



# 2013 Popcorn Sale

## Unit Leader Guidebook



Heart of America Council  
10210 Holmes Rd., Kansas City, MO 64131  
(816) 942-9333  
[www.hoac-bsa.org/popcorn](http://www.hoac-bsa.org/popcorn)

Questions should be directed to your District Kernel or District Executive

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## Popcorn Kernel Checklist

Each Unit Kernel is responsible for completing each of these items by the due date:

- ☐ Place Show N Sell Order Online – by Monday, August 26<sup>th</sup>  
(See pages 10-11 for details)
- ☐ Pick up Show N Sell order – Friday/Saturday, September 6<sup>th</sup> and 7<sup>th</sup>  
(See page 12 for details)
- ☐ Start selling popcorn – Friday, September 6<sup>th</sup>
- ☐ If returning any popcorn, send Return Paperwork to Council – by Monday, October 21<sup>st</sup>  
(See page 13 for details)
- ☐ **ONLY** day to **RETURN** popcorn. **NO CHOCOLATE RETURNS!** – Saturday, October 26<sup>th</sup>  
(Note – this is NOT the final pickup day.)  
(See page 13 for details)
- ☐ Final day to sell popcorn – Each Unit must set its own end date to allow Kernel appropriate time to finalize paperwork.  
(See page 12 for details)
- ☐ Place final popcorn orders online – by Monday, October 28<sup>th</sup>
  - Enter popcorn order at [www.scouting.trails-end.com](http://www.scouting.trails-end.com)  
(See pages 13-14 for details)
- ☐ Place final prize order online - by Monday, November 4<sup>th</sup>
  - Enter prize order at <http://scouttoys.com>  
(See pages 14-15 for details.)
- ☐ Enter Scouts that Fill It Up at <http://2013PopcornFillitup.kintera.org>  
- by Monday, November 4<sup>th</sup>  
(See page 16 for details)
- ☐ Pick up final orders – Friday/Saturday, November 8<sup>th</sup> and 9<sup>th</sup>  
**NO RETURNS ACCEPTED at final order pickup!**  
(See pages 13-14 for details)
- ☐ Send Scholarship Forms to Council – by Monday, December 2<sup>nd</sup>  
(See page 16 for details)
- ☐ Turn in Popcorn Payment to Council – by Tuesday, December 10<sup>th</sup>  
(See page 17 for details)

## Whom to Contact with Questions

### **Big Muddy:**

<b>District Kernel</b>	Karen Hemme	(660) 463-7808	<a href="mailto:scouts4258@gmail.com">scouts4258@gmail.com</a>
<b>District Executive</b>	Joseph Beck	(816) 569-4918	<a href="mailto:joseph.beck@scouting.org">joseph.beck@scouting.org</a>

### **Blue Elk:**

<b>District Kernel</b>	Karen Moorman	(816) 795-8761	<a href="mailto:karenmoorman@att.net">karenmoorman@att.net</a>
<b>District Executives</b>	Ross Schaffer	(816) 569-4926	<a href="mailto:ross.schaffer@scouting.org">ross.schaffer@scouting.org</a>
	Grant Dealy	(816) 569-4956	<a href="mailto:grant.dealy@scouting.org">grant.dealy@scouting.org</a>

### **Kaw:**

<b>District Kernel</b>	Regina Utter	(913) 206-0340	<a href="mailto:reginautter@me.com">reginautter@me.com</a>
<b>District Executive</b>	Jose Romero	(816) 569-4973	<a href="mailto:jose.romero@scouting.org">jose.romero@scouting.org</a>

### **Lone Bear:**

<b>District Kernel</b>	Kevin Wilson	(816) 898-3597	<a href="mailto:kwilson72668@yahoo.com">kwilson72668@yahoo.com</a>
<b>District Executive</b>	David Riker	(816) 569-4974	<a href="mailto:david.riker@scouting.org">david.riker@scouting.org</a>

### **North Star:**

<b>District Kernel</b>	Linda Langer	(816) 820-3181	<a href="mailto:lindygrl@aol.com">lindygrl@aol.com</a>
<b>District Executives</b>	Malissa Bohannon	(816) 569-4982	<a href="mailto:malissa.bohannon@scouting.org">malissa.bohannon@scouting.org</a>
	Niel Campbell	(816) 569-4949	<a href="mailto:niel.campbell@scouting.org">niel.campbell@scouting.org</a>
	Ross Pfannenstiel	(816) 569-4964	<a href="mailto:ross.pfannenstiel@scouting.org">ross.pfannenstiel@scouting.org</a>

