Confirm Store Shifts
4. Update/Remind of Schedule Dates
5. Update on progress in sale

STEP THREE- MANAGE YOUR SALE



Step 3

STEP THREE- MANAGE YOUR SALE

Trail's End®



STEP THREE- MANAGE YOUR SALE



SAVE TIME MANAGING YOUR SALE!

- www.trails-end.com
- Manage your unit's sale ALL in one place!
- Order Popcorn; easy prize submission; set your unit/Scout goal
- Invite your Scouts to register; manage Scout roster
- View real-time sales, inventory, and cash management
- UNIT to UNIT product transfers
- Create, schedule, and manage storefront sites and shifts



STEP THREE- MANAGE YOUR SALE



LEADER PORTAL

Order popcorn

Steve Solberg
Troop 004
Loma Prieta
Silicon Valley Mont. Bay Council

Dashboard

Unit Info

Training

Storefront Management

Storefront Reservations

Popcorn

Popcorn Orders

Transfers & Returns

Rewards

Acct. Summary

Reports

Join Our Community!

Webinar Registration

Invite Your Scouts

ORDER POPCORN

Hello, Steve!

2021 SELLING CAMPAIGN

GOAL PROGRESS

SET A GOAL!

\$0

\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES

STOREFRONT

\$0
(0%)

WAGON

\$0
(0%)

ONLINE

\$0
(0%)

PAYMENT TYPE

CASH

(0%)

APP CREDIT

\$0
(0%)

ONLINE CREDIT

\$0
(0%)

STOREFRONT SHIFTS

0 OF 0 STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS

3

AVERAGE SALES PER SCOUT

\$0.00

NUMBER OF ORDERS

SCOUTS

Search

SCOUT NAME	STOREFRONT HRS	TOTAL SALES	TOTAL REWARDS POINTS	INVENTORY?	CASH OWED	SCOUT POINTS GOAL
Tyler D...	0 / 0	0	0	...	0	0

STEP THREE- MANAGE YOUR SALE



LEADER PORTAL

Set Goal

Trail's End

Steve Solberg

Troop 004
Loma Prieta
Silicon Valley Mont. Bay Council

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2021 SELLING CAMPAIGN

GOAL PROGRESS

SET A GOAL!

\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES

STOREFRONT
\$0
(0%)

WAGON
\$0
(0%)

ONLINE
\$0
(0%)

PAYMENT TYPE

CASH
(0%)

APP CREDIT
\$0
(0%)

ONLINE CREDIT
\$0
(0%)

STOREFRONT SHIFTS

0 OF 0 STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS

3

AVERAGE SALES PER SCOUT

\$0.00

NUMBER OF ORDERS

SCOUTS

Search

SCOUT NAME	STOREFRONT HRS	TOTAL SALES	TOTAL REWARDS POINTS	INVENTORY?	CASH OWED	SCOUT POINTS GOAL
Tyler D...	0 / 0	0	0	...	0	0

STEP THREE- MANAGE YOUR SALE



LEADER PORTAL

Claim Shifts

Steve Solberg

Troop 004

Loma Prieta

Silicon Valley Mont. Bay Council

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GOAL PROGRESS

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\$0

KEEP ON PUSHIN!

YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES

STOREFRONT

\$0

(0%)

WAGON

\$0

(0%)

ONLINE

\$0

(0%)

PAYMENT TYPE

CASH

(0%)

APP CREDIT

\$0

(0%)

ONLINE CREDIT

\$0

(0%)

STOREFRONT SHIFTS

0 OF 0

STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS

3

AVERAGE SALES PER SCOUT

\$0.00

NUMBER OF ORDERS

SCOUTS

Search

SCOUT NAME	STOREFRONT HRS	TOTAL SALES	TOTAL REWARDS POINTS	INVENTORY?	CASH OWED	SCOUT POINTS GOAL
Tyler D...	0 / 0	0	0	...	0	0

STEP THREE- MANAGE YOUR SALE



LEADER PORTAL

Add Scouts

Invite Scouts to
Sell referring to
Icon Unit Info

Trail's End

Steve Solberg

Troop 004
Loma Prieta
Silicon Valley Mont. Bay Council

Dashboard

Unit Info

Training

Storefront Management

Storefront Reservations

Popcorn

Popcorn Orders

Transfers & Returns

Rewards

Acct. Summary

Reports

Join Our Community!

