

2019 UNIT POPCORN GUIDE





TABLE OF CONTENTS



Unit Kernel Responsibilities.....	1
Popcorn Timeline.....	2
2019 Product Mix.....	3
Why Sell Popcorn.....	4
Best Ways to Sell Information	5
Trails End Scout App	6
Sell like the Pros.....	7
Unit Commissions.....	8
Trail’s End Rewards.....	9-10
Popcorn Prizes & Council Incentives	11
Registration / Product Delivery & Returns.....	12
Paperwork Due Dates & Payment Information.....	13
Council Offices & Website Links	14
Unit Master Sales Record Form	15
Military Sales Patch Order Form	16
Big Spin Party & Top 100 Club Member Form.....	17
College Scholarship Enrollment Form.....	18
10 Ways to Increase Your Sales	19
Selling Methods.....	20
Scout Safety & Selling Tips.....	21
Popcorn Contacts	22
Frequently Asked Questions.....	23-24



UNIT KERNEL'S RESPONSIBILITIES

1. Follow 2019 Popcorn Dates and schedule for unit leaders.
2. Attend your unit's committee meeting to:
 - a. Set a unit sales goal striving to meet or exceed the unit program budget for the year and earn the highest possible commission percentage.
 - b. Involve parents and den leaders to help each scout set a personal goal.
 - c. Promote participation in the sale.
 - d. Plan a unit kick off meeting in August-consider a planned Blitz event in late September.
 - e. Promote participation of "Fill it up" incentives. Consider having a "Fill it up first" challenge.
3. Attend the Council Popcorn Kickoff
 - a. Get trained on how to efficiently utilize the online administration tools to organize your campaign, the procedures on the bonus prizes, sales techniques, etc.
 - b. Council Popcorn Kick offs are in August.
4. Tabulate your unit's order and submit to the Council Service Center.
 - a. **Show and Sell** orders are due **August 12, 2019**
 - b. Grand Teton Council **Returns** are due by **October 14, 2019**
 - c. **Take-orders** are due online **October 14, 2019**
5. Turn-in order for Scouts' prizes by **November 1, 2019** along with: **Unit Master Record, Military Sales Form, and Top 100 Club Member form** to Council Headquarters by 5:00 pm.
6. Coordinate pick up of your unit's popcorn from local distribution center.
 - a. Show and Sell pick-ups are available **August 29, 2019** by location schedule
 - b. Take-order pick-ups are available **November 1, 2019** by location schedule
 - c. Remind youth and parents to pick up their popcorn orders at your designated unit distribution center.
 - d. **Remind everyone that customers paying by check are to make them payable to your local unit and NOT the Council or BSA.** (Know your chartered organization unit # (Pack ###))
7. Arrange for on time payment to Council Service Center.
 - a. Please make your full payment by bringing a copy of your invoice with a **SINGLE Unit / Personal Check or Credit Card by December 2, 2019** written to Grand Teton Council.
8. Recognize and thank all who helped in the sale (including store front locations).
9. Recognize the Scouts with prizes and awards.

Scouting promotes positive life skills and instills the importance of character, teamwork and leadership traits that your youth will need to succeed in whatever career and life paths they choose.

2019 Popcorn Timeline

Grand Teton Council

<u>Date</u>	<u>Event or Deadline</u>
Wed., Jul. 31	Unit Training / Kick-off / Pocatello, 7 PM
Thur., Aug. 1	Unit Training / Kickoff / Idaho Falls, 7 PM
Fri., Aug. 2	Unit Training / Kick-off / Jackson, 7 PM
Fri., Aug. 2	Take Order Sales begin
Mon., Aug. 12	Show and Sell Orders Due by 5 PM
Thurs., Aug. 29	Show and Sell Delivery Pickup TBA
Mon., Sep. 2	Show and Sell Sales begins
Sat., Oct. 12	Take Order and Show & Sell End
Mon., Oct. 14	Popcorn Order Due in System **
Mon., Oct. 14	Show & Sell Product Returns due to the Council by 5 PM **
Fri., Nov. 1	Prize Orders Submitted Online & Required Forms submitted to the Council **
Fri., Nov. 1	Take Order Pickup—Delivery Begins TBA
Mon., Dec. 2	Popcorn Money Due to Council ** 5 PM

**** Adherence to these dates and deadlines triggers increases
in unit commissions.**

Thank you

Steve Godwin



\$60 **Chocolate Lover's Collection**
 • Milk Chocolatey Pretzels 17 oz.
 • White Chocolatey Pretzels 17 oz.
 • Chocolate Caramel Peanut Clusters 7 oz.
 • Chocolatey Caramel Crunch™ 15 oz. Comes in a gift tin.
 Over \$35.00 to local Scouting

\$30 **Cheese Lover's Collection**
 • White Cheddar Cheese Corn 5 oz.
 • Yellow Cheddar Cheese Corn 5 oz.
 • Jalapeño Cheddar Cheese Corn 5 oz. Comes in a gift box.
 Over \$20.00 to local Scouting

\$25 18 oz. **Chocolatey Caramel Crunch™**
 Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.
 Over \$18.00 to local Scouting

\$25 20 oz. **Salted Caramel Popcorn** with Sea Salt
 A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.
 Over \$17.00 to local Scouting

\$25 18-Pack Microwave **Kettle Corn**
 Deliciously sweet and salty popcorn that melts in your mouth.
 Over \$18.00 to local Scouting

\$20 18-Pack Microwave **Unbelievable Butter™**
 The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.
 Over \$14.00 to local Scouting

\$20 9 oz. **White Cheddar Cheese Corn**
 The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite.
 Over \$14.00 to local Scouting

\$20 18 oz. **Premium Caramel Corn** with Almonds, Cashews & Pecans
 The ideal pairing of sweet caramel popcorn mixed with almonds, cashews & pecans.
 Over \$14.00 to local Scouting

\$10 11 oz. **Classic Caramel Corn**
 A traditional favorite full of rich caramel flavor.
 Over \$7.00 to local Scouting

\$10 30 oz. **Popping Corn**
 Trail's End plain kernels for those who like to make popcorn from scratch.
 Over \$7.00 to local Scouting

POPCORN FOR OUR TROOPS
 Send a gift of popcorn to our military men and women, their families, and veteran organizations.
\$50 Military Donation **\$30** Military Donation

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients.
 *Across the entire Trail's End® product line, an average of 73% goes to local Scouting. Average return based on all Trail's End product sales. ©2019 Trail's End®. All rights reserved.

