



POPCORN KERNEL GUIDEBOOK

Everything You Need to Know About the 2020 Popcorn Sale

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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the Scouting program. Less out-of-pocket expenses for families equals better equipped Scouts and more Scout participation.

Help all of your families save money by encouraging 100% Scout participation! This year's popcorn fundraiser can be the best fundraiser EVER!

Contact Trail's End Support

Visit our website:
www.trails-end.com

Email us:
support@trails-end.com

Join our Facebook Group:
[Trail's End Popcorn Community](#)

Message us on Twitter:
[@trailsendsnacks](#)

Need Help? Visit our FAQs:
support.trails-end.com

POPCORN HELPS YOUR SCOUTS



**Become
Decision Makers**



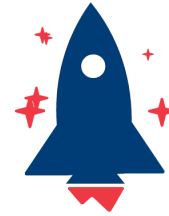
**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

Benefits for Scouts...

- Over 73% supports our local Scouts*
- Personal growth program with direct correlations to rank advancement and merit badges.
- Earn Amazon.com Gift Cards**
 - Millions of prize choices
 - Scouts buy the prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skills

**Average return to local councils, units and Scouts based on all Trail's End product sales.*

***Participating Councils only*



WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return - Over 73% Returned to Local Scouting*

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, Camporees, etc.

** Average return to local councils, units and Scouts based on all Trail's End product sales.*



Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year



Recruitment

- "Recruit a Scout" is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



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 **472,500** 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

POPCORN YOUR CUSTOMERS WILL LOVE!



The most popular popcorn products your customers love to buy every day, and provide the highest return for your fundraiser.

Proven Product Quality

- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive microwave popcorn, chocolates and coffee.

SHOP NOW: www.trails-end.com/shop

**PRODUCT OFFERINGS VARY BY COUNCIL*

OUR TECHNOLOGY MAKES FUNDRAISING EASIER



THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End and council
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as a way to fundraise while social distancing



UNIT LEADER PORTAL

- 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
- Accept credit payments from Scouts for the cash owed



ONLINE DIRECT

- SAFE for Scouts - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards* - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units

**Council participation in Trail's End Rewards may vary*



TRAIL'S END REWARDS

- Bigger prizes for Scouts. Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the Scout
- Earn Double Points with Online Direct



New to popcorn?

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

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

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

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

FROM YOUR UNIT SITE GO TO:

Unit Info: This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

GO TO: Unit Team Members: View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

The image shows a screenshot of the Trails End website interface. On the left is a navigation menu with items: Unit's Goal, Scout Roster, Storefront Sales Calculation Method, App Settings, Unit Team Members (circled in red), About My Unit, and Manage Unit Bank Account. A red arrow points from 'Unit Team Members' to a dropdown menu containing: Set Primary, Edit Leader, Delete Leader (circled in red), and Resend Login. Below this is an 'Actions' section with a 'Delete Leader' dropdown and a 'GO' button (circled in red). A red arrow points from the 'GO' button to the 'Editing a Unit Leader' form on the right. The form includes fields for: Leader Title (dropdown), First Name (text), Last Name (text), Username (text), Email (text), Confirm Email (text), Primary Phone (text), Address Line 1 (text), Address Line 2 (text), City (text), State (dropdown), Zip (text), and Country Code (dropdown). At the bottom of the form are 'SAVE' and 'CANCEL' buttons.

ONLINE POPCORN KERNEL TRAININGS

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



Register to attend one of the webinars:

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

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

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:
www.trails-end.com/webinars

FACEBOOK COMMUNITIES

A COMMUNITY OF SUPPORT FOR LEADERS

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

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

JOIN TODAY AT www.facebook.com/groups/TEPopcornCommunity

A screenshot of the Facebook page for the Trail's End Popcorn Community. The page header shows the Facebook logo, a 'Sign Up' button, and login fields for 'Email or Phone' and 'Password' with a 'Log In' button and a 'Forgot account?' link. The main content area features a large photo of three young men in Boy Scout uniforms holding an American flag. To the right of the photo is a dark blue banner with the 'Trail's End' logo and two admin profiles: SEAN STANFORD (TE ADMIN) and SAM HAUCK (TE ADMIN). Below the photo is a '+ Join Group' button and a 'More' button with the text 'Join this group to see the discussion, post and comment.'

HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

BUDGET WORKSHEET EXAMPLE

<input type="text" value="\$ 9,800"/> Annual Budget	/	<input type="text" value="28"/> Number of Scouts	=	<input type="text" value="\$ 350"/> Budget Per Scout
<input type="text" value="\$ 350"/> Budget Per Scout	/	<input type="text" value="35%"/> Average Commission	=	<input type="text" value="\$ 1,000"/> Scout Sales Goal

Scouts can fund their entire year of Scouting in only 8 - 10 hours (on avg).

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.**

MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	<p>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!</p>
WAGON SALES Take Order	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.</p>
WAGON SALES Door to Door with Product	<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 home-owners 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>
STOREFRONT SALES	<p>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.</p>

ONLINE DIRECT PROMOTIONS

- **Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15***
 - *Unit must be registered to sell by no later than August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Pledge**
 - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
 - Make the pledge: <https://www.surveymonkey.com/r/6MKNHGB>
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
 - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
 - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

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.

MAKE IT FUN!!!



WHY DO SCOUTS SELL POPCORN?

Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Camp Upkeep

The popcorn fundraiser has also enabled Scouts to fund their Eagle and other service projects in their community!

#poweredbypopcorn



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.
6. **Online Direct is the preferred way to sell & can be used for face-to-face selling. Products ship to the customer, you don't have to handle products or cash.**
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have mom and/or dad take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, two out of three people will buy when asked at their door.

SHARE WHAT YOU'RE DOING IN SCOUTING AND HOW YOU'RE HELPING OTHERS THROUGH SCOUTING!



TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they 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!

SCOUTS EARN **DOUBLE** ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
 - No collecting orders from Scouts 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 Scouts 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 motivate Scouts through the App.
- Leaders can wrap up the fundraiser and get back to Scouting faster!

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraiser from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
 - Share their personalized fundraising page via Social Media, Email, Text and more.
 - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

STEP

1

Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
 - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%** unit commission.

STEP

2

For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
 - 4 hours: 15+ orders from friends & family.
 - 4 hours: 15+ orders from their local neighborhood(s).

STEP

3

Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
 - How the money raised benefits each Scout family
 - Unit & Scout sales goals
 - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
 - Everyone downloads the Trail's End App! Text APP to 62771.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

STEP

4

Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

**Unit must be registered to sell by no later than August 15, 2020 to qualify. **Online Direct commission varies by council.*



How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP 1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP 2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP 5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.

CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
- Safer – Scouts don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry



When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT

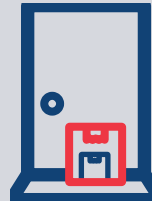
The safest way of fundraising for Scouts!



Safe for Scouts
Fundraise from the safety of home.



Product Variety
Traditional products & prices plus more.**



No Handling
Products ship to your customers and all sales are credit.



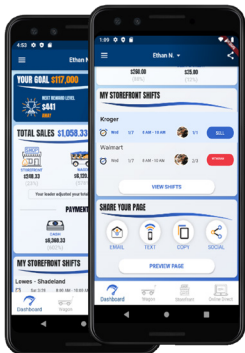
Trail's End Rewards*
Earn double points for Amazon.com gift cards.

*Council participation in Trail's End Rewards may vary.
**Subject to change.

HOW IT WORKS

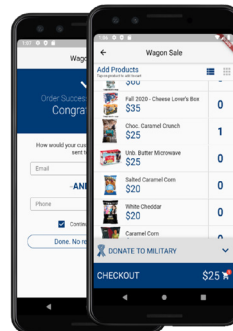
TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER IN JULY?

- Uncertainty of COVID-19 return
 - Fund your popcorn order pre-payment
 - Trail's End unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
- *Unit must be registered by August 15, 2020 to qualify.

HOW CAN MY UNIT FUND A POPCORN PRE-PAYMENT?

- Start selling EARLY with existing Scouts (July & August)
- **Best & Preferred Option: Sell Online Direct**
 - Safest way for Scouts to sell
 - Scouts earn **Double Points** for TE Rewards
 - Traditional products and prices (\$10 opening price point*)
*Subject to change
 - No handling of products or cash for Scout or unit
 - New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
 - Products popped fresh to order
 - Text MYPLAN to 62771 to download: How to Sell \$1,000 Social Distancing
- **Backup Option: Sell Take Order before your first product order**
 - Ask customers to pay with CREDIT/DEBIT to avoid handling cash
 - Scouts earn 1.5pts for CREDIT/DEBIT orders for TE Rewards
 - Require Scouts to record UNDELIVERED Wagon sales in the TE App
 - Require customers to pay at time of order, NOT on delivery