Webinar Registration

Invite Your Scouts

ORDER POPCORN

2021 SELLING CAMPAIGN

GOAL PROGRESS

SET A GOAL!

\$0

\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES

STOREFRONT
\$0
(0%)

WAGON
\$0
(0%)

ONLINE
\$0
(0%)

PAYMENT TYPE

CASH
\$0
(0%)

APP CREDIT
\$0
(0%)

ONLINE CREDIT
\$0
(0%)

STOREFRONT SHIFTS

0 OF 0 STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS

3

AVERAGE SALES PER SCOUT

\$0.00

NUMBER OF ORDERS

SCOUTS

SCOUT NAME

STOREFRONT HRS

TOTAL SALES

TOTAL REWARDS POINTS

INVENTORY?

CASH OWED

SCOUT POINTS GOAL

STEP THREE- MANAGE YOUR SALE



LEADER PORTAL

**Order Prizes
referring to icon
Rewards**

Steve Solberg
Troop 004
Loma Prieta
Silicon Valley Mont. Bay Council

Dashboard

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SCOUTS

SCOUT NAME	STOREFRONT HRS	TOTAL SALES	TOTAL REWARDS POINTS	INVENTORY?	CASH OWED	SCOUT POINTS GOAL
Tyler D...	0 / 0	0	0	...	0	0

STEP THREE- MANAGE YOUR SALE



LEADER PORTAL

Get Your Invoice

Get Your Money

Trail's End


Steve Solberg
Troop 604
Loma Prieta
Silicon Valley Mont. Bay Council

Dashboard
Unit Info
Training
Storefront Management
Storefront Reservations
Popcorn
Popcorn Orders
Transfers & Returns
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0 OF 0 STOREFRONT SHIFTS CLAIMED


TOTAL SCOUTS

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AVERAGE SALES PER SCOUT

 \$0.00

NUMBER OF ORDERS



SCOUTS

SCOUT NAME	STOREFRONT HRS	TOTAL SALES	TOTAL REWARDS POINTS	INVENTORY?	CASH OWED	SCOUT POINTS GOAL
Tyler Reed	0 / 0	0	0	NO	0	0

STEP THREE- MANAGE YOUR SALE



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.

FOUR- COUNCIL SALES PLAN

Trail's End®



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FOUR- COUNCIL SALES PLAN

Trail's End®



**Silicon Valley Monterey Bay Council
Boy Scouts of America
2022 Popcorn Leaders Guide**

Updated 6/01/2022









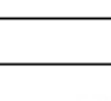

FOUR- COUNCIL SALES PLAN

Trail's End®



CALENDAR

POPCORN PROGRAM CALENDAR 2022

June 8	South Kickoff- New Kernels	
June 11	North Kickoff- New Kernels	
June 30	Online Commitment Deadline	
July 18-20	Popcorn Kickoff/Fall Program Kickoff	
	SHOW and SELL	
August 5	Orders Due Online	
August 26	Distribution	
September 1	Popcorn Resupply #1	
September 8	Popcorn Resupply #2	
September 15	Popcorn Resupply #3	
September 22	Popcorn Resupply #4 and Popcorn Amnesty Day	
September 29	Popcorn Resupply #5	
October 6	Popcorn Resupply #6	
October 13	Popcorn Resupply #7 and Popcorn Return	
	Final Order (formerly known as Take Order)	
October 14	Units order America Heroes due online	
October 20	Payment due & Scout Prizes can be submitted (to get in time for Black Friday!)	
October 31	Online sales scorekeeping ends for prize calculation. Keep selling though	
November 3	Take Order Distribution to Units	
November 28	Take Order Payment Due	
December TBA	Top 100 Club Event	