TRAILS END PRODUCT MIX

Product	Price	Show & Sell Availabilit	Take Order Availabilit	S & S Returns	Container s per Case	Packaging
CHCOLATE LOVER'S COLLECTION	\$60	N/A	Yes	N/A	12:1	Bag
CHEESE LOVER'S COLLECTION	\$30	Yes	Yes	Yes	1:1	Box
CHOCLATEY CARMEL CRUNCH	\$25	N/A	Yes	N/A	12:1	Bag
Caramel Corn w/ Almonds, Cashews & Pecans (18 oz)	\$20	Yes	Yes	Yes	12:1	Bag
KETTLE CORN MICROWAVE	\$25	Yes	Yes	Yes	6:1	Box
Unbelievable Butter Microwave (18 Pack)	\$20	Yes	Yes	Yes	6:1	Box
White Cheddar Cheese Corn (larger 9 oz)	\$20	Yes	Yes	Yes	12:1	Bag
Classic Caramel Corn (11 oz)	\$10	Yes	Yes	Yes	12:1	Bag
POPPING CORN	\$10	Yes	Yes	Yes		Box
Silver Military Donation	\$30	Yes	Yes	N/A	--	--



Scouting provides youth programs and activities that allow them opportunities to: Try new things, Provide service to others, Build self-confidence, and Reinforces commitment to making ethical decisions.

WHY SELL POPCORN...

- Turn-key unit fundraiser - No upfront money required, no risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local Scouting programs.
- High quality and best tasting products.
- Multiple ways to sell - Storefront Sales, Wagon Sales, Take Order, and Online Sales.



BEST WAYS TO SELL

<p>STOREFRONT SALES</p>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (in the spring/summer) 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.</p>
<p>WAGON SALES Door to Door with Product</p>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p>WAGON SALES Take Order</p>	<p>Scouts collect orders on their order form, for product to be delivered at a later date. The Scout turns in the order form to the unit's popcorn team, to be ordered and delivered later. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at unit's discretion whether money is collected up front or upon delivery.</p>
<p>ONLINE SALES</p>	<p><i>Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their online account by downloading the Trail's End App or at www.trails-end.com and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. The unit is not involved in the ordering or shipping process. Online sales are open year-round!</i></p>



TRAIL'S END SCOUT APP

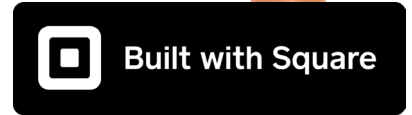
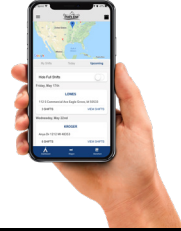
Sell with the Trail's End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. NO CREDIT CARD FEES!

Unit Leaders log into www.trails-end.com and manage their unit's sale...

KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales.
- Built with Square technology
 - Works with existing Square readers
 - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry

*Only Scouts with a Trail's End account can log into the Trail's End app



HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in www.trails-end.com.
- If you have a balance due to council on your popcorn invoice statement, app credit card sales and unit commissions from online sales will be credited towards your unpaid balance.
- Once you have a \$0 balance due to council, remaining funds can be requested for payout (bank information required).
- Requested funds will be transferred to your unit's bank account via ACH on the 14th and 28th of each month, or the following business day, depending on the date of your payout request.

HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION'S BANK ACCOUNT?

1. From the unit leader dashboard, click UNIT INFO on the left navigation menu
2. Expand the MANAGE UNIT BANK ACCOUNT section
3. Fill out the required fields
4. Click SAVE

Payment Request Range	Payment Date
July 1 - July 10	July 15
July 11 - July 24	July 29
July 25 - August 9	August 14
August 10 - August 23	August 28
August 24 - September 11	September 16
September 12 - September 25	September 30
September 26 - October 9	October 14
October 10 - October 23	October 28
October 24 - November 9	November 14
November 10 - November 23	November 28
November 24 - December 11	December 16
December 12 - December 25	December 30
December 26 - January 9	January 14
January 10 - January 23	January 28
January 24 - February 9	February 14
February 10 - February 23	February 28
February 24 - March 11	March 16
March 12 - March 25	March 30

*Payment schedule is year-round

RUN YOUR SALE LIKE THE PROS!

STOREFRONT SALES STRATEGY

SHOWN SELL FOCUS

- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting

BUILD A TEAM

- Popcorn Kernel Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable

BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal

RECRUITING

- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

MOTIVATING SCOUTS

- Start Prizes at Per Scout Goal
- 3% - 12% - Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face

SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN

- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It's What We Do



UNIT COMMISSIONS

30% **Base Commission** – All units who sell popcorn in 2019 will receive a Base Commission of 30% of their total sales. Example: If a unit sells \$1,000 then \$300 will go back to the unit.

