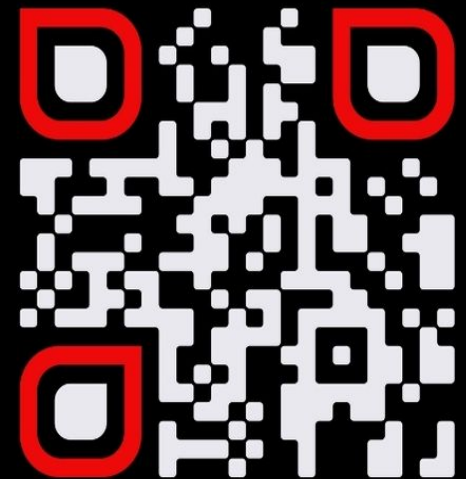


**BUFFALO TRACE COUNCIL
POPCORN KERNEL GUIDE**

2022



**BTC
SUPERHERO**



POPCORN Funds Your ADVENTURE

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Trail's End®

www.trails-end.com

© 2022 Trail's End Popcorn
Company

LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your
Unit fund its 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 program.

Fewer out-of-pocket expenses for families equals better equipped kids and more participation. Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!

Need Trail's End Support? LET'S CONNECT!

Online: www.trails-end.com

Email: support@trails-end.com

Join Facebook: Trail's End Popcorn Community

FAQs: <https://support.trails-end.com/>

Need COUNCIL SUPPORT LET'S CONNECT!

Email: beth.gilles@scouting.org

812-423-5246 x 2207

www.facebook.com/groups/btcpopcornkernels

See Council contacts Page 22

POPCORN HELPS SCOUTS

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hand work
- To Help Others Around Them
- To Be Part of Something Bigger

*Adventure
awaits*



Become Decision
Makers



Learn Money
Management



Become Goal
Setters



Develop Business
Ethics



Become Future
Entrepreneurs



Learn People
Skills

WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return

- You can earn enough money to fund your units program for the entire year!
- The Council uses proceeds for activities, camping, programming, leader training, financial assistance, camporees, etc.



Turn-Key Program

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



Program Support

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



Recruitment

- The recruitment feature in the Trail's End App allows kids in your Unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your Unit, your Council contact, and the recruited party gets a link for more info.
- Increase membership while out in your community!

POPCORN HELPS HEROES

OUR HERO SPOTLIGHT



**BUFFALO TRACE COUNCIL
DONATED 53 CASES IN
2021 TO LOCAL HEROES
SERVING IN OUR
COMMUNITY AND STATE!**

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

Heroes and Helpers Donations

When receiving donations earmarked for "Heroes and Helpers" these should be ordered under the correct dollar designation on the Take Order. Either \$50, \$30 or any specific full dollar value in "Heroes and Helpers". It is just like selling any other product, but the customer does not receive any popcorn to take with them. The Take Order is due in the leader portal of the Trail's End system no later than October 26, 2022.

Over \$66 million worth
of popcorn has been donated to U.S.
troops over the years.

Last Year Buffalo Trace Council !
donated 53 cases of popcorn to !!!!!
Local Heroes and Helpers!

That's over \$11,000 worth of
POPCORN! GREAT JOB SCOUTS!



POPCORN BUYERS 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 products, such as jerky, coffee, and nuts!
- Traditional product offering and pricing will vary by Council.

ONLINE PRODUCTS AVAILABLE YEAR-ROUND

www.trails-end.com/store

Trail's End®

TECHNOLOGY MAKES FUNDRAISING FUN AND EASY



THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End & Councils
- 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 sales for easy Trail's End Rewards ordering
- Text to Pay feature for all selling methods to support contactless payments



UNIT LEADER PORTAL

- Invite families to create individual Scout 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 families 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



TRAIL'S END REWARDS

- Bigger prizes! Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the family
- Earn MORE with debit/credit sales through storefronts & wagon sales



SUPERHERO UNITS Needed



Trail's End®

Unit Commitment

By this time you should have already registered for the 2022 Popcorn Sale. If you haven't registered your unit, scan QR Code.

