POPCORN KERNEL GUIDEBOOK

Everything You Need to Know About the 2020 Popcorn Sale
LET’S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting program through our the Trail’s End 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!
### Key Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, August 10, 2020</td>
<td>Popcorn Show &amp; Sell Initial Order Due to Council</td>
</tr>
<tr>
<td>Friday, August 28, 2020</td>
<td>Popcorn Show &amp; Sell Initial Pickup</td>
</tr>
<tr>
<td>Saturday, August 29, 2020</td>
<td>Popcorn Sales Begin</td>
</tr>
<tr>
<td>Sunday, August 30, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #1 Order Due</td>
</tr>
<tr>
<td>Friday, September 4, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #1 Pick Up</td>
</tr>
<tr>
<td>Sunday, September 6, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #2 Order Due</td>
</tr>
<tr>
<td>Friday, September 11, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #2 Pick Up</td>
</tr>
<tr>
<td>Sunday, September 20, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #3 Order Due</td>
</tr>
<tr>
<td>Friday, September 25, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #3 Pick Up</td>
</tr>
<tr>
<td>Sunday, October 4, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #4 Order Due</td>
</tr>
<tr>
<td>Thursday, October 9, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #4 Pick Up</td>
</tr>
<tr>
<td>Sunday, October 11, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #5 Order Due</td>
</tr>
<tr>
<td>Thursday, October 15, 2020</td>
<td>Popcorn Show &amp; Sell Replenishment #5 Pick Up</td>
</tr>
<tr>
<td>Thursday, October 22, 2020</td>
<td>Show &amp; Sell Popcorn Returns Due (15% of total pre-ordered/full cases only)</td>
</tr>
<tr>
<td>Monday, October 26, 2020</td>
<td>Popcorn Final Order Due</td>
</tr>
<tr>
<td>Friday, November 13, 2020</td>
<td>Popcorn Final Pick Up (Individual Districts)</td>
</tr>
<tr>
<td>Thursday, December 3, 2020</td>
<td>Popcorn Payments Due</td>
</tr>
<tr>
<td>Saturday, March 27, 2021</td>
<td>Popcorn Big Winner Dinner</td>
</tr>
</tbody>
</table>

### Commission Structure

<table>
<thead>
<tr>
<th>Commission Type</th>
<th>Commission Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Direct</td>
<td>32%</td>
</tr>
<tr>
<td>Traditional Sale (Storefront/Take Order)</td>
<td>30%</td>
</tr>
<tr>
<td>Online Direct Sales Bonus (July 1 – Aug. 15, 2020, Unit must register to qualify.)</td>
<td>5% (Amazon.com gift card)</td>
</tr>
<tr>
<td>Do Your Best Bonus (Beat 3 year high watermark)</td>
<td>5%</td>
</tr>
<tr>
<td>Extra Performance Bonus (10% increase over previous year and sell a minimum of $2,500)</td>
<td>3%</td>
</tr>
</tbody>
</table>

*No rewards opt-out available*
The Top One Hundred Sellers (in Council) will have the opportunity to participate in our Top Sellers Celebration at Main Event in Independence on Saturday, March 27 from 10 am - 2:30 pm.

Each Scout that sells a minimum of $2,000 in popcorn qualifies, but does not guarantee placement in the top 100 sellers. Each Scout at the event will be recognized and treated to food, arcade games, and cool prizes like flat screen TVs, drones, tents, and sleeping bags.

Prizes are chosen based on the percentages of top seller in each category:

- $2,000 - $2,999 = Bronze Ticket
- $3,000 - $3,999 = Silver Ticket
- $4,000+ = Golden Ticket

The top seller in each District will also earn a $200 gift card.
SHOW N’ SELL
PICK-UP / REPLENISHMENTS/ DISTRIBUTION

• Show N’ Sell will be available for pick up on Friday, August 28

• Add-Ons & Re-Orders will be due every Sunday night by midnight and will be available the following Friday at our main distribution warehouse.

• We will have 5 replenishment opportunities. Orders cannot be changed once submitted or at the warehouse to ensure product needs and supply and demand for all.

• Final Take Orders will be available in District Warehouses.

PRODUCT RETURNS

• We are limiting returns to 15% of the unit’s Show N’ Sale dollar amount. Meaning you can return up to 15% of the product that you took on your Show N’ Sell order and Replenishment orders.