BONUS COMMISSIONS – Your unit will receive additional accumulative 2% Bonus Commissions for completion of the following requirements:

- + **2%** * **Attend Council Popcorn Training (2%)**
- + **2%** * **Meet Council Deadlines (2%)**
Make all payments, prizes, forms submitted, product orders / returns on time.
- + **2%** * **Hold a Unit Friends of Scouting (FOS) Presentation (2%)**
The 2019 FOS Presentation must be held before October 14, 2019.
- + **2%** * **Surpass Total 2018 Unit Sales (2%)**
Sell more than the previous year and earn a 2% bump in commission.

= **38%** **38% Total Commission (With PRIZES)**
The total commission a unit can earn is **38%**, if a unit qualifies for **ALL** the bonus commissions, and elects to order popcorn prizes.

+ **4%** **CASH OPTION COMMISSION** – If your unit elects not to take part in the national prize program (not order prizes), your unit will receive an additional **4%** commission. Please note, all the youth in your unit will still qualify for the council's prize incentives.

= **42%** **42% Total Commission (No PRIZES)**
The total commission a unit can earn is **42%**, if a unit qualifies for **ALL** the bonus commissions and elects to **NOT** order popcorn prizes.

If your unit elects to do the CASH OPTION – your unit popcorn kernel **must notify the Council Popcorn Staff Advisor: Steve Godwin by Friday, October 11, 2019.**

ONLINE COMMISSIONS

Units will receive **50%** for all online sales during the fall popcorn sale. Online sales commissions come from Trail's End by the end of January. Upon receipt, they are deposited in your unit account.

The Grand Teton Council does not cut checks to units for the commission they earn. During the sale - Scouts and units collect the entire fee for products sold. The unit then pays their popcorn bill less their earned commission. As an example—if a unit sells \$1,000 in popcorn and qualifies for 30% commission—they would pay their popcorn bill of \$700 (70%) and keep their commission of \$300 (30%). If a unit overpays, or has more online sales than their total invoice, the overage will be put into the unit's account, or upon request, a check will be cut for the overage.

TRAIL'S END REWARDS

Prizes earned are based on *individual* Scout sales. No combining of sales with other Scouts.

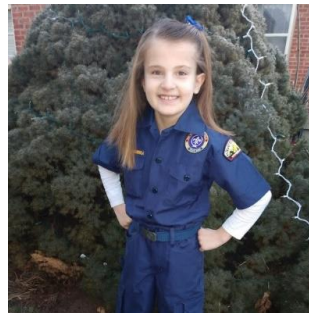
Amazon cards will be shipped directly to the unit. Units will place their incentive orders, along with the prize orders through the "card order" link on: www.scouting.trails-end.com. **Cards are released to ship as soon as the unit's final popcorn invoice is paid in full.** Scouts with online sales made between August 10 and October 15, 2019 will also be eligible for prizes.

Scouts must have a registered Trail's End account on www.trails-end.com in order to redeem their Amazon.com Gift Cards listed below. Amazon.com Gift Cards are not cumulative. You must pay your unit statement in full before you can submit your prize order.

Sell	Earn
\$350	\$10 Amazon.com Gift Card
\$500	\$20 Amazon.com Gift Card
\$750	\$30 Amazon.com Gift Card
\$1,000	\$45 Amazon.com Gift Card
\$1,500	\$75 Amazon.com Gift Card
\$2,500	\$150 Amazon.com Gift Card + 6% Trail's End Scholarship
\$3,500	\$225 Amazon.com Gift Card
\$5,000	\$350 Amazon.com Gift Card
\$7,500	\$550 Amazon.com Gift Card
\$10,000	\$800 Amazon.com Gift Card
\$15,000	\$1,200 Amazon.com Gift Card
NO LIMIT	Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card!

A Trail's End account is required for participating scouts. The earned Amazon.com Gift Card(s) are redeemed in each Scout's registered Trail's End account once approved and made available according to Trail's End Rewards terms of use. Qualified face-to-face sales are subject to the amount submitted by your unit and approved by Trail's End. Qualified online sales will automatically be included in a Scout's reward sales credit. Rewards levels are not cumulative. Where indicated, Scouts must reach or surpass stated sales total, face-to-face and online sales combined, to be eligible for the Amazon.com Gift Card amount stated at that level. Scouts that receive \$600 or more in rewards value in a calendar year are subject to applicable tax laws and will receive a 1099. Restrictions apply, see amazon.com/gc-legal.

Regardless of **YOUR** unit's prize program choice (prizes or cash option), all selling Scouts are eligible for the additional council sales incentives listed below! Units who elect not to take part in the Trails End prize program, will need to place their council prize incentive order via the **Unit Master Sales Form** submitted to the Council Headquarters in Idaho Falls by **5:00 pm on November 1, 2019**. Council prizes will be available for pick-up at local council service centers from **December 3 through January 6, 2020**.



Get more YESSES with the New Trail's End App

Accept cash and credit cards (FREE CREDIT CARD PROCESSING), track sales and inventory, and sign up for available storefronts.

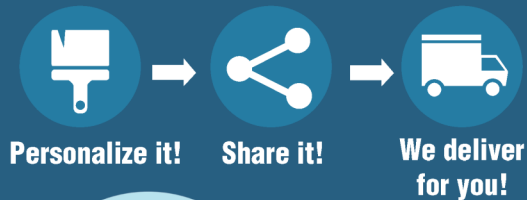
The App for All the Ways You Sell!

✓ Storefronts ✓ Door-to-Door ✓ Online ✓ At Work ✓ Local Businesses



FREE SHIPPING on EVERY online order!

Reach friends and family far away by sharing your personalized Scout fundraising page from the app via email, text, and social media.



MT. ADVENTURE CHALLENGE
Download the NEW Trail's End App to learn more. Challenges will be released in the App with chances to win BIG giveaways, including vacation packages!

TRAIL'S END REWARDS

EARN BIGGER REWARDS THAN EVER BEFORE



BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL'S END ACCOUNT.