### **Northern Tier:**

<b>District Kernels</b>	Connie & Tim Elliott	(913) 432-3242	<a href="mailto:tinnon@everestkc.net">tinnon@everestkc.net</a>
<b>District Executive</b>	Chris Rinella	(816) 569-4929	<a href="mailto:chris.rinella@scouting.org">chris.rinella@scouting.org</a>

### **Pelathe:**

<b>District Kernel</b>	Natalie Archer	(785) 727-0153	<a href="mailto:brittandiansmom@yahoo.com">brittandiansmom@yahoo.com</a>
<b>District Executive</b>	Randy Kidder	(816) 569-4954	<a href="mailto:randy.kidder@scouting.org">randy.kidder@scouting.org</a>

### **Pioneer Trails:**

<b>District Kernel</b>	Kristin Lambert	(913) 744-5184	<a href="mailto:kelambert82@gmail.com">kelambert82@gmail.com</a>
<b>District Executive</b>	Mike Farrell	(816) 569-4950	<a href="mailto:michael.farrell@scouting.org">michael.farrell@scouting.org</a>

**Red-Tailed Hawk:**

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<b>District Executives</b>	Nick Traxler	(816) 569-4969	<a href="mailto:nick.traxler@scouting.org">nick.traxler@scouting.org</a>
	Jonathan Geiger	(816) 569-4932	<a href="mailto:jonathan.geiger@scouting.org">jonathan.geiger@scouting.org</a>

**Thunderbird:**

<b>District Kernel</b>	Martha Bowles	(816) 537-5846	<a href="mailto:mb262@sbcglobal.net">mb262@sbcglobal.net</a>
<b>District Executives</b>	Bennett Dixon	(816) 569-4962	<a href="mailto:bennett.dixon@scouting.org">bennett.dixon@scouting.org</a>
	Gordon Corcoran	(816) 569-4941	<a href="mailto:gordon.corcoran@scouting.org">gordon.corcoran@scouting.org</a>
	Rob Gilkerson	(816) 569-4913	<a href="mailto:rob.gilkerson@scouting.org">rob.gilkerson@scouting.org</a>

**Trailhead:**

<b>District Kernel</b>	Dianne Roening	(913) 424-5709	<a href="mailto:mattroening@everestkc.net">mattroening@everestkc.net</a>
<b>District Executives</b>	Lizz Rhodus	(816) 569-4970	<a href="mailto:elizabeth.rhodus@scouting.org">elizabeth.rhodus@scouting.org</a>
	Josh Morales	(816) 569-4961	<a href="mailto:josh.morales@scouting.org">josh.morales@scouting.org</a>

**Trails West**

<b>District Kernel</b>	Tony Jackowski	(913) 522-9159	<a href="mailto:tjackowski1@aol.com">tjackowski1@aol.com</a>
<b>District Executive</b>	Jason Bledsoe	(816) 569-4984	<a href="mailto:jason.bledsoe@scouting.org">jason.bledsoe@scouting.org</a>

**Twin Rivers**

<b>District Kernel</b>	Kelly Daggett	(913) 731-8246	<a href="mailto:osawatomiepack3099@hotmail.com">osawatomiepack3099@hotmail.com</a>
<b>District Executive</b>	John Hobbs	(816) 569-4983	<a href="mailto:john.hobbs@scouting.org">john.hobbs@scouting.org</a>

## Funding Your Program

Imagine kicking off your Scouting year with a 12-month program and not collecting any money from Scouting families! Units can pay for the entire program they want to do without any out-of-pocket expenses through Council fundraising opportunities.

Download the Ideal Year of Scouting Budget Planner at [www.hoac-bsa.org/IdealYearofScouting](http://www.hoac-bsa.org/IdealYearofScouting) to get started. Use the worksheet to determine how popcorn sales will achieve your Pack or Troop's Ideal Year of Scouting.

### ▪ Selling Popcorn in the Heart of America Council

In 2012, Scouts in the Heart of America Council sold \$2.5 million dollars worth of popcorn. Over \$1.75 million dollars of the funds went directly to the units that sold popcorn and the Heart of America Council to improve council camps and programs.

Scouts themselves used funds to pay for their own program. Units used these funds to pay for everything from charter renewal, to fund camps and campouts, to "dues free" Scouting.

We are gearing up for the 2013 Popcorn campaign to be bigger, better, and bolder. The sale officially starts on September 6, 2013.