FUNDING A 30% PRODUCT PRE-PAYMENT EXAMPLE:

- Let's say your unit sells \$10,000, and has been primarily show & sell, here's what to do:
 - Sell \$3,000 Online Direct: Unit makes \$1,000
 - Sell \$1,000 Take Order with Credit Card: Unit has \$1,000 in credit
 - You've sold \$4,000 and can prepay \$2,000 to order \$6,000 in popcorn
- *Tip: Online Direct and CREDIT/DEBIT sales automatically credit your popcorn invoice with council, eliminating the need to collect payments from Scouts.*
- *Tip: Require Scout families to turn in any cash payments using the NEW parent credit payment feature in the TE App.*

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

Vehicle Capacity Estimates*

Mid-size Car: 20 cases
Small SUV: 40 cases
Crossover: 40 cases
Mini-van: 60 cases
Large SUV: 70 cases
Full-size van: 70 cases

***Note: the Vehicle Capacity Estimates above are estimated without kids, car seats, strollers, etc**

GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

Contact your Council for more information on getting your popcorn and replenishment of popcorn.

UNIT-TO-UNIT TRANSFERS

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.

WRAPPING UP THE SALE

STEPS TO FOLLOW:

- Collect and add together all popcorn orders from your Scouts.
- Use the Scout table in the Unit Leader Portal to track sales by Scout. This is how Trail's End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- Units paying by check must send ONE check (checks made out to units cannot be accepted.)
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the Scout's Trail's End account approximately 5 days after submitting your Scout totals unless flagged for review.
- Hold a unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.





PATH TO ADVANCEMENT

Cub Scout Advancement Opportunities



TIGERS



Curiosity, Intrigue and Magical Mysteries Create a secret code to use during your Popcorn Sale **(Req. 3)**



Stories in Shapes Create an art piece advertising your Popcorn Sale **(Req. 3)**



Tiger Tales Create your own Tall Tale about your Popcorn Sale **(Req. 2)**



WOLVES



Howling at the Moon Show you can communicate in at least two different ways **(Req. 1)** and create a Popcorn Skit **(Req. 2)**



Paws on the Path Tell what the Buddy System is and why you need to use it during your Popcorn Sale **(Req. 2)**



BEARS



Roaring Laughter Create your own short story about popcorn fundraising **(Req. 3)**



WEBELOS & ARROW OF THE LIGHT



Art Explosion Create a Popcorn Sale poster on a computer **(Req. 3f)** or a T-shirt or hat **(Req. 3g)** for display at your Show 'n' Sell



Build It Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you've used for the first time **(Req. 3)**



Movie Making Create a story about your Popcorn Sale and do ALL requirements for Movie Making **(Req. 1-3)**

Merit Badge Opportunities



Art **For requirements 5a** – Produce a Popcorn Sale poster for display



Communication **For requirement 2b** – Make a Popcorn Sales presentation to your counselor **For requirement 6** – Show your counselor how you would teach others to sell Popcorn



Digital Technology **For requirements 6d** – Create a report on what you and your troop can do with the funds earned from selling Popcorn



Graphic Arts **For requirements 3 and 4** – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster



Journalism **For requirement 3d** – Create a 200 word article about your Troop's Popcorn Sale



Movie Making **For requirement 2** – Create a storyboard and video designed to show how to sell popcorn



Personal Management **For requirements 9** – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities



Photography **For requirement 5a, b, f** – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale **(Req. 7)**



Plant Science With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed **(Requirements 8, Option 1, E1a–E1c)**



Public Speaking **For requirement 2** – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop



Salesmanship **All requirements** for this merit badge may be completed through the Popcorn Sale



Truck Transportation **For requirement 2** – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

THE TRAIL'S END APP

Available in the Apple and Google Play Store Text APP to 62771 to download.

Required to register: Council: _____ District: _____ Unit: _____

1 Sign In or Register an Account

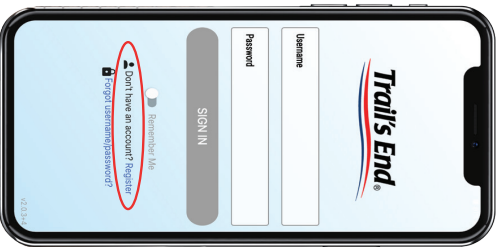
- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Scouts?