• Please enter your returns online by Thursday, October 22. Returns will be accepted on Friday, October 23.

• We will not accept any damaged or opened containers.
TAKE ORDERS

• Take orders are due in the online system by **Monday, October 26**. To order, log in to your unit dashboard at www.trails-end.com.

• Remember to account for any excess Show N’ Sell inventory you have on hand.

• Be sure to make copies of each Scout’s take order forms (Scout sales guide) and have them available when organizing distribution. 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 their popcorn!

• Take Orders will be available for pick up on **Friday, November 13** at individual district warehouses which can be found at www.hoac-bsa.org/popcorn.

  **Remember to Order by Containers, NOT Cases!**

PAYMENT TO COUNCIL

• After Take Orders have been submitted, Council will finalize commissions and update invoicing information on Popcorn System by **Monday, November 9**.

• Please do not print invoices before this date, as they will be inaccurate. Invoices will also be provided at the Final Distribution.

• All payments are due to the Council by **Thursday, December 3**. If paying by check, write one check for the total unit balance, payable to Heart of America Council.

### 2020 PRODUCT MIX

- **$60** Chocolate Lover’s Collection Tin
  - Only for Take Order
- **$35** Cheese Lover’s Collection Box
- **$35** Salted Caramel & White Cheddar in Chiefs Superbowl Tin
- **$25** Chocolatey Caramel Crunch
  - Only for Take Order
- **$20** 12-pack Unbelievable Butter Microwave
  - Only for Show & Sell
- **$20** Blazin’ Hot
- **$20** White Cheddar
- **$15** Unbelievable Butter
- **$15** Popping Corn
- **$10** Classic Caramel Corn
- **$30/$50** Silver/Gold Military Donation
HOW POPCORN HELPS SCOUTS

Benefits for Scouts...
- Over 73% supports our local Scouts*
- Personal growth program with BSA advancement opportunities
- 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

Become Decision Makers  Learn Money Management  Become Goal Setters  Develop Business Ethics  Become Future Entrepreneurs  Learn People Skills

Become Decision Makers  Learn Money Management  Become Goal Setters  Develop Business Ethics  Become Future Entrepreneurs  Learn People Skills

7 | How Popcorn Helps Scouts
How Popcorn Helps Units

**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.

**No Up-Front Money**
- Council-run fundraiser that allows your unit to order the product needed for a successful sale.
- Helps unit save for future to endure harder financial times & Scouts having financial hardships.

**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!
HOW POPCORN HELPS COMMUNITIES

MILITARY DONATION PROGRAM

When a customer purchases a Military Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to 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.

LEARN MORE: www.trails-end.com/military-donations

ABOUT SOLDIER’S ANGELS

Soldiers’ Angels has many programs to support military families, deployed service members, wounded heroes, and veterans of all eras.

Great things Soldiers’ Angels has done for our U.S. troops:
• Shipped hundreds of thousands of care packages to deployed soldiers
• Sent millions of letters and cards to deployed soldiers
• Supplied wounded soldiers with over 25,000 First Response Backpacks
• Contributed over 6,000 voice-controlled laptops to severely-wounded soldiers

LEARN MORE: www.SoldiersAngels.org

9 | How Popcorn Helps Communities
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 microwave and ready-to-eat popcorn flavors as well as online exclusive chocolate & 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
- Email & text invitations to Scouts to download and register
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Scout to unit credit payment to streamline collections
- System-calculated Scout sales for easy Trail’s End Rewards ordering

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 twice monthly 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

10 | Products & Technology
Not the Kernel this year?
Register your unit for the sale. Once signed in, add additional team members in the Unit Info section of the Trail’s End Kernel Portal.

New to popcorn?
You create your Popcorn Kernel account as part of the commitment process.

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

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 and Popcorn Kernels don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
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:
- 2020 Trail’s End Update for Returning Kernels
- Popcorn 101 for New Kernels
- Scout Selling Secrets for Scout Families
- District Kernel Training for District Kernels & Executives

*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.