▪ **Five Steps for a Successful Fundraising Campaign**

1. Establish an annual plan and budget using the Ideal Year of Scouting worksheet at the link listed above. With input from your Scouts, parents, and leaders you can use this guide to write your budget and stick to it.
2. Set a Unit popcorn sale goal and break down to a per-Scout goal based on your IYOS budget.
3. Put together an exciting incentive program for your unit along with prize programs already being offered. For example, sell \$100 and get to throw a pie in your Cubmaster's face!
4. Conduct a FUN Unit Kickoff to communicate the goals to families and Scouts.
5. Utilize all sales methods available to make sure your unit and Scouts hit their goals.
  - Take orders
  - Show and Sell the products/Store front sales. Talk to your local businesses to see if you can sell there
  - Online sales
  - Show and Deliver the products
  - Parents selling at work help their Scouts hit their goal

## Selling and Safety Tips

- ALWAYS wear your uniform
  - ALWAYS smile and introduce yourself
  - ALWAYS tell your customers why you are selling popcorn
  - KNOW the different kinds of popcorn you are selling
  - ALWAYS say "Thank You"
  - ALWAYS make a copy of your order form
  - ALWAYS have a clean order form with a pen
  - BE SURE to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.
- 
- NEVER enter anyone's home
  - NEVER sell after dark unless you are with an adult
  - DON'T carry large amounts of cash with you
  - ALWAYS walk on the sidewalk and driveway
  - ALWAYS sell with another scout or with an adult

# Glossary of Terms

**Add On** – After Final Product orders have been distributed (Nov 8-9), Add On is the means by which Units can obtain additional popcorn if needed. Add On requests are filled on a first-come-first-served basis from any remaining existing Council inventory. Follow instructions on the Add On form which can be found on the Popcorn page of Council website. [www.hoac-bsa.org/popcorn](http://www.hoac-bsa.org/popcorn)

**Bonus Prizes** – There are two bonus prize levels: \$600 and \$1500. These prizes are awarded to Scouts who sell \$600 and \$1500 – in addition to the regular prizes they choose. Any Scout who sells \$1500 should receive both the \$600 and \$1500 bonus prizes (Unit Kernels should order the bonus prizes on behalf of their Scouts.)

**Case** – The larger box in which individual popcorn units are packaged. For instance there are 12 bags (containers) of popping corn in one case. Show N' Sell product should be ordered by the case.

**Container** – The smaller unit (bag or tin) of individual popcorn that is sold to the customer. For instance, one bag of Buffalo Cheddar Cheese is a container and is sold for \$15. There are 8 containers (bags) of Buffalo Cheddar Cheese in one case. Final product (Oct 28) should be ordered by the container.

**Distribution Site** – The locations where Units can pick up the product they have ordered. Units are assigned different locations by their Districts. Distributions (also called Pick Ups) will take place Sept 6-7 and again Nov 8-9.

**Draggin' Wagon** – Also called Show N' Deliver. Scouts have product on hand and sell door-to-door. They collect the money and deliver the product all at one time.

**Fill It Up** – In addition to the regular and bonus prizes offered through High Adventure Gear. Scouts who "fill up" a sheet of orders (or have 30 orders) qualify for two tickets to each of three sporting events. Unit Kernels must register Fill It Up earners at [2013PopcornFillitup.kintera.org](http://2013PopcornFillitup.kintera.org).

**High Adventure Gear** – The vendor who supplies and fulfills our Scout prizes this year. Unit Kernels can order prizes at the High Adventure Gear website: <http://scouttoys.com>. (Website is scheduled to be activated in mid to late October.)

**Online Sales** – An additional means by which Scouts can sell popcorn. Scouts and Leaders can set up an online sales account at [www.sell.trails-end.com](http://www.sell.trails-end.com). Leaders will need to log in to this system to view Scouts' online sales totals. Customers can set up an account to purchase popcorn at [www.trails-end.com](http://www.trails-end.com). The Trails End Online Sales system is separate from the Trails End Popcorn System.

**Popcorn System** – The Trails End website where the bulk of the popcorn sale is managed. Units will utilize this site to order popcorn (both Show N Sell and Final orders), view reports and previous year's sales, etc. Council uses the site to track inventory, unit sales, invoicing, etc. The Trails End Popcorn System is separate from the Trails End Online Sales system.