FOUR- COUNCIL SALES PLAN

Trail's End®



CALENDAR

POPCORN PROGRAM CALENDAR 2022

June 8	South Kickoff- New Kernels
June 11	North Kickoff- New Kernels
June 30	Online Commitment Deadline
July 18-20	Popcorn Kickoff/Fall Program Kickoff
	SHOW and SELL
August 5	Orders Due Online
August 25	Start of Season
September 1	Popcorn Resupply #1
September 8	Popcorn Resupply #2
September 15	Popcorn Resupply #3
September 22	Popcorn Resupply #4 and Popcorn Amnesty Day
September 29	Popcorn Resupply #5
October 6	Popcorn Resupply #6
October 13	Popcorn Resupply #7 and Popcorn Return
	Final Order (formerly known as Take Order)
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FOUR- COUNCIL SALES PLAN

Trail's End®



PRODUCT LINE

2022 PRODUCT LINE UP

SHOW & SELL / TAKE ORDER

Sweet & Savory Collection Box	\$45 each / \$45 case (1)
Chocolatey Pretzels*	\$25 each/ \$300 case (12)
Salted Caramel Popcorn	\$25 each / \$300 case (12)
<u>Kettle</u> Corn	\$25 each / \$300 case (12)
Unbelievable Butter Microwave	\$25 each / \$150 case (6)
White Cheddar Popcorn	\$25 each/ \$200 case (8)
Caramel Blazin' Hot Bag	\$25 each / \$200 case (8)
Popping Corn Jar	\$15 each / \$180 case (12)
Caramel Corn Bag	\$15 each / \$135 case (9)
American Heroes Donation	Any denomination through the App



White Cheddar & Kettle



Salted Caramel



Chocolatey Pretzels



Kettle Corn



Unbelievable
Butter MW



White Cheddar



Blazin' Hot



Popping Corn



Caramel Corn



Heroes & Helpers Donation Program
(including the \$1 Donation)

FOUR- COUNCIL SALES PLAN



COMMISSION STRUCTURE

2022 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
- Units will receive an additional 3% commission if they commit online by June 30 and attend a popcorn session during the July Fall Kickoff (7/18-22).
- Units will receive an additional 4% commission (30%) if they have average sales per Scout of \$400
- Units will receive an additional 1% commission (31%) if they have average sales per Scout of \$600
- Units will receive an additional 2% commission (33%) if they have average sales per Scout of \$800
- Units will receive an additional 3% commission (36%) if they have average sales per Scout of \$1,000



FOUR- COUNCIL SALES PLAN



WAREHOUSES

TBA
San Jose

919 N. Main St
Salinas

PICKING UP MORE



- Every Thursday (Sept 1- Oct 13)
- Customer Service
 - Stay in your car- Fill out form
 - We load it
 - You drive off and sell it

FOUR- COUNCIL SALES PLAN



RETURNS

Council's Return Policy and Procedures

- ✦ Before any returns are made, contact your District Popcorn Kernel for possible transfers.
- ✦ AMNESTY DAY- On September 22 Units may bring back any and all excess popcorn without penalty.
- ✦ Units may not return any 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.
- ✦ After September 22 No more than 10% of original Show & Sell / Deliver order can be returned.

FOUR- COUNCIL SALES PLAN

Trail's End[®]



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states



SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations

Donation Level

\$50

\$30

FIVE- RESOURCES





HELP !