After you register, if you do not have a TE account, a request to create one will be sent to your Council for review and approval. Once signed in, make sure your Unit's information is up to date.



Register your Unit

Update Unit Info: This should be your Chartered Organization information, not your Unit Kernel's personal address. When entering your bank information the organization's contact information must be filled out as well.

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 screenshot shows the Trail's End web interface. On the left is a sidebar titled 'UNIT INFO' with links: Roster, Storefront Settings, Unit Team Members (circled in red), About My Unit, Manage Unit W9 Info, and Manage Unit Bank Acc. To the right of 'Unit Team Members' are links: Set Primary, Edit Leader, Delete Leader (circled in red), and Reset Login. An arrow points from 'Delete Leader' to the 'Actions' section at the bottom, which contains 'Delete Leader' and a blue 'GO' button. On the right is the 'Editing a Unit Leader' form with fields for Leader Title, First Name, Last Name, Username, Primary Phone, Address Line 1, Address Line 2, City, State, Zip, and Country Code. At the bottom are 'SAVE' and 'CANCEL' buttons.

FUN ONLINE POPCORN KERNEL TRAINING

Whether a seasoned Kernel or brand new to the popcorn sale, every Unit will benefit from attending a webinar!

New Kernels

- 45 Minute Training + Q&A
- An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Unit Leader Portal, App and Best Practices to help get you started on the right foot!

Returning Kernels

- 30 Minute Training + Q&A
- Training on updates to the Unit Leader Portal, App and Best Practices.

VIEW THE FULL SCHEDULE & REGISTER AT

www.trails-end.com/webinars



FRIENDLY FACEBOOK COMMUNITIES

A community of support for leaders

Get your questions answered and share ideas between Unit Leaders across the country about the program and 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 Trail's End Facebook

www.facebook.com/groups/TEPopcornCommunity

JOIN

Buffalo Trace Council

Popcorn Kernels Facebook

www.facebook.com/groups/btcpopcornkernels
SCAN QR CODE BELOW



HOW MUCH DO YOU NEED TO SELL?

The average program costs \$450 per kid for the entire year. On average, kids can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your Unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals.

Example: Per Kid Sales Goal x Number of Kids = Unit Goal

BUDGET WORKSHEET EXAMPLE

\$12,600	/	28	=	\$450
Annual Budget		# Scouts		Budget/ Scout

\$450	/	30%	=	\$1,500
Budget/ Scout		# Scouts		Sales Goal/ Scout

***all unit commissions for 2022 sale will be 30%**

Keys to Success:

- Program planning is the first step for successful Scouting and for goal setting. This should take place before fall recruitment.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It is important to have fun!
- Be sure your goal is customized to fit your unit's needs!

Before the SALE

Build A Team

- Popcorn Kernel Team
- Shared ideas and efforts
- Unit knowledge passed down

Recruit New Members

- Recruit at Show N Sells
- Train the parents
- Distribute flyers while selling
- Take down contact information
- Hand out BEASCOUT.ORG bracelets (council)

Motivate Scouts

- Advancement opportunities
- Scout Rewards
- Unit recognition for sellers
- Make it fun!

Show N Sell Focus

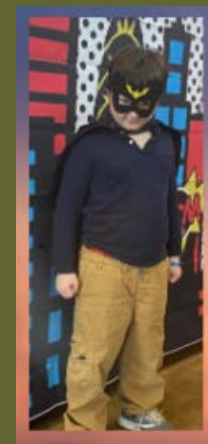
- More Scouts, More Shifts
- Minimum of 8 hours selling per Scout

Sales Tracking

- App provides Point of Sale Software
- App provides Show N Sell scheduling
- App provides Inventory Management

PARENTAL BUY - IN

- Possibility of NO DUES!
- Unit culture - This is what we do! Scouts personal growth is important to us!
- One fundraiser per year! Remind them after each outing that popcorn funded their adventure!