**Return** – Units who have excess Show N' Sell inventory, and do not anticipate using it to fulfill Take Orders, may return/give back extra product (NOT INCLUDING CHOCOLATE ITEMS!) to the Council. Units must send return paperwork to Council by Monday, October 21<sup>st</sup>. Returns will be accepted only on Saturday, October 26<sup>th</sup>, and only if return paperwork has been received.

**Scout Sales Guide** – The order forms that Scouts use to take orders from customers. Also includes a list of the Scout prizes and prize levels offered through High Adventure Gear.

**Show N Deliver** - Also called Draggin' Wagon. Scouts have product on hand and sell door-to-door. They collect the money and deliver the product all at one time.

**Show N Sell** – Units set up sales at a specific site – typically in front of a store or other business. Scouts have the product on hand and collect the money and deliver the product all at one time. (Unit Kernels must ask permission from the stores and coordinate directly with them.)

**Take Order** – Scouts take orders from customers without having product on hand. Units Kernels place final orders by Oct 28<sup>th</sup> to fulfill the take orders. Scouts deliver popcorn to their customers after the final order distribution Nov 6-7.

**Trails End** – Trails End is the make and distributor of the products offered during the popcorn sale. The Trails End website has two major components: Popcorn System at [www.scouting.trails-end.com](http://www.scouting.trails-end.com) and the Online Sales system at [www.sell.trails-end.com](http://www.sell.trails-end.com).



## REVISED Incentives and Prizes

### 1. Earn up to 34% Commissions on your Unit's sale!

- |                                                                                                    |     |
|----------------------------------------------------------------------------------------------------|-----|
| ▪ Base Commissions (every Unit earns this)                                                         | 30% |
| ▪ Increase Sales 10% over last year                                                                | +2% |
| ▪ Attend training, Submit annual program plan and budget by 9/30, and Pay popcorn invoice by 12/10 | +2% |



*The average Unit Sale last year in the Council was \$5,900.*

### 2. Each Scout who sells at least one item receives a patch. Additional Scout prizes can be earned based on the amount the Scout sells. See Scout Sales Guide for full list of prizes.

**(Note: Unit Kernel is responsible for ordering all Scout Prizes at <http://scouttoys.com>.)**

### 3. "Fill It Up" Reward Program

Each Scout who "fills up" at least one order form will receive EACH of the following:



1. ROO IT UP with two tickets to the UMKC Roos vs. Indiana State basketball game December 14, 2013 which includes pre-game pizza party and commemorative t-shirt

AND



2. Two tickets to the NAIA basketball tournament on Friday, March 21, 2014

AND



3. Two tickets to Scout Day at Kauffman Stadium! (Fall 2014)

**(Note: Unit Kernel is responsible for entering all Fill It Up earners at <http://2013PopcornFillitup.kintera.org>.)**

### 4. District Top Seller Awards

The top seller in each District will earn a Kindle Fire HD Tablet!

**(Note: Top Sellers will be determined from the Scholarship Forms turned in to Council.)**

kindle fire HD

The world's most advanced 7" tablet  
Stunning HD display  
Exclusive Dolby audio  
Ultra-fast Wi-Fi



Product Tour

### 5. Scholarship Program

Scouts are eligible for the College Scholarship program when they achieve ONE of the following:

- Sell at least \$2,500 in the first qualifying year (including Online Sales)
- Previously enrolled in College Scholarship program and sell any amount this year

**(Note: Unit Kernel is responsible for turning in Scholarship enrollment form to Council – see instructions on page 16.)**

## Show N' Sell - Orders

- Show N' Sell orders are due to the Council by Monday, August 26<sup>th</sup> at 10:00 PM. To order, log in to your unit homepage at [www.scouting.trails-end.com](http://www.scouting.trails-end.com). Click Orders. Then select Show N' Sell Order (or 8/26/13) from the list. The system displays the Unit Popcorn Order page:

Product	Pre-Order Scout Need		Enter Positive or Negative values		Actual Order to Council	Excess Product
	Original	Converted	Cases	Cont.		
5 Way Chocolate Lovers Tin	17	17 0 +/-	1	0	18 0	1 Extra
3 Way Tin with Chocolate	9	9 0 +/-	4	0	13 0	4 Extra
3-Way Tin	97	97 0 +/-	-2	0	95 0	-2 (Less)
30 Pack MW	91	91 0 +/-	-6	0	85 0	-6 (Less)
24 Pack MW	41	41 0 +/-			41 0	0
18 Pk Kettle Corn	16	2 4 +/-			2 4	0
26oz Chocolatey Caramel Crunch	57	9 3 +/-			9 3	0
28oz Caramel Corn - MORE NUTS	4	0 4 +/-			0 4	0
15 Pk Unblvble Butter	22	3 4 +/-			3 4	0
15 Pk Butter Light	30	5 0 +/-			5 0	0
12oz Caramel Corn	4	0 4 +/-			0 4	0
2.5LB Tin	4	0 4 +/-			0 4	0
<input type="button" value="Submit to Council"/>		Approved Scout Orders: 4 Unapproved Scout Orders: 0		Totals: 271 23		<input type="button" value="Save Changes"/>