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Support



2022 LEADERS GUIDE



Silicon Valley Monterey Bay Council
Boy Scouts of America
2022 Popcorn Leaders Guide

Updated 6/01/2022



CONTACT INFORMATION

District Popcorn Kernels are your 1st Line of Support

DISTRICT	KERNEL(S)	PHONE	EMAIL
Coyote Creek	Shannon Walters Nandita Sreenivasan	650-383-7578 669-799-8989	girlcubscouts@gmail.com Nandita.scouting@gmail.com
Loma Prieta	Erin Nathan	619-240-4832	Enathan24@gmail.com
Pioneer	Muhammed Lugman Jakaku	000-000-0000	pioneerpopcorn1@gmail.com
Polaris	Kevin Barlow Beth Leonard	408-749-0482 408-530-0554	keedba@yahoo.com Beth@slimy.com
Quicksilver	Debbie Stocksick	408-960-9165	firechicbabe@charter.net
San Benito	Kristy Burchard	831-801-1203	kristykb@charter.net
Santa Lucia	Darcy Fowler	831-915-8940	Darcy.Wilson@att.net
Exploring	Sreelatha Bokkisam	650-576-1468	LathaBokkisam@yahoo.com

Council Popcorn General

Farooq Quadri

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councilpopcorngeneral@gmail.com

Senior Council Popcorn Staff Advisor

Steve Solberg

(408) 638-8357

Steve.Solberg@Scouting.org

Council Popcorn Staff Advisor

Evgenia Mirfild

(408) 638-8372

Evgenia.Mirfild@Scouting.org

Appendix: Resources



Text **the keywords below** to **62771** to Download.

Leaders	Keyword	Description
	KERNELGUIDE	Popcorn Kernel Guide (PDF)
	KICKOFF	Unit Kickoff Presentation (PPT)
	WEBINAR	Link to Webinar Registration Portal
	FACEBOOK	Link to join the Trail's End Facebook Group

Scouts	APP	Link to download the Trail's End App
	APPGUIDE	App Quick Start Guide for Scouts (PDF)
	MYPLAN	How to Sell \$1,000 Social Distancing (PDF)
	SCOUTFB	Link to join the Trail's End Scout Parents Facebook Group
	REWARDS	Trail's End Rewards Flyer (PDF)
	ORDERFORM	Take Order Form (PDF)

Facebook Groups



CREATED & MANAGED BY POPCORN KERNELS

Get your questions answered and share ideas between unit leaders across the country about the Trail's End popcorn fundraiser.

- 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 today!

Facebook Groups



SVMBC Popcorn MANAGED BY STEVE SOLBERG

Get your questions answered and share ideas between unit leaders across the country about the Trail's End popcorn fundraiser.

- 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.

Support



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text FACEBOOK to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