STOREFRONT



WAGON SALES



DOOR TO DOOR



MULTIPLE WAYS TO SELL



ONLINE DIRECT

Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a Unit. Families setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers 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 they can fundraise year-round!

WAGON SALES Take Order

Each kid collect orders in the app and delivers on-hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the Unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.

WAGON SALES Door-to-Door with Product

Involves the kid 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 one has ever come to their door, missing this great opportunity. product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.

STOREFRONT SALES

Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in July) to reserve the best locations. Trail's End managed storefronts open August 1-6 in the leader portal. Don't miss reserving your spots!



MAKE IT FUN!



PLAN YOUR UNIT KICKOFF

1. Leverage the Unit kickoff presentation on the Training tab through the Trail's End Leader Portal (now mobile friendly).
2. Host your kickoff virtually or in-person and make it exciting for your Unit!
3. Review the year's program calendar and explain to the families how the entire program can be funded with the 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 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 Scouts 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 the Scouts to train them how to sell.
 - a. Practice their popcorn sales speech. See Scout Sales Script.
 - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

We have capes and masks here at the council office available for use at your unit kickoff. Contact Beth Gilles to reserve yours today with a council popcorn popper!



#ADVENTUREON



#ADVENTUREON



#ADVENTUREON



WHY SELL POPCORN?

Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!
#PoweredByPopcorn

POPCORN FUNDS ADVENTURES

USE QR CODE



SCAN ME

TO CREATE A SOCIAL MEDIA POST!

USE YOUR SCOUT CODE

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, my name is Brian and I am from (local Unit)."
 - b. Let people know what you are doing. "I am trying to earn my way to *RANK* and learn life skills through the Scouting program. I have many DELICIOUS flavors of popcorn."
 - c. Close the sale. "Can I count on your support to help fun my adventures and my journey to EAGLE SCOUT?"
4. Credit card sales are best for the Unit. 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 and can be used for virtual or 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 a guardian or relative 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.



Check out the almost 100 Trail's End Youtube for popcorn sales tips and tricks.
www.youtube.com/user/TrailsEndScouting





**EARN MORE WITH
ONLINE DIRECT**

trails-end.com/app

1.25 PTS Per \$1 Sold

App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

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?

- Kids 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 families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and Online!
- It's easy to communicate and manage because face to face and online sales count towards Rewards.
- Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the sale and get back to Unit adventures faster!



trails-end.com/rewards

*Scan now and see more rewards and learn
about reward levels.*



HOW TO FUND YOUR PROGRAM WITH TRAIL'S END ONLINE DIRECT

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn MORE POINTS in Trail's End Rewards.
- Exclusive Online Direct products such as coffee, nuts and jerky.
- Less work and less of your time.
- Easy for Scouts to manage with the Trail's End App.



How Does Online Direct Work?

Two Ways for Scouts to Sell from the Trail's End App:

- Virtual Store - Scouts share their personalized fundraising page via social media, email, text and more.
- Scouts Recorded - Record customer orders directly in the Trail's End App (credit/debit only)

Trail's End ships products to customers, and Unit never handles products or cash.

STEP 1

Determine Your Unit and Scouts Goals

- Include: dues, advancement, Unit events, campouts, summer camp, etc.
- Determine your Unit and per Scout sales goal based on 30% unit commission**

On average a Unit can provide a year of program for \$450 per Scout

STEP 2

Host a Virtual Kickoff (Zoom or similar software.)

Agenda:

- Make it fun and play some virtual games
- How the money raised benefits each Scouts family
- Unit and Scouts sales goals
- How to sell \$1,000 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 Parent Facebook Group to get questions answered and selling tips! Text SCOUTSFB to 62771

STEP 3

How to Sell \$1,000 in 8 Hours

Text MYPLAN to 62771 to download.