First Date to order: 6/2/2004  
Last Date to order: 11/5/2004

[View Order Adjustment Details](#)  
[Print Unit Invoice](#)

Locate the line for the item to be ordered. In the Cases box, type the number of cases you wish to order. Repeat this process for each item to be ordered. Click "Save Changes." Review your order for accuracy, then click "Submit to Council."

- When placing the order online, you MUST "submit" your order. If you save but do not check the "Submit to Council" box, your order will not be submitted.
- CHOCOLATE items CANNOT be returned.** We cannot accept chocolate returns under any circumstances. This includes the following product:
  - White Chocolatey Pretzels
  - Dark & White Chocolatey Drizzle
  - Chocolate Lover's Collection
  - Sweet & Savory Collection

- Show N' Sell items must be ordered by the **case**. The following is a listing of how many containers are in each case:

Chocolate Lover's Tin	1	Sweet & Savory	1
Cheese Lover's	1	White Chocolatey Pretzels	6
Kettle Corn	6	Unbelievable Butter	6
Butter Light	6	Sour Cream & Onion	6
Caramel Corn with Nuts	8	Dark & White Choc Drizzle	8
Buffalo Cheddar	8	Bacon Ranch	8
Caramel Corn	12	Popping Corn	12

- A good rule of thumb in determining how much product to order is \$400 retail for every hour of Show N' Sell scheduled. This is based on local Unit averages. Each Unit should carefully consider its own Show N' Sell history in determining how much to order.
- The following is a suggested product mix based on local Unit averages:

* Sweet & Savory	2%	Cheese Lovers	5%
Caramel with Nuts	10%	* White Chocolatey Pretzels	4%
Kettle Corn	6%	Butter Light	10%
Unbelievable Butter	11%	* Dark & White Choc Drizzle	10%
Sour Cream & Onion	9%	Bacon Ranch	10%
Buffalo Cheddar	8%	Caramel Corn (small)	11%
Popping Corn	4%		

**\* Cannot be returned – contains chocolate.**

- The above two suggestions are only helpful guidelines. You can customize your Show N' Sell order as you choose. For instance, if you want to focus on the microwave products and the caramel corn, you don't have to order any other products.
- Any excess Show N' Sell inventory can be applied toward unit's Take Orders. Alternatively, units may return unsold inventory (NO CHOCOLATE) by following the return instructions on page 13.



## Show N' Sell – Pick Up / Distribution

- Show N' Sell will be available for pick up at the following times and locations:

**Fry-Wagner Warehouse, 15560 W 110<sup>th</sup> St, Lenexa, Kansas (PL, RTH, TH, TR, TW)**

Friday, September 6<sup>th</sup>, 2:30 – 5:00 PM

Saturday, September 7<sup>th</sup>, 8:00 AM - Noon

**Harte Hanks, 7801 Nieman Road, Shawnee, Kansas (KW, NT)**

Friday, September 6<sup>th</sup>, 10:30 AM – 7:00 PM

**Wagner Industries, 1601 St Louis Ave, Kansas City, MO (NS, PT)**

Friday, September 6<sup>th</sup>, 10:00 AM – 6:30 PM

Saturday, September 7<sup>th</sup>, 8:00 AM – Noon

**BM, BE, LB, TB site to be determined and communicated via email in August.**

- Units may want to consider getting a free credit card reader for your Smart Phone in order to accept credit/debit card payments. Many customers in stores no longer carry cash. This is an additional opportunity to make a sale. There are many free readers available in the marketplace. Squareup.com is one option that offers readers for Apple and Android devices. Units should set these up with the Unit BANK account. (NOT the Council)

## Popcorn Sale Dates

- Scouts may begin selling popcorn on Friday, September 6<sup>th</sup>. (Both Show N' Sell and Take Orders)
- For Take Orders, Sales Guides (order forms) are available for each Scout to take the orders. Feel free to make copies of this form as necessary.
- **Units should set their own sales deadlines to accommodate time needed to finalize paperwork.** For instance, if the kernel needs a week to finalize paperwork, then Scouts must finish selling and turn in forms to kernel by October 21<sup>st</sup> in order to meet the October 28<sup>th</sup> final order deadline.