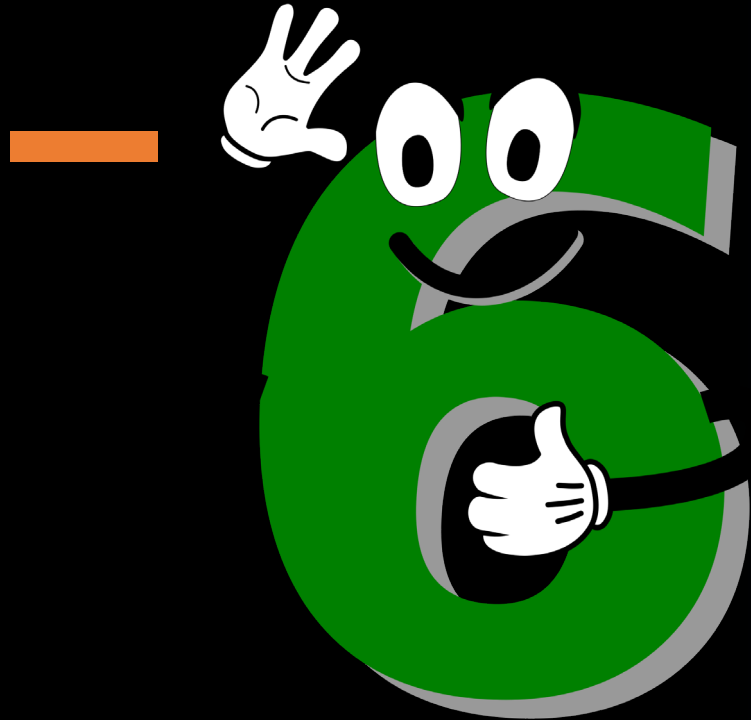
support.trails-end.com

COUNCIL CONTACT INFO

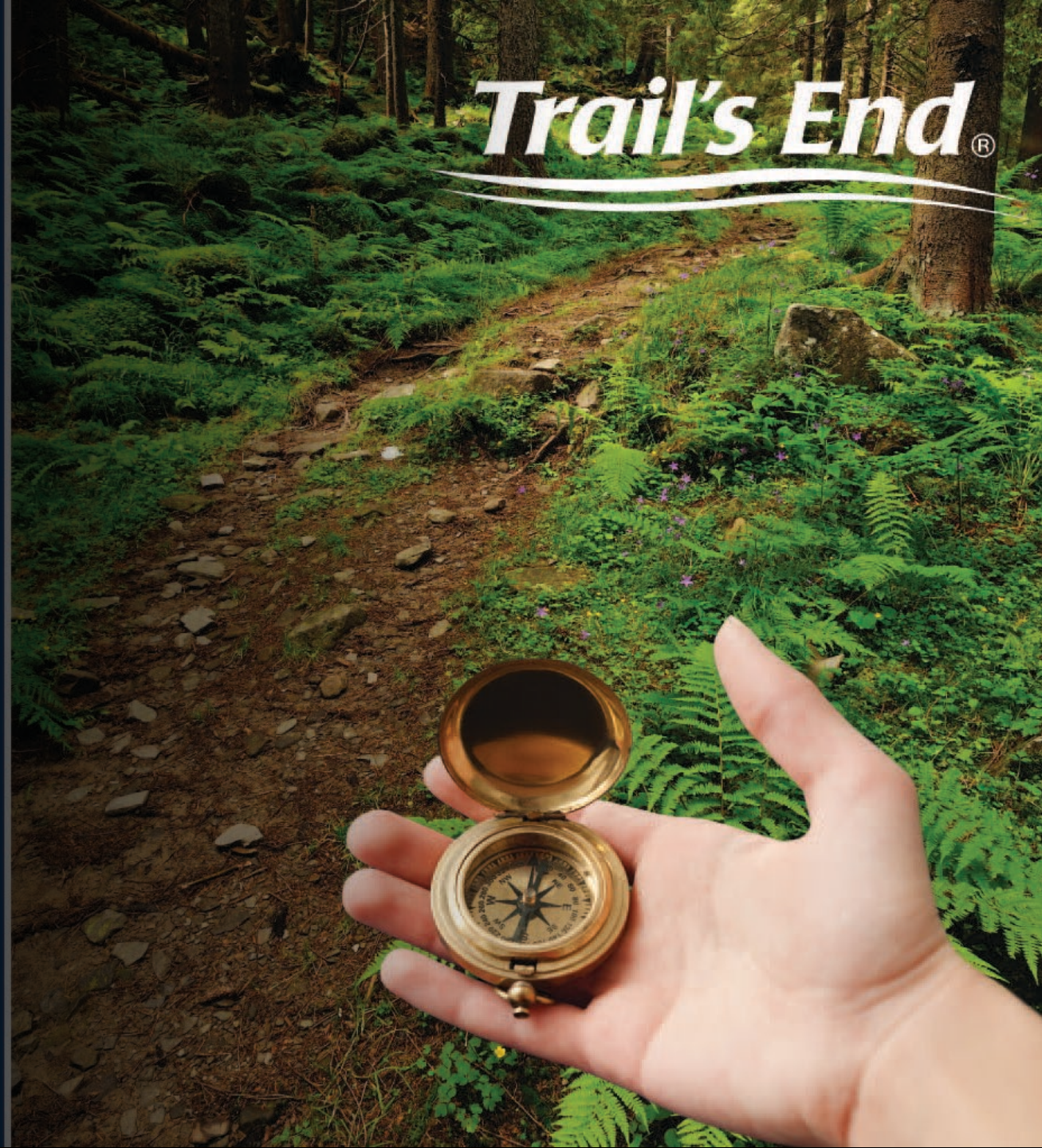
Steve Solberg: Senior Council Popcorn Staff Advisor
Steve.Solberg@scouting.org
(775) 240-3351

Evgenia Mirfild: Council Popcorn Staff Advisor
Evgenia.Mirfild@scouting.org
(408) 638-8372

Farooqh Quadri: Council General
councilpopcorngeneral@gmail.com
(408) 622-8698



NEXT STEPS



Trail's End®

NEXT STEPS



BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:
Sales-Minded, Detail-Oriented, and Outgoing Personality.