- Each Scout must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the Scout name dropdown at the top of the screen.



ACCEPTING CREDIT CARDS

Every Scout can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader) - Type in the customer's card information.

Magstripe Reader (Android) - Swipe reader plugs into headphone jack.

Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC (contactless) cards, and Magstripe cards.



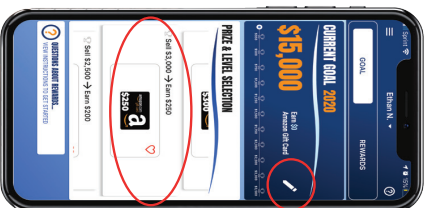
When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

TE REWARDS: SET A GOAL, CLAIM GIFT CARD

1 Set Goal: Scroll up or down and tap to select prizes at different levels or manually enter your goal.

2 Track Progress: Check how close you are to reaching the next rewards level in the app.

3 Claim Gift Card: Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to get your Amazon.com claim code.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct: Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Or, share your page with customers via email, text, and social media.

Wagon: Door-to-door, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

Storefront: Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.



HAVE QUESTIONS? GET ANSWERS.

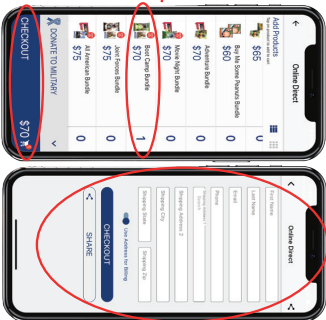
- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Scout Parents Community www.facebook.com/groups/TEscoutParents/

*Screenshots subject to change

ONLINE DIRECT: SHIP TO CUSTOMER

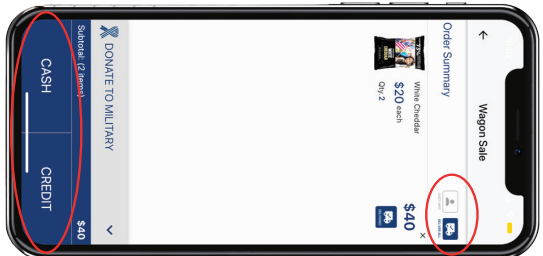
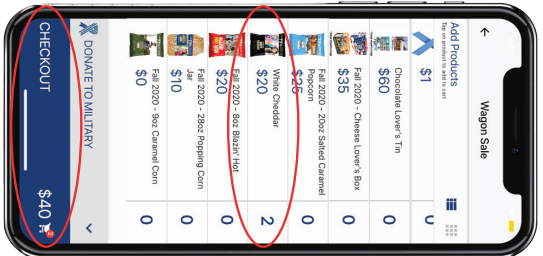
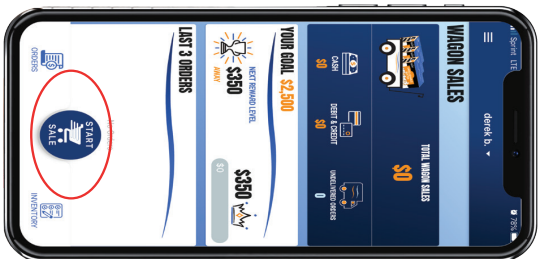


Tip: Click Share to text the cart to the customer to complete the purchase on their phone.



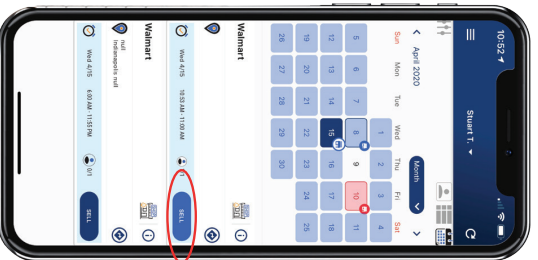
Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE



Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

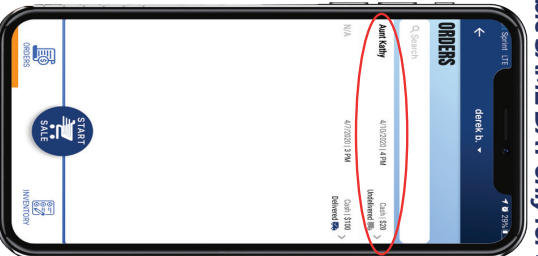
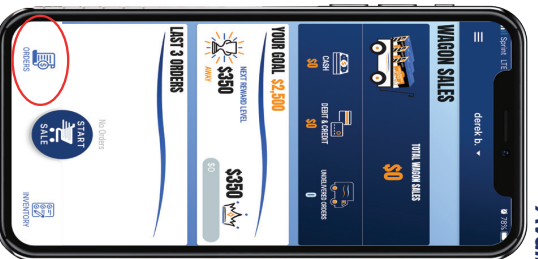
SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

Available SAME DAY only for Scouts.