## Returns

- **CHOCOLATE items CANNOT be returned.** We cannot accept chocolate returns under any circumstances. This includes the following product:
  - White Chocolatey Pretzels
  - Dark & White Chocolatey Drizzle
  - Chocolate Lover's Collection
  - Sweet & Savory Collection
- In order to return any product, you must complete a Popcorn Return Form and turn it in to the Council Office by Monday, October 21<sup>st</sup>. You may drop the form off in person or email to [PopcornHOAC@scouting.org](mailto:PopcornHOAC@scouting.org). In the subject line of your email, please include "Return form" and your District and Unit number. Do NOT Fax.
- **Returns will be accepted on ONE DAY ONLY:** Saturday, October 26<sup>th</sup>. We must receive your Popcorn Return Form by October 21<sup>st</sup> in order to accept your returns. Time and location(s) will be communicated by email to everyone who submits a return form.
- Returns **will not** be accepted at final order pickup. Returns **will not** be accepted after October 26<sup>th</sup>.
- We cannot accept any damaged or opened popcorn items.
- DO NOT enter Returns on the Trails End Popcorn System. These adjustments will be made by the Council prior to finalizing invoices.

## Final (Product) Orders

- Final orders are due to the Council by Monday, October 28<sup>th</sup> at 10:00 PM. To order, log in to your unit home page [www.scouting.trails-end.com](http://www.scouting.trails-end.com). Click on Orders. Then select Final Order (10/28/13) from the list. Locate the line for the item to be ordered. In the Containers box, type the number of containers you wish to order. Repeat this process for each item to be ordered. Click "Save Changes." Review your order for accuracy, then click "Submit to Council."
- Order by containers NOT cases.

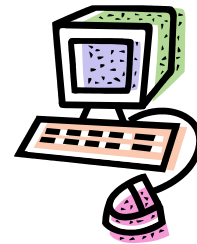
- Remember to account for any excess Show N' Sell inventory you have on hand. If you have 10 orders for a product, and you have 3 containers on hand, the amount in the "Actual Order to Council" column should be 7.
- If you have opted to use the "Scouts" function in Trails End, notice that the product you entered for the individual Scouts will flow into the totals on the Unit ordering screen. DO NOT enter product totals again, as this will cause you to **double** your product order. Please review totals in "Actual Order to Council" column carefully before you hit "submit."
- Be sure to make copies of each Scout's take order forms (Scout sales guide) and have them available when organizing to distribute. It is important to make copies of these forms, because if they're lost it's difficult for a Scout to know where to deliver his popcorn! Copies are also required for Scholarship program.
- When placing the order online, you MUST "approve and submit" your order. If you save but do not check the approve/submit order box, your order will not be submitted.
- Final Orders will be available for pick up on Friday, November 8<sup>th</sup> and Saturday, November 9<sup>th</sup>. Locations are yet to be determined and will be communicated in future emails.
- After you place your order, your District Kernel or District Executive will contact you to schedule a specific pick-up time for your Unit. (Please allow several days.)

## Prize Orders

- Prize orders are due to the Council by Monday, November 4<sup>th</sup> at 10:00 PM. To order go to <http://scouttoys.com>. (High Adventure Gear)
- Please note that users of the Trails End Popcorn System will be set up in the High Adventure Gear website in mid to late October.
- Be sure to include any Online sales when calculating prizes earned. (See next section – Online Sales on page 15 – for more details.)
- Scout prizes are not cumulative. Scouts may choose one or more prizes up to the amount of their sales. For instance, if a Scout sells \$500, he may choose one \$450 prize. Or he could choose a \$150 prize and a \$350 prize.

- BONUS prizes are in addition to the regular prize levels. Each Scout who sells \$600 receives the \$600 bonus prize in addition to the other prize(s) he chooses. Each Scout who achieves the \$1,500 bonus level receives BOTH the \$600 and \$1,500 bonus prizes in addition to the other prize(s) he chooses.

Your Unit Kernel packet includes a separate sheet of detailed instructions from High Adventure Gear. These instructions, along with a PowerPoint demonstration, will also be posted on the Popcorn page of the Council's website.