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**

KEY DATES



Orders Due	8/5/2022
Distribution	8/26/2022
Warehouse open for more	9/1/22
Amnesty Day	9/22/22

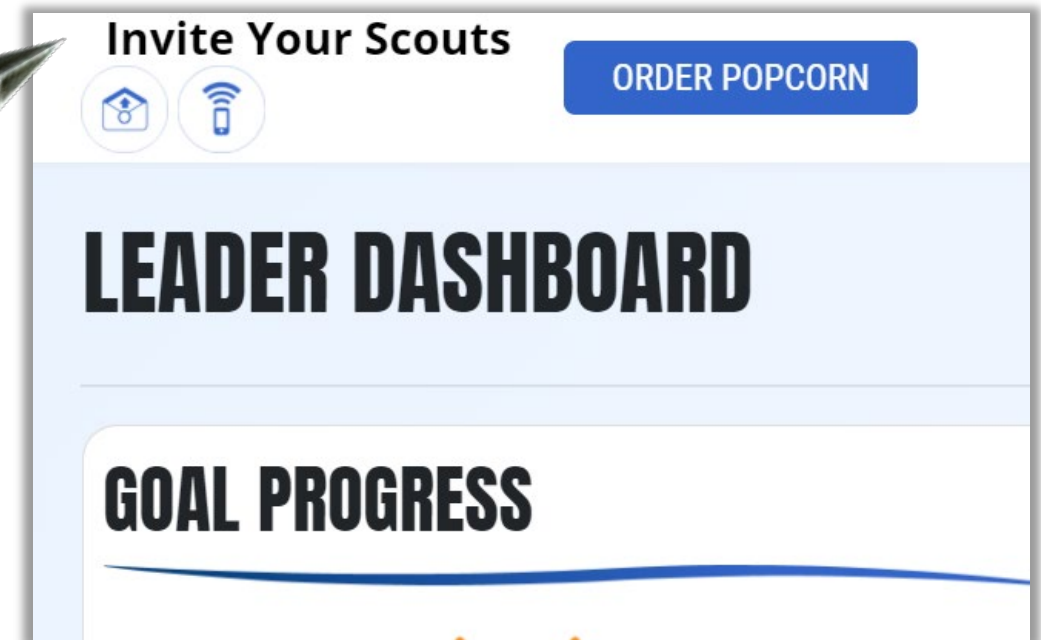
Steps to Success



1. Attend a Trail's End Webinar
 - Register at www.trails-end.com/webinars
2. Build Your Plan
 - Selling Methods
 - Unit Incentives (pie in the face)
 - Communication
 - Unit Kickoff
3. Invite Scouts to Register
4. Hold 'High Energy' Unit Kickoff
 - Present 2022-2023 Program Plan and Budget
 - Parent Buy-In
 - Scout Training
 - All Scouts Registered on Trail's End App.



LEADER PORTAL



Register Now



***Visit the link below to get your Unit signed up today
to learn more about the 2022 Popcorn Sale!***

www.trails-end.com/unit-registration

www.trails-end.com/webinar

Register for a Webinar



Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser!