SEE MORE PRIZES AT REWARDS.TRAILS-END.COM

KEEP GOING!

2018 TOP SELLERS



\$88,073
Beck
Virginia



\$88,017
Mason
Michigan

Sell \$3,500

Earn a \$225 Amazon.com Gift Card

REWARD IDEAS:





★ BONUS LEVEL ★

TRAIL'S END SCHOLARSHIP PROGRAM

Sell \$2,500 of qualifying Trail's End products in any calendar year and have 6% of your total sales count towards your own Trail's End Scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Visit www.trails-end.com/scholarship for full program details.

Sell \$2,500

Earn a \$150 Amazon.com Gift Card

REWARD IDEAS:





Sell \$1,500

Earn a \$75 Amazon.com Gift Card

REWARD IDEAS:





Sell \$1,000

Earn a \$45 Amazon.com Gift Card

REWARD IDEAS:





Sell \$750

Earn a \$30 Amazon.com Gift Card

REWARD IDEAS:





Sell \$500

Earn a \$20 Amazon.com Gift Card

REWARD IDEAS:





Sell \$350

Earn a \$10 Amazon.com Gift Card

REWARD IDEAS:





THE DISPLAYED PRIZES ABOVE ARE NOT DELIVERED BY TRAIL'S END. THESE ARE SUGGESTED PRIZES OR PRIZE IDEAS TO BE PURCHASED ON AMAZON.COM WITH YOUR GIFT CARD IF AVAILABLE. ACTUAL COSTS OF PRIZES ARE ESTIMATES, SUBJECT TO CHANGE, AND DON'T INCLUDE APPLICABLE TAXES AND SHIPPING. A TRAIL'S END ACCOUNT IS REQUIRED FOR PARTICIPATING SCOUTS. THE EARNED AMAZON.COM GIFT CARDS ARE REDEEMED IN EACH SCOUT'S REGISTERED TRAIL'S END ACCOUNT (ONCE APPROVED) AND MADE AVAILABLE ACCORDING TO TRAIL'S END REWARDS TERMS OF USE. QUALIFIED FACE-TO-FACE SALES ARE SUBJECT TO THE AMOUNT SUBMITTED BY YOUR UNIT AND APPROVED BY TRAIL'S END. QUALIFIED ONLINE SALES WILL AUTOMATICALLY BE INCLUDED IN A SCOUT'S REWARDS SALES CREDIT. REWARDS LEVELS ARE NOT CUMULATIVE. WHERE INDICATED, SCOUTS MUST REACH OR SURPASS STATED SALES TOTAL, FACE-TO-FACE AND ONLINE SALES COMBINED, TO BE ELIGIBLE FOR THE AMAZON.COM GIFT CARD AMOUNT STATED AT THAT LEVEL. SCOUTS THAT RECEIVE 2500 OR MORE IN REWARDS VALUE IN A CALENDAR YEAR ARE SUBJECT TO APPLICABLE US LAWS, AND WILL RECEIVE A 1099. RESTRICTIONS APPLY. SEE AMAZON.COM/CG-LEGAL.

Additional Popcorn Prizes & Council Incentives

Military Sales Patch & Special Forces Operator Cap

- **Scout** - Sell **\$100** in military popcorn sales earn collector patch.
Scout - Sell **\$200** in military sales and also earn exclusive Norman Rockwell silver coin.
- **Leader** - For every 4 Scouts in unit that earn patch, one free patch & coin.

Units must fill out and return the “Military Sales Tracking Form” to receive patches and coins for qualifying Scouts/Leaders.



\$750 Sales Club Award

Each Scout that sells a minimum of **\$750** will receive either a:

**Nerf N-Strike Elite Delta Trooper OR
\$20 Walmart gift card**



\$1,200 Top 100 Club – Big Spin Party

The top 100 Scouts that sell the most popcorn in 2019 will be invited to the **BIG SPIN Party** on **Saturday, January 4, 2020**. Scouts must sell a **minimum of \$1,200** in popcorn to be eligible for the Top 100 BIG SPIN Party. Highlights of the BIG SPIN party include:

- Food
- “Top 100” Sellers T-shirt
- Spin the BIG SPIN wheel to earn fabulous prizes.

For every \$1,200 of popcorn sold, each Scout will earn a spin. For example, if a Scout sells over \$3,600 in popcorn, he will have 3 spins and win 3 prizes at the party.



Fill-A-Sheet Promotion

Scouts who fill a “Take Order” sheet are eligible to be entered in the “Fill-A-Sheet” drawing for a Gift Card Prize! There will be a total of three drawings held. Filled Order Forms must be received by the Idaho Falls Council Headquarters by 5:00 pm on **Thursdays, September 5, September 26, and October 10, 2019**. Carry, mail, email to Steve.Godwin@Scouting.org or fax a *copy* of your filled-up sales sheet to be received by 5pm on the dates listed above and your sales sheet will be entered in the drawing pool. It is required that all information be filled out completely and correctly on the form including the Scout’s First & Last Name, District, Unit Type and number. Forms submitted without required information cannot be counted! (Please do not send us the original). “Fill-A-Sheet” drawings will take place on Friday, September 6, September 27, and October 11. Each drawing will have one prize randomly drawn. **Prizes: \$50 Gift Card / \$75 Gift Card / \$100 Gift Card**

\$2,500 College Scholarship Program

Managed by Trails End - Each Scout who sells \$2,500 one time in a sale period qualifies for a scholarship account created in their name. 6% of this year’s sales and all future popcorn sales regardless of amount will be added to their account. Scouts who have already qualified are responsible for sending sales information each year to Trail’s End. Forms are available from: www.sell.trails-end.com Scholarship questions should be directed to Trail’s End: scholarship@trails-end.com

Registration Information

Register In the Popcorn System

1. **All units must re-register each year** in the popcorn system. Go to www.sell.trails-end.com and click on the Popcorn System link. Enter your username (firstname.lastname) and temporary password (popcorn). Once registered you will be able to go in and change your password.