## Online Sales

- Leaders and Scouts can set up an Online sales account at **sell.trails-end.com**. Please note that this website has been changed this year, and previous year's login information will not carry forward. To utilize the Online sales system, you will need to setup a new account with a new login. (This can be the same as your Popcorn System login if you choose.)
- The Online system only allows one login per email address. So if you are setting up both a Leader and a Scout account, you will need a separate email address for each.
- Scouts can set up an Online account to sell to family and friends out of town. Scouts can utilize the Spread the Word tab to send emails (with the order link) to potential customers. The customers will then order online, and Trails End will ship the product directly to the customers.
- Please note that product and pricing Online are different than the Council's traditional sale.
- Units earn 32% commission for product sold through the Online system from August 1<sup>st</sup> to October 26<sup>th</sup>. (Bonus commissions do not apply to the Online sale.) Trails End will pay the Council quarterly, and then the Council will deposit the commissions directly into the Unit account.
- Each Kernel will need to set up a Leader Online account in order to view the Scouts' Online sales. Be sure to include each Scout's online sales when calculating prizes and scholarships earned.

## Fill It Up

- Enter each Scout who filled up a sheet (or had a total of 30 orders) on the Fill It Up website by November 4th. Go to <http://2013PopcornFillitup.org>. You will need to enter the following information for EACH Scout who earned a Fill It Up prize:
  - Scout Name
  - Address
  - Parent Name
  - Parent Phone
  - Parent Email
- Be sure to register yourself (Unit Kernel) for the Fill It Up prizes as well.
- It is **critical** that ALL the above information is entered. We will use this information to send notification emails to the parents prior to each event. We must have correct information, or the Scouts will not receive their Fill It Up prizes.
- Prior to each event, we will email detailed instructions on getting your tickets.
  - UMKC tickets will be e-tickets that each Scout will print using a code at the UMKC website.
  - NAIA tickets will be e-tickets that each Scout will print using a code at the NAIA website.
  - Scout Day at the K tickets will be distributed at Roundtables. (Month to be determined based on game date.)
- Each Scout can earn the Fill It Up prizes only once per year. Scouts do not earn multiple prizes by filling up more than one sheet.

## Scholarship Forms

- Scouts are eligible for the College Scholarship form when they achieve ONE of the following:
  - Sell at least \$2,500 in this year (including Online Sales)
  - Previously enrolled in College Scholarship program and sell any amount this year
- Complete the scholarship enrollment form and submit **to the Council** (NOT Trails End) along with copies of sales for the year. (Be sure to include paper order forms and/or online sales report.)
- Council will then approve and submit to Trails End.



## Payment to Council

- After final orders have been distributed, Council will update invoicing information on Trails End Popcorn System by November 18th. **Please do not print invoices before this date, as they will be inaccurate.**
- Council will mail invoices to the Primary Contact listed for the Unit in Trails End.
- Units may also view their invoices on Trails End Popcorn System **AFTER** November 18th. Go to the "reports" tab then click "unit invoice."
- All payments are due to the Council by Tuesday, December 10<sup>th</sup>. If paying by check, write one check for the total unit balance, payable to Heart of America Council.
- Remember, Units must pay full invoice amount on time (and attend training) to receive a 2% bonus commission.



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## Frequently Asked Questions

- **How will I know when and where to pick up my popcorn order?**

- Show N' Sell pick-up times and locations are listed on page 12.
- Final Order pick-up dates are listed on page 14. After you have placed your final order, your District Kernel will contact you to schedule a specific pick-up time and location for your Unit.

- **How big a vehicle will I need to bring to pick up popcorn?**

- A mid-size car should fit 0 – 15 cases
- A Jeep should fit 0 – 35 cases
- A Mini-Van/SUV should fit 0 – 40 cases
- A Suburban should fit 0 – 65 cases

- **I forgot my Trails End Popcorn System password.**

If you have previously verified your email address, we can email your password to you. Go to [scouting.trails-end.com](http://scouting.trails-end.com). Click on "Retrieve Password." Enter your email address and click "Send my Password." If you still have questions, contact your District Kernel or District Executive listed on pages 4-5.

- **I'm using the Trails End Popcorn System login information I was given at training, but I still can't log in.**

You may be at the Online Sales page. To login to the Popcorn System, go to [www.scouting.trails-end.com](http://www.scouting.trails-end.com).

- **What is the difference between Online Sales and the Popcorn System?**

As a leader you will need two separate accounts to manage your sale:

An account to view online sales. This account is separate than your Popcorn System account and can be created on [sell.trails-end.com](http://sell.trails-end.com). This account is used only for viewing your Scouts' online sales.