NEW Unit Leader Training

Audience: NEW Unit Leaders



Open Office Hours

Audience: All Unit Leaders



RETURNING Unit Leader Training

Audience: RETURNING Unit Leaders



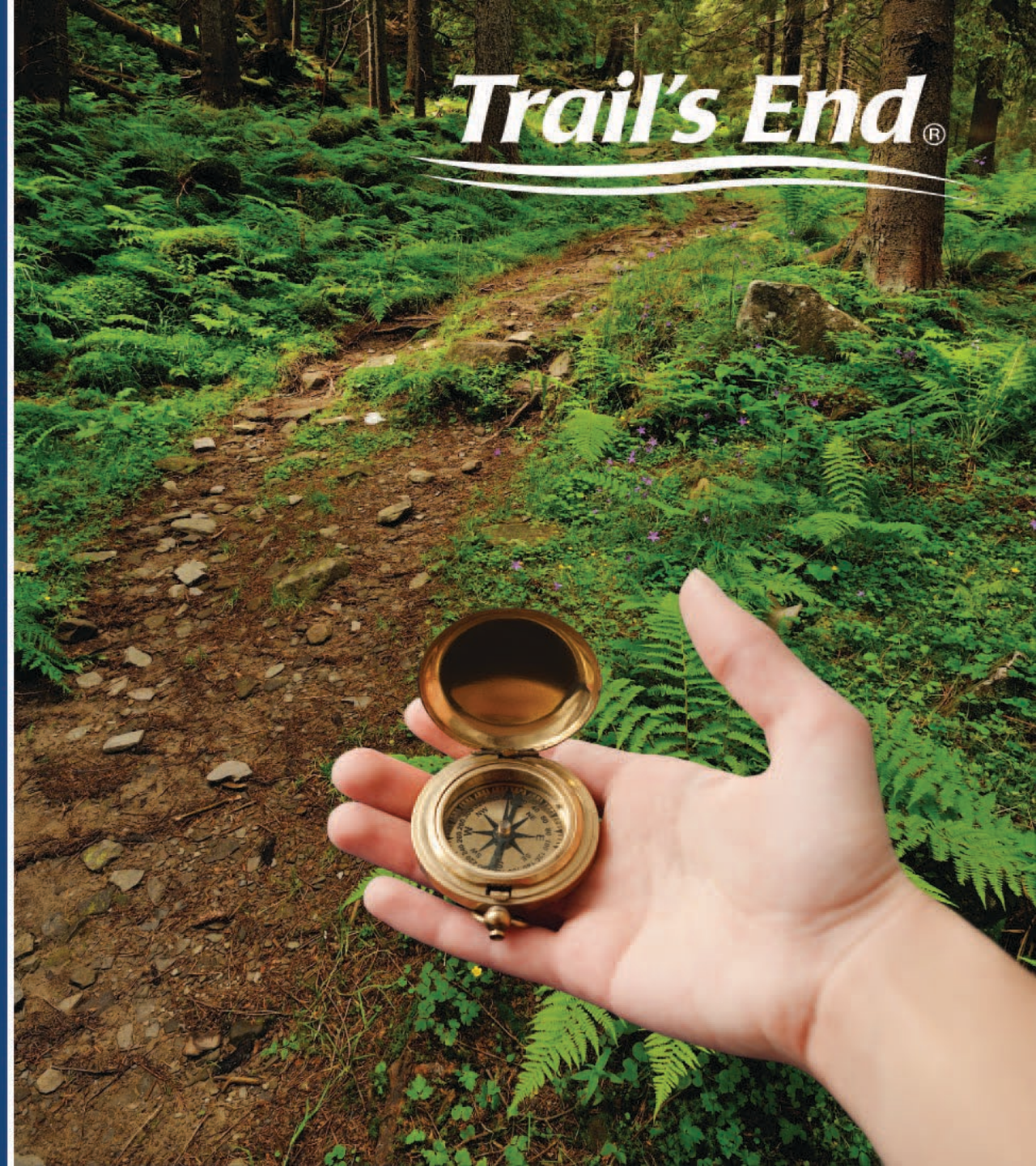
NEW Unit Leader Training

Join us for a detailed training of not only Trail's End technology but also hear directly from other Unit Leaders and Scouts themselves on best tips & tricks for this year's sale.

Audience: *NEW Unit Leaders*

DATE	DAY OF WEEK	TIME ET	
2022-07-23	Saturday	12:00 PM	REGISTER

Questions?
Comments?



THANK YOU!

Trail's End®