Placing Your Order Online

1. The Kernel / Co-Chair goes to www.scouting.trails-end.com and logs into the Popcorn System.
2. Click on the ORDERS menu along the top.
3. Under “Popcorn” click “Unit Order for “Show & Sell” or “Take Order”
4. On the next screen, fill in the quantities for each product.
5. Click “Submit to Council”. You will get a confirmation email detailing what you ordered.

Basic Steps for Unit Prize Ordering Online:

Login to the popcorn system – www.scouting.trails-end.com

Click on “Unit Prize Order”. We are partnering with **Trails End** for our prizes. On the next screen, fill in the required information and continue to the next page.

When you are finished click “Submit to Council”. You will get a confirmation email detailing what you ordered. You will get an email once the Prize Order is shipped, including a tracking number.

No prize orders approved & sent out until final full payment is made to council. Deadline to submit prize orders is November 1, 2019.

Product Delivery & Returns

All Popcorn Orders are shipped to the Idaho Falls Council Headquarters. You **MUST** call and schedule a pick-up time with your District Executive. We will have your order ready when you come so you can check it out in a convenient manner.

When picking up product the unit signer/driver is responsible for checking to make sure product pulled matches their unit packing slip. If the driver is unsure, then stop the loading process and recount. Check any damaged cartons at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave or contact the Council Service Center. **Adjustments may not be made after your unit leaves the warehouse/pick-up location and have signed off on the product count.**

If customers notice something wrong or are not satisfied with the product, please refer them to email: consumercare@trails-end.com, and they will arrange for replacement product to be sent directly to the customer.

Popcorn Returns

Product returns are accepted up until **Monday, October 14, 2019. NO POPCORN RETURNS WILL BE ACCEPTED AFTER THIS DATE.** All returns are to be brought by the unit or Scouting professional to the Council Headquarters in Idaho Falls. Your District Kernel or professional staff may be able to help you if you end up with excess product. Please contact them or your Staff Advisor well in advance if you foresee a problem.

Council Policy on Returns:

- Returned product must be in full cases
- No returns on any chocolate products
- Cases cannot be defaced in any way (e.g. written on, labeled, stickers, etc.) **Do not re-tape boxes.**
- Product returned in open cases will be opened and examined by staff to verify contents are identical, undamaged, and re-sellable. The council reserves the right to not accept damaged, melted, or defaced product or cases.
- All returned cases must be in a fully re-sellable condition

Paperwork Due

The following forms are due to the Idaho Falls Office by November 1, 2019.

Unit Master Sales Record—You can use our form, or if you have your own excel spreadsheet with the same information, a copy of that will suffice. Please make sure all information is complete and legible.

Military Sales Patch & Hat Order Form—Please list all youth who have sold a minimum of \$100 (Patch) and \$200 (coin) in military popcorn. For every 4 youth who have earned a patch, an additional patch & coin will be given for a leader.

Top 100 Sellers Club Form—Any youth in your unit who has sold a minimum of \$1,200 should fill out one of these forms. (It is with these forms in conjunction with the Unit Master Sales Record that we determine who our Top 100 Scouts are.)

Trail's End Scholarship Form—Every Scout who has sold a minimum of \$2,500 this year, or in previous years should fill out this form. The forms are then signed by the Council and sent into Trail's End.

Payment Information

All Invoice adjustments including extra pickups and transfers should be entered in the Trail's End system by **October 25, 2019**. Pull your invoice offline on or after **October 25, 2019** and check to confirm that all your orders/returns are correct. Be sure any online sales have been included under 'Transactions' on your invoice. This line item will deduct the correct commission percentage for online sales. (These sales should be included in your Scout totals to give you their correct prize level and are available to your leader on the Trails-End site.) **The unit then pays their popcorn bill les their earned commission.**

Please make your *full* payment by **NO LATER THAN –Monday, DECEMBER 2, 2019 by 5:00 PM at ANY Council Office**. Payment must be made with a **single unit / personal check or credit card ONLY**. (NO individual customer checks) Your final payment check should be written out to the Grand Teton Council. If you mail your check to the Council, please mail it early enough to make sure it reaches the council office *before* the final due date. If not paid by the specified due date, the unit will not receive the added 2% bonus commission.

Note: The unit will be responsible for any banking fees associated with checks that are submitted and returned for insufficient funds. Grand Teton Council takes misuse of unit funds very seriously. If personal use of unit monies occurs, GTC will begin collection procedures, taking legal action as necessary. Volunteers who misuse funds may be released from all positions within the council. GTC may pursue all available criminal and/or civil charges involving misuse of funds.

Destination	Address	Hours
Idaho Falls Council Headquarters (208) 522-5155	3910 S. Yellowstone Hwy. Idaho Falls, ID 83402	M-F 9-6
Pocatello Service Center (208) 233-4600	2306 Pocatello Creek Rd Pocatello, ID 83206	M-F 9-6
Blackfoot Scout Shop (208) 785-1622	205 South Meridian Blackfoot, ID 83221	M 12-6 T-TH 2-6
Rexburg Scout Shop (208) 359-8277	57 East Main Street Rexburg, ID 83440	M-F 9-6

Website Links

Here are some helpful links for you and your Scout families. Please take some time to go to each link and explore the contents, tools & resources available at each.

support@trails-end.com
www.facebook.com/groups/TEPopcornCommunity
[@trailsendsnacks](#)

www.Trails-End.com

- Is the main link for Consumers
- Council Staff, Volunteers & Scouts can also access Online Sales & Info about Trail's End

<http://sell.trails-end.com/> or just type sell.trails-end.com into your browser

- Is the main link for Council Staff, Volunteers & Scout Families
- From here they/you can choose:
 - o Popcorn System
 - o Online Selling
 - o Scholarship

Plus, it gives them/you access to the following links with lots of great info, tools, **videos**, etc.