A Popcorn System account. This account is used to enter your unit's product orders, and to get face-to-face sale data. Sign into your Popcorn System account at [scouting.trails-end.com](http://scouting.trails-end.com).

- **How do I navigate the Trails End Popcorn System?**

When logged into the Trails End Popcorn System, click "help" for a list of help topics including the full popcorn system manual which includes step-by-step instructions on using the system.

- **Do I have to list each Scout's sales in Trails End?**

No. The Scout function is provided as an extra tool for you to use if you choose. If you prefer, you may go straight to the Unit Order screen and enter the totals for the entire unit there. Either way, you will need to keep copies of the Scouts' orders.

- **To whom should checks be made payable?**

Customers should write checks to the Unit. (i.e. Pack 0000 or Troop 5555) Units should then deposit all payments into the Unit's BANK account.

- **Can Units accept credit card payments?**

Units may want to consider getting a free credit card reader for your Smart Phone in order to accept credit/debit card payments. There are many free readers available in the marketplace. Squareup.com is one option that offers readers for Apple and Android devices. Units should set these up with the Unit BANK account. (NOT the Council)

- **How do I get more popcorn?**

If you run out of Show N Sell inventory, please have Scouts take orders to be added to your Final Order.

About a week after the Final Orders have been distributed/picked up, any remaining inventory will be available for Units to sell. We will NOT place additional orders but the existing inventory will be available on a first-come-first-served basis while supplies last.

To request additional product, complete an "Add-on Form" and email to [PopcornHOAC@scouting.org](mailto:PopcornHOAC@scouting.org). In the subject line of your email include "Add On" and your District and Unit number. **Within two business days, we will respond to let you know if the product you requested is available.** Once you receive the notification, you may pick up the additional product at the Council Service Center during regular business hours. (Mon-Fri from 8:30 AM to 5:00 PM)

If you pick up additional product after invoices have been issued, we will email a revised invoice to the primary contact listed in the Trails End Popcorn System.

- **How do I know how much a Scout sold online?**

Create an account and log in to the Online Sales system at [sell.trails-end.com](http://sell.trails-end.com). Utilize the "Orders" and "My Unit" tabs to view information regarding each Scout's online sales.

- **Are Scout prizes cumulative?**

Scout prizes are not cumulative. Scouts may choose one or more prizes up to the amount of their sales. For instance, if a Scout sells \$500, he may choose one \$450 prize. Or he could choose a \$150 prize and a \$350 prize.

BONUS prizes are in addition to the regular prize levels. Each Scout who sells \$600 receives the \$600 bonus prize in addition to the other prize(s) he chooses. Each Scout who achieves the \$1,500 bonus level receives BOTH the \$600 and \$1,500 bonus prizes in addition to the other prize(s) he chooses.

- **When can I get the prizes?**

Each Kernel is responsible for ordering prizes for his/her Unit on the High Adventure Gear website at <http://scouttoys.com>. Patches will be ordered automatically based on the number of Scouts entered. The Unit Kernel must order all other prizes, including BONUS CLUB prizes. Be sure that your address is listed correctly on the High Adventure Gear website, as prizes will be shipped to that address. Prizes will be shipped about two weeks after order is finalized by Council.

- **How are the Fill It Up prizes distributed?**

Tickets for each of the three Fill It Up events are distributed via different methods (subject to the event sponsor's procedures). At least one month prior to each event, Council will email the parents of each Fill It Up earner with the details on how to obtain tickets for that event. It is **critical** that Unit Kernels enter all information for each Fill It Up earner (and themselves) at [2013PopcornFillitup.kintera.org](http://2013PopcornFillitup.kintera.org).

- **How do I get more forms?** Kernels may copy any of the forms provided in the Unit Kernel packet as needed. Forms can also be found online on the Popcorn page of our Council website. Go to [www.hoac-bsa.org](http://www.hoac-bsa.org) and click on Popcorn under the Support Scouting tab.

- **How do we receive our commissions?**

Units should deposit all funds from sales directly into the Unit BANK account. At the end of the sale, Council will invoice the Unit for the sales amount, less commissions.

Online commissions are handled differently. Since customers pay Trails End directly for product, Trails End will pay the Council quarterly, and Council will deposit commissions into the Unit Account at the Council.

- **Whom do I contact if I still have questions?**

Contact your District Kernel or District Executive with questions. (See pages 4-5 for contact information.)