TRAIL’S END & HEART OF AMERICA COUNCIL

BECCI AULT  SONDRA WENDT

Group by Trail’s End Popcorn

12 | Kernel Trainings & Communities
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**

\[
\begin{align*}
\text{Annual Budget} & = 9,800 \\
\text{Number of Scouts} & = 28 \\
\text{Budget Per Scout} & = 350 \\
\text{Budget Per Scout} & = 350 \\
\text{Average Commission} & = 35\% \\
\text{Scout Sales Goal} & = 1,000
\end{align*}
\]

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 | Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their Trail’s End Account by downloading the Trail’s End App and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. There’s no work for the popcorn kernel, The Scout records the sale and Trail’s End will order and ship the product to the customer automatically. |
| WAGON SALES | 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 unit’s discretion whether money is collected up front or upon delivery. |
| WAGON SALES Take Order | 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. |
| WAGON SALES Door to Door with Product | 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. |

STOREFRONT SALES

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

8-10 HOUR COMMITMENT
- Scouts that work four to five 2-hour shifts can sell up to $1,000, which covers their entire year of Scouting.

PREDICTABLE
- Knowing your sales per hour can help you determine the number of sites and shifts needed to meet your unit’s goal.

ONE SCOUT PER SHIFT
- Increase coverage, productivity, and sales per hour by only booking one Scout and parent per storefront shift.

SCALABLE
- Continue to grow your sale by increasing the number of sites and shifts booked.

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

14 | Ways to Sell
1. Have popcorn and snacks and make it exciting for your sales team - the Scouts!
2. Review the year’s Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
3. 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.
4. 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.
5. 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.
6. Role-play with Scouts to train them how to sell.
   a. Practice their popcorn sales speech.
   b. Review the safety and selling tips.
7. 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. Be polite and always say “Thank You”, even if the customer does not buy.
5. Always walk on the sidewalk and/or driveway.
6. Check your order history in the Trail’s End App each year for repeat customers.
7. Have mom and/or dad take the Trail’s End App or order form to work.
8. 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

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!

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!
ONLINE DIRECT
Ship Online Products to Customers From the App

Online Direct: Easy as 1, 2, 3!

1. Pick your products
2. Take payment
3. Trail’s End delivers

- More product options
- Scout doesn’t have to deliver
- Shipping included in price
- All payments are credit

Text APP to 62771 to download the app.

HOW IT WORKS

Share Your Page with Friends & Family

1. Personalize your fundraising page with your picture, bio and your favorite product.

2. Share your fundraising page with friends and family.

3. Customers make a purchase that supports the Scout at Trails-end.com.

4. Trail’s End delivers.

Share via...
Email
Text
and Social!
DETERMINING YOUR POPCORN ORDER

INITIAL ORDER

Most sales are made in the first few weeks of the sale. It is important to order enough popcorn to satisfy demand, without ordering more popcorn than you can sell. **We recommend that your initial order is 30% your unit's fundraising goal.**

- Please note that initial orders are placed by the case.
- Please check with our council for a schedule of order due dates and distribution days.
- Be prepared! Determine your popcorn order several days before it is due.

Here is a suggested product mix for an approximate $5,000 order. You can adjust up or down to according to your goal.

<table>
<thead>
<tr>
<th>Product</th>
<th>Retail</th>
<th># of Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese Lovers</td>
<td>$350</td>
<td>10</td>
</tr>
<tr>
<td>Unbelievable Butter</td>
<td>$630</td>
<td>42</td>
</tr>
<tr>
<td>Chiefs Tin</td>
<td>$350</td>
<td>10</td>
</tr>
<tr>
<td>Blazin’ Hot</td>
<td>$320</td>
<td>16</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>$640</td>
<td>32</td>
</tr>
<tr>
<td>Classic Caramel Corn</td>
<td>$720</td>
<td>72</td>
</tr>
<tr>
<td>Popping Corn</td>
<td>$900</td>
<td>60</td>
</tr>
<tr>
<td>Microwave</td>
<td>$1,000</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total Sale</strong></td>
<td><strong>$4,910</strong></td>
<td><strong>292</strong></td>
</tr>
</tbody>
</table>

WEEKLY REPLENISHMENT ORDERS

Here are some things to consider while determining what to order:

- While sales volume is great throughout the sale, sales will begin to slow down after week 4 of the sale. Do not expect to experience the same sell through rate in week 5 that you saw in week 2.

- Ordering is by the case
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

GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be pre-sorted. 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.