Tip: You can also edit customer information and re-send a receipt from this screen.

*Screenshots subject to change

Trail's End® REWARDS

Earn  amazon.com Gift Cards
and choose the prize **YOU** want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS.
TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S
END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

SCOUTS EARN **DOUBLE** ONLINE

2PTS

PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS

PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT

PER EVERY \$1 SOLD
CASH

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth **10%** of your total pts

REWARD IDEAS

6,000 pts
Earn a \$450
Amazon.com Gift Card



REWARD IDEAS

1,750 pts
Earn a \$70
Amazon.com Gift Card



REWARD IDEAS

5,000 pts
Earn a \$375
Amazon.com Gift Card



REWARD IDEAS

1,500 pts
Earn a \$60
Amazon.com Gift Card



REWARD IDEAS

4,000 pts
Earn a \$300
Amazon.com Gift Card



REWARD IDEAS

1,250 pts
Earn a \$50
Amazon.com Gift Card



REWARD IDEAS

3,500 pts
Earn a \$250
Amazon.com Gift Card



REWARD IDEAS

1,000 pts
Earn a \$40
Amazon.com Gift Card



REWARD IDEAS

3,000 pts
Earn a \$200
Amazon.com Gift Card



REWARD IDEAS

800 pts
Earn a \$30
Amazon.com Gift Card



REWARD IDEAS

2,500 pts
Earn a \$100
Amazon.com Gift Card



REWARD IDEAS

600 pts
Earn a \$20
Amazon.com Gift Card



REWARD IDEAS

2,000 pts
Earn an \$80
Amazon.com Gift Card



REWARD IDEAS

400 pts
Earn a \$10
Amazon.com Gift Card



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app



The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.

POPCORN SALE CHECKLIST

- Register for the popcorn sale at www.trails-end.com/unit-registration
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting".
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
 - $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$
- Break the goal down to an individual Scout (family) goal.
 - $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
 - Make it a fun event; have food, snacks, games, door prizes, etc.
 - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all Scouting families.
 - Highlight all the program activities the unit is planning on participating in.
 - Information on the sales goal per Scout so there are "no out of pocket expenses".
 - Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips.
 - Text APP to 62771 to download the Trail's End App.
- Encourage all Scouts to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sale territory for the Scouts.
 - Less than 20% of all households have been asked to purchase popcorn.
 - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
 - Set up schedule for Scouts to sign up for shifts through the Trail's End App.
 - One Scout per two-hour block is ideal.
 - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to Scouts, and ensure deliveries are made to customers.
- Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.

UNIT KERNEL'S RESPONSIBILITIES

1. Follow 2020 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 10, 2020**
 - b. Grand Teton Council **Returns** are due by **October 12, 2020**
 - c. **Take-orders** are due online **October 12, 2020**
5. Turn-in order for Scouts' prizes by **November 2, 2020** 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 **September 2, 2020** by location schedule
 - b. Take-order pick-ups are available **October 28, 2020** 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 November 30, 2020 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.

2020

Popcorn Timeline

Grand Teton Council

<u>Date</u>	<u>Event or Deadline</u>
Wed., Jul. 29	Unit Training / Kick-off / Zoom Mtg 7 PM
Thur., Jul. 30	Unit Training / Kickoff / Zoom Mtg 7 PM
Fri., Aug. 2	Order Sales begin
Mon., Aug. 10	Show and Sell Orders Due by 5 PM
Mon., Aug. 31	Show and Sell Sales begins
Wed., Sep. 2	Show and Sell Delivery Pickup TBA
Sat., Oct. 10	Take Order and Show & Sell End
Mon., Oct. 12	Popcorn Order Due in System **
Mon., Oct. 12	Show & Sell Product Returns due to the Council by 5 PM **
Wed., Oct. 28	Take Order Pickup--Delivery Begins TBA
Fri., Oct. 30	Prize Orders Submitted Online & Required Forms submitted to the Council **
Mon., Nov. 30	Popcorn Money Due to Council ** 5 PM

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

Thank you

Elias Lopez



UNIT COMMISSIONS

30% **Base Commission** – All units who sell popcorn in 2020 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 2020 FOS Presentation must be held before October 12, 2020.
- + **2%** * **Surpass Total 2019 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: Elias Lopez by Friday, October 9, 2020.**

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.