- o Tool Kit
- o Training
- o Incentives

<https://www.trails-end.com/Home/Login>

- Is a direct link for the Online Sales Only

<http://scouting.trails-end.com/> or type Scouting.Trails-End.com in your browser

- Is a direct link for the new Popcorn System Only

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

- Is a direct link for Scholarship Accounts Only

2019 Popcorn Sales

Grand Teton Council

Unit Master Sales Record

Boy Scouts of America

This form is due to Steve Godwin at the Idaho Falls Council Scout Headquarters by Thursday, November 1, 2019

District: _____

Unit Type (circle one): Pack Troop Team Crew Ship Unit Number: _____

Popcorn Kernel Name: _____ Phone: _____

	FIRST NAME	LAST NAME (FULL)	SHOW & SELL TOTAL	TAKE ORDER TOTAL	ONLINE TOTAL	TOTAL POPCORN SALES	MILITARY SALES (\$100 MIN)	750 SALES AWARD Y/N	BLOWGUN	ZIP FLYER	TOP 100 CLUB (\$1,200 MIN)	PRIZE LEVEL # SELECTED
Ex.	Boy	Scout	\$1,000	\$500	\$100	\$1,600	\$150	Y			Y	9
1.												
2.												
3.												
4.												
5.												
6.												
7.												
8.												
9.												
10.												
11.												
12.												
13.												
14.												
15.												

Military Sales Patch Order Form

This form is due to Steve Godwin at the Idaho Falls Council Scout Headquarters by **Thursday, November 1,**

Unit Type: Pack Troop Team Crew Ship **Unit #:** _____ **District:** _____
Unit _____ **Leader:** _____ **Phone:** _____
Popcorn _____
Kernel: Phone: _____

	Scout Full Name	Total Military Sales (Min. \$100 - Patch / \$200 - Hat)	Verified (Council Use)
1.			
2.			
3.			
4.			

For every 4 Scouts that earn a Patch, a free patch & coin will be awarded to a unit leader

Leader Name: _____

	Scout Full Name	Total Military Sales (Min. \$100 - Patch / \$200 - Hat)	Verified (Council Use)
1.			
2.			
3.			
4.			

For every 4 Scouts that earn a Patch, a free patch & coin will be awarded to a unit leader

Leader Name: _____

Council Signature: _____ Date: _____

I acknowledge receipt of Patches & Hats for each of the Scout's and Leader's listed above from the Grand Teton Council.

Unit Rep Name: _____ Phone: _____

Unit Rep Signature: _____ Date: _____

2019 Grand Teton Council—Boy Scouts of America
TOP 100 CLUB—"BIG SPIN PARTY"



SELL A MINIMUM OF \$1,200 IN POPCORN FOR A CHANCE TO JOIN THE CLUB!



- Only the Top 100 sellers in the council will be invited!
 - Receive a Free Top 100 Club T-Shirt!
 - Earn more spins on the Big Spin Prize Wheel with every additional \$1,200 you sell!
- Join the club for food, fun, and awesome prizes!

Saturday, January 4, 2020
Location: TBD
Idaho Falls

Top 100 Sellers Club Form

****MUST SELL A MINIMUM OF \$1,200 TO BE ELIGIBLE!****

Unit Type (circle one): Pack Troop Crew Ship Unit Number: _____ \$ Popcorn Sold: _____

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

T-Shirt Size: YS YM YL S M L XL 2XL 3XL

****Only Scouts who make the Top 100 Sellers Club will receive their Free T-Shirt****



College Scholarship Enrollment Form

Please submit this completed form to enroll or to report your 2019 sales. To enroll, you must sell at least \$2,500 from January 1, 2019 to December 31, 2019

<i>Sales Category</i>	<i>Amount of Sales</i>
Spring 2019 Face-to-Face Sales (Take Order)	\$
Spring 2019 Show & Sell	\$
Fall 2019 Take Order	\$
Fall 2019 Show & Sell	\$
2019 Online Sales	\$
2019 TOTAL Sales	\$

SCOUT INFORMATION (to be completed by Scout)

Scout's Full Name: _____ Birth Date: _____/_____/_____

Qualifying Year: _____ Social Security # (last four digits – for account payout): XXX-XX-_____

Street Address _____ City: _____

State: _____ Zip Code: _____

Email Address (account balance will be emailed to you): _____

Council Name: _____ Council City & State: _____

COUNCIL APPROVAL (to be completed by Council)

Council Popcorn Staff Advisor (print name): _____

Council Popcorn Staff Advisor's Signature: _____

You must have your Council Popcorn Staff Advisor's signature to add sales.

HOW TO ENROLL OR REPORT SALES

Please email the following documents to scholarship@trails-end.com. Trail's End does not accept faxes, zipped files, or files over 10MB. This form may be submitted by the Scout or Council.

1. This completed form signed by your Council Popcorn Staff Advisor.
2. A copy of each paper order form used in the spring and/or fall sale.
3. A copy of your online sales report from www.trails-end.com.
4. For more information about the Trail's End College Scholarship Program, please visit sell.trails-end.com.