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.
WRAPPING UP THE SALE

STEPS TO FOLLOW:

- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your previous orders to fill take orders if possible.
- 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 7 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.

THANK YOU FOR ALL THAT YOU DO FOR SCOUTS AND SCOUT FAMILIES!
# Path to Advancement

## Cub Scout Advancement Opportunities

<table>
<thead>
<tr>
<th>Cub Scout Branch</th>
<th>Opportunity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tigers</strong></td>
<td>Curiosity, Intrigue and Magical Mysteries</td>
<td>Create a secret code to use during your Popcorn Sale (Req. 3)</td>
</tr>
<tr>
<td></td>
<td>Stories in Shapes</td>
<td>Create an art piece advertising your Popcorn Sale (Req. 3)</td>
</tr>
<tr>
<td></td>
<td>Tiger Tales</td>
<td>Create your own Tall Tale about your Popcorn Sale (Req. 2)</td>
</tr>
<tr>
<td><strong>Wolves</strong></td>
<td>Howling at the Moon</td>
<td>Show you can communicate in at least two different ways (Req. 1) and create a Popcorn Skit (Req. 2)</td>
</tr>
<tr>
<td></td>
<td>Paws on the Path</td>
<td>Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)</td>
</tr>
<tr>
<td><strong>Bears</strong></td>
<td>Roaring Laughter</td>
<td>Create your own short story about popcorn fundraising (Req. 3)</td>
</tr>
<tr>
<td><strong>Webelos &amp; Arrow of the Light</strong></td>
<td>Art Explosion</td>
<td>Create a Popcorn Sale poster on a computer (Req. 3) or a T-shirt or hat (Req. 3a) for display at your &quot;Show 'n' Sell&quot;</td>
</tr>
<tr>
<td></td>
<td>Build It</td>
<td>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)</td>
</tr>
<tr>
<td></td>
<td>Movie Making</td>
<td>Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)</td>
</tr>
</tbody>
</table>

## Merit Badge Opportunities

<table>
<thead>
<tr>
<th>Merit Badge Branch</th>
<th>Opportunity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Art</strong></td>
<td>For requirement 5a</td>
<td>Produce a Popcorn Sale poster for display</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>For requirement 2b</td>
<td>Make a Popcorn Sales presentation to your counselor</td>
</tr>
<tr>
<td></td>
<td>For requirement 6</td>
<td>Show your counselor how you would teach others to sell Popcorn</td>
</tr>
<tr>
<td><strong>Digital Technology</strong></td>
<td>For requirements 7d</td>
<td>Create a report on what you and your troop can do with the funds earned from selling Popcorn</td>
</tr>
<tr>
<td><strong>Graphic Arts</strong></td>
<td>For requirements 3 and 4</td>
<td>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</td>
</tr>
<tr>
<td><strong>Journalism</strong></td>
<td>For requirement 3d</td>
<td>Create a 200 word article about your troop's Popcorn Sale</td>
</tr>
<tr>
<td><strong>Movie Making</strong></td>
<td>For requirement 2</td>
<td>Create a storyboard and video designed to show how to sell popcorn</td>
</tr>
<tr>
<td><strong>Personal Management</strong></td>
<td>For requirements 9</td>
<td>Using your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities</td>
</tr>
<tr>
<td><strong>Photography</strong></td>
<td>For requirement 5a, b, f</td>
<td>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)</td>
</tr>
<tr>
<td><strong>Plant Science</strong></td>
<td>With Counselor permission, use trails and educational materials to show how popcorn hybrids are grown and processed (Requirements 4, Option 1, E1a - E1c)</td>
<td></td>
</tr>
<tr>
<td><strong>Public Speaking</strong></td>
<td>For requirement 2</td>
<td>Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop</td>
</tr>
<tr>
<td><strong>Salesmanship</strong></td>
<td>All requirements for this merit badge may be completed through the Popcorn Sale</td>
<td></td>
</tr>
<tr>
<td><strong>Truck Transportation</strong></td>
<td>For requirement 2</td>
<td>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</td>
</tr>
</tbody>
</table>

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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:
  - Budget / # of Scouts = Cost per Scout
☐ Break the goal down to an individual Scout (family) goal.
  - Cost Per Scout / Commission = 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 top sales, 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
☐ 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.
☐ 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.
☐ 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.
☐ 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.

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