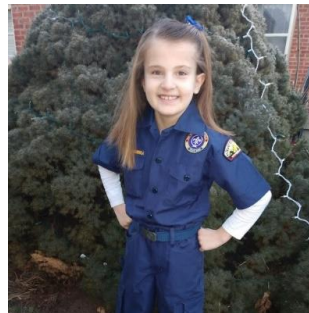
Amazon cards will be shipped directly to the unit. Units will place their incentive orders, along with the prize orders through the “card order” link on: www.scouting.trails-end.com. **Cards are released to ship as soon as the unit’s final popcorn invoice is paid in full.** Scouts with online sales made between August 8 and October 17, 2020 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 October 30, 2020**. Council prizes will be available for pick-up at local council service centers from **December 1 through January 4, 2021**.



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 2020 will be invited to the **BIG SPIN Party** on **Saturday, January 9, 2021**. 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 3, September 24, and October 8, 2020**. Carry, mail, email to elias.lopez@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 5, September 28, and October 9. Each drawing will have one prize randomly drawn. **Prizes: \$50 Gift Card / \$75 Gift Card / \$100 Gift Card**

\$2,500 College Scholarship Program-Scholarship Retirement

The Scholarship Program is being discontinued for the Trail’s End® Popcorn Sale for calendar years beginning on or after January 1, 2020, but a Scout accepted into the Scholarship Program with respect to calendar years ending on or before December 31, 2019 will be eligible to receive credit for sales in calendar years 2020, 2021 and 2022, subject to the Terms. The Scholarship Program will continue to be provided by Trail’s End pursuant to the Terms for Scouts accepted into the Scholarship Program for calendar years ending on or before December 31, 2019, subject to Trail’s End’s right to terminate the Scholarship Program under the Terms. <https://www.trails-end.com/scholarship>

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 October 30, 2020.

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 12, 2020. 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 October 30, 2020

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 23, 2020**. Pull your invoice offline on or after **October 23, 2020** 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, November 30, 2020 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 9-5
Pocatello Service Center (208) 233-4600	2306 Pocatello Creek Rd Pocatello, ID 83206	M-F 10:30 am-5:30 pm

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

2020 Popcorn Sales

Grand Teton Council

Boy Scouts of America

Unit Master Sales Record

This form is due to Elias Lopez at the Idaho Falls Council Scout Headquarters by Thursday, October 29, 2020

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 Elias Lopez at the Idaho Falls Council Scout Headquarters by **Thursday, October 29, 2020**

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: _____

2020 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 9,
2021 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 2020 sales. To enroll, you must sell at least \$2,500 from January 1, 2020 to December 31, 2020

<i>Sales Category</i>	<i>Amount of Sales</i>
Spring 2020 Face-to-Face Sales (Take Order)	\$
Spring 2020 Show & Sell	\$
Fall 2020 Take Order	\$
Fall 2020 Show & Sell	\$
2020 Online Sales	\$
2020 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

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 CONTRACTS	PHONE	EMAIL
Diamond Peak Salmon, Arco, Moore, Leadore	Vacant		
	Albert Fullmer	208-690-0310	aefullmer@gmail.com
Headwaters Jackson, Afton, Alpine, Driggs	Vacant		
	Larnell Cleverly	307-887-9374	larnell.cleverly@scouting.org
North Idaho Falls, Rexburg, Rigby, Ririe, Menan	Vacant		
	Elias Lopez	208-716-9363	elias.lopez@scouting.org
Scout Mountain Pocatello, Malad, Am. Falls, McCammon, Soda Springs	Gary Davis	208-681-0183	gee1dee2@gmail.com
	Jason Eborn	208-847-5487	jason.eborn@scouting.org
Twin Buttes Blackfoot, Moreland, Shelley, Firth	Vacant		
	Sam Kofoed	208-589-5182	samuel.kofoed@scouting.org
Grand Teton Council	Elias Lopez	208-522-5155	elias.lopez@scouting.org
Grand Teton Council	Heather Branson	208-522-5155	heather.branson@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.