You can also mail this information to: Trail's End Popcorn
 Attn: Scholarships
 4485 S. Perry Worth Rd. Whitestown, IN 46075

10 Ways to Increase Your Sale

1. HAVE A GOAL. Units and Scouts should have goals. Plan your calendar, find out how much it will cost, figure out how much popcorn you have to sell to cover all of your costs, and sell to that goal.
2. Always wear a clean uniform and have a couple of working pens on you at all times.
3. Role Play - Practice a short sales pitch to help you be more confident.
4. Keep your "Take Order" forms from the previous year. This is a good place to start selling the next year. The top sellers in the country use this method.
5. Send or give a thank you card to your customers.
6. Ask to present at a service club (Rotary, Kiwanis, Lions, church, etc.) or chamber of commerce in your area. It is a great way to hit a lot of people at one time.
7. Hold a Blitz Day. Start with everyone at the "Show and Sell" location. Have Scouts hit different streets in the neighborhood around the store. Ask customers if they would like the product delivered that day. Collect the funds, finish selling on that street, then go back to the Show and Sell site, gather the popcorn and deliver that day.
8. When conducting a "Show and Sell", have a display of the activities that your unit plans on doing next year that Scouts use to can show to customers. Customers are more willing to buy if they know what the funds are going to and how it benefits the Scouts.
9. Have a bucket at your "Show and Sell" location to collect funds for Military Orders. This way people that do not want to buy popcorn for themselves, but still want to support Scouting can do so at any level. Once you have \$50 in donations, have the unit purchase a military donation.
10. Be Organized! Make the sale FUN for the Scouts & families! Don't hesitate to ask your district kernel questions you may have.





SELLING METHODS



Scouts can participate in the popcorn sale using several sales methods. Face-to-face sales methods, including, “Door-to-Door / Neighborhood Blitz”, “Storefront Sales”, and “Order Form / Take Order”, are tried and true methods. Selling online through the Online Sales System shows significant promise to reach customers out of town. For units with the right connections, corporate sales have been shown to be a good way to sell a significant amount of product to one customer. Whatever methods **YOUR** unit and Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

- **“Storefront Sales”** – This method involves coordinating booths at high foot traffic locations throughout your community. Trail's End research shows about 1 in 10 contacts will result in a sale. The method averages \$28 per Scout per hour. Begin the reservation process in the summer for access to the best locations.
- **“Door-to-Door / Neighborhood Blitz”**– This is the most effective sales method (averaging \$99 per hour per Scout) and involves the Scout soliciting orders at the customer’s home. This method is preferred for neighbors close to home, parent’s coworkers, close friends and family. Trail's End research shows about 3 in every 5 contacts will result in a sale. This is an area of great opportunity as 80% of homeowners are not contacted about buying popcorn. Through this method, the order can immediately be fulfilled as product is brought along (in wagon or vehicle). If the desired product is not on hand, an order can be taken with the product being delivered when the order can be fulfilled.
- **Order Form / Take Order** – This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to a member of the unit’s popcorn team (i.e. Unit Popcorn Kernel). The product is ordered by the unit, and once received, orders are delivered by the Scout’s family. It is at unit’s discretion whether money is collected up front or upon delivery. Many parents/guardians assist their Scout with this process by soliciting orders at places of employment.
- **Online Sales** - This online-based method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts and Venturers who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trails End Website (with parental approval if under the age of 13). Perhaps best of all, the customer pays securely online and the product is shipped directly to the consumer. The unit has no involvement in the ordering or shipping process, and receives a **commission of 50% from all online sales**.
- **Corporate Sales** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples. If a company is interested and needs assistance with special ordering, please contact your District Kernel, or Professional staff advisor.

Scout Safety & Selling Tips

Safety Tips

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.



Selling Tips

- ALWAYS wear your uniform and carry your registration card.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- KNOW the different types of popcorn you're selling.
- ALWAYS say "Thank You!"
- ALWAYS make a copy of your order form before you turn it in.

Scout Sales Pitch

Luke Fewx - sold over \$100,000 of popcorn in 2017.

Here's Luke's approach to customers:

"Hi, my name is Luke. I'm trying to earn my way to NASA Space Camp. Can I count on your support? All the popcorn is delicious and you will help fund my many adventures in Scouting."

Have your Scouts find a partner and practice their speech at least three times with each other.

Luke's 6 Simple Steps to Selling Popcorn

1. Always wear your uniform. So customers know you're a Scout.
2. Always smile and introduce yourself.
3. Always ask the customer if they want to support Scouting. Not if they want to buy some popcorn.
4. Always know the popcorn flavors and the products you are selling.
5. Always have a clean order form and a pen ready.
6. Always say thank you!

Be Familiar with the Product

- For people who have never had the popcorn before, recommend your favorite one.
- Know the "in's and out's" of the product list. Be ready to point out which products contain no trans fats, make great gifts, all the new flavors, and be ready to suggest the best sellers.



I NEED HELP! WHAT SHOULD I DO?

I have a general popcorn question...like: Placing an Order Online, Product Line-up, Payment Procedures, etc.

- Visit our website at: www.tetonscouts.org/popcorn for popcorn resources and information.

My question is more specific...like: Product Pickup, Local Popcorn Kernel Contact Info., Training Info., etc.

- Contact your district popcorn kernel, or the professional staff advisor listed below. If they are unable to answer your questions, then please call the council office as listed below:

DISTRICT	KERNEL CONTACTS	PHONE	EMAIL
Baden Powell	Vacant		
	Elias Lopez	208-716-9363	Elias.lopez@scouting.org
Wolverine	Vacant		
	Elias Lopez	208-716-9363	Elias.lopez@scouting.org
Yellowstone	Vacant		
	Erick Simmons	208-403-5844	erick.simmons@scouting.org
South Fork	Vacant		
	Erick Simmons	208-403-5844	Erick.simmons@scouting.org
Centennial	Vacant		
	Erick Simmons	208-403-5844	Erick.Simmons@scouting.org
Teton	Wendy Wilson	208-354-3322	m_s_j_mom@yahoo.com
	Erick Simmons	208-403-5844	Erick.simmons@scouting.org
Jackson	Cliff Kirkpatrick	307-690-9846	cliffkirkpat@icloud.com
	Erick Simmons	208-403-5844	Erick.simmons@scouting.org
Tendoy	Vacant		
	Jason Eborn	208-847-5487	jason.eborn@scouting.org
Malad	Laurie Richins	208-766-2517	jrrichins@atcnet.net
	Jason Eborn	208-847-5487	jason.eborn@scouting.org
Portneuf	Sheri Waite	208-776-5117	sheriwaite@hotmail.com
	Jason Eborn	208-847-5487	jason.eborn@scouting.org
South Caribou	Vacant	208-547-7337	hunzekerparts@yahoo.com
	Jason Eborn	208-847-5487	jason.eborn@scouting.org
Bing Pow	Genie Mack	208-479-7198	Mack15760@yahoo.com
	Jason Eborn	208-847-5487	jason.eborn@scouting.org
Blackfoot	Vacant		
	Gary Davis	208-681-0183	gee1dee2@gmail.com
Star Valley	Vacant		
	Larnell Cleverly	307-887-9374	larnell.cleverley@scouting.org
Salmon	Vacant		
	George Torbett	208-940-2685	mtorbett@ida.net
Lost River	Vacant		
	Albert Fullmer	208-690-0310	aefullmer@gmail.com
Grand Teton Council	Steve Godwin	208-522-5155	Steve.godwin@scouting.org

HAVE QUESTIONS?

WE HAVE THE ANSWERS!

ORDER AND CHECKOUT INFORMATION

Q: Can I split my purchase between two Scouts?

Unfortunately, you can only choose one scout to support per order. If you wish to support more than one scout, you will need to place separate orders.

Q: I just placed an order. When will my credit card be charged?

After submitting an order, the credit card that was used will be charged and an order confirmation will be received via email.

Q: Are my purchases on trails-end.com tax deductibles?

Because you receive products in exchange for your payment, only a portion of your purchase is tax deductible. The portion that is tax deductible is typically the difference in the amount you would normally pay if you bought a similar item at the grocery store vs. the price of the product you purchased on trails-end.com. Shipping and handling charges are not tax deductible.

The portion of your purchase above the product value is a donation to the Boy Scouts of America. In most cases, you only need your purchase receipt from trails-end.com to be able to deduct your donation. However, if you require additional documentation, please contact your local scouting group and verify your specific situation with your tax professional.

When you purchase a Military Donation, your full purchase is a charitable contribution since you don't receive product in exchange for your payment. This means that the purchase should be 100% tax deductible. Again, in most cases, you only need your purchase receipt from trails-end.com to be able to deduct your donation.

However, if you require additional documentation, 75% of the purchase goes to local scouting and they would need to provide additional receipts. 25% of the donation goes to the military. We are partnering with soldier's angels this year to get the donation to the troops, their families, and veterans. Their EIN is 20-0583415. As always, make sure to double check this with your tax professional, as tax laws often change.

Q: Do you accept cancellations or returns?

No, we do not accept order cancellations or returns. 75% of every online order goes back to the scout, the scout's unit and council. Due to the fundraising nature of the site, we cannot cancel an order or accept any returns.

Q: Can I change the scout or council that receives credit for my order?

No, we cannot change the scout or council that receives credit for your order. Once your order is placed, the commission returned to local scouting is recorded for the scout or council you chose to support.

Q: Are products online vs paper the same? Why do products online not match products on my paper order form?

Because each Boy Scout council offers a unique product lineup each year, Trail's End has decided to promote one product line across the entire country that is completely different than the traditional product lineup to reduce confusion for Scouts and Consumers. In the past,

scouts and consumers see some of their council's products offered online, but not all. Additionally, the online platform will serve as our testing ground for new products that we may want to include in the traditional popcorn sale in future years.

Q: Why are products online? Why are products online more expensive than products on my paper order?

Online products and prices are set nationally. The pricing of products on your order forms are determined by your local council, and vary across the country. The prices on your order form may differ than what is being offered online. Online prices take into account a number of factors: current prices on councils' order forms, online purchasing behavior, distribution costs, credit card fees, security costs, and consumer feedback. Please keep in mind up to 75% of every product sold goes to local Scouting.

PRODUCT INFORMATION

Q: Are Trail's End products kosher?

Please view the Trail's End kosher certificate found on the [Nutritional Facts Page](#).

Q: What's the shelf life of your products?

All of our microwave products have a shelf life of 18 months. Our popping corn kernels have a shelf life of 12 months. All of our gourmet ready-to-eat products (caramel, chocolate, cheese, and pretzels) have a shelf life of seven to nine months.

Q: What is the Military Donation?

The Military Donation allows you to support the Military and Scouting at the same time. Trail's End sends various products to men and women in the Military, their families and Veterans' organizations. There are no shipping and handling charges associated with military donations.

Q: Is Trail's End packaging recyclable?

Our microwave cartons can be recycled at any facility that recycles cardboard and paper.

SHIPPING AND DELIVERY INFORMATION

Q: How do I know if my order has shipped?

After you have placed an order, an order confirmation email will be sent to the email address provided. When your order ships (usually within 2-3 business days of order placement) you will receive a shipping confirmation email with tracking information.

Q: Can I ship my order to an APO or FPO address?

Yes, trails-end.com does allow customers to send orders to Military APO and FPO addresses. All orders sent to an APO/FPR address will ship via USPS and could take up to four weeks for delivery.

Q: Do you ship to Alaska, Hawaii and/or Puerto Rico?

Yes, customers can ship trail's end products to Alaska, Hawaii and Puerto Rico.

Q: Can I ship my order to an address outside of the United States?

Not at this time. trails-end.com only accepts shipping and billing addresses within the United States, Puerto Rico, and APO/FPO addresses.



**Trail's End**[®]