- 4 hours: 15+ orders from friends and family.
- 4 hours: 15+ orders from their local neighborhood(s).

Step 4

Weekly Check-Ins

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

HOW TO SELL \$1,000

SELL FOR 8 HRS, FUND YOUR ENTIRE PROGRAM FOR A YEAR!

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 Scouts Sales Pitch (see Scout Sales Script)

- Example: Hi, my name is*your name*, I am with PACK / Troop *your unit #*. I am trying to earn my way to *RANK* and learn life skills through the Scouting program. I have many DELICIOUS flavors of popcorn. "Can I count on your support to help fun my adventures and my journey to EAGLE SCOUT?"

STEP 4

Build Your Scouts Personalized Fundraising Page

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your Scout smiling.
- Paste your sales pitch into the About Me section.
- Select your favorite product.



STEP 5

Ask For Support

- Share your 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 your 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) than an indirect ask (general Facebook post).



STEP 6

Ask For Support In The Neighborhood

- Ask neighbors for support in local Facebook Groups, Apps (NextDoor).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature

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

Visit the Training tab in the Trail's End App for more resources.

Popcorn Ordering & Distribution

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Scouts earn towards Trail's End Rewards* year-round

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

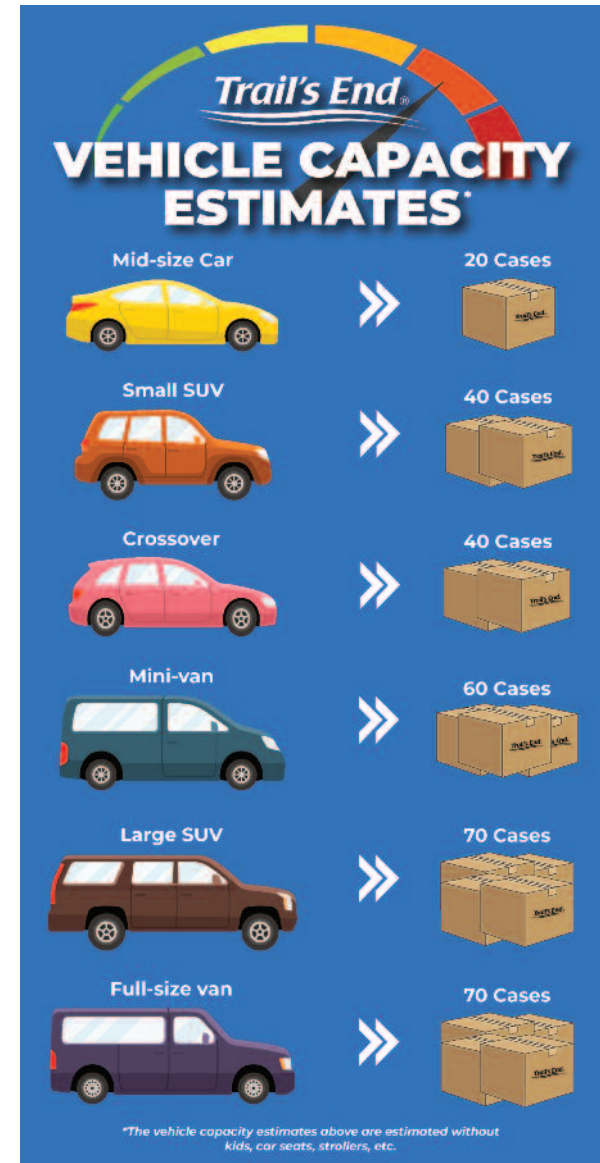
1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
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 Don't forget to order Heroes and Helpers donations on your TAKE ORDER.

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.

To make sorting and distribution run smoothly, please consider helping in your local warehouse. Those that volunteer at the warehouse get their product early! Contact your district professional to volunteer!

Replenishment Orders will be available at the council office.



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 drop downs 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.

Campaign Closeout Checklist



STEPS TO FOLLOW:

- From, your Unit Leader Portal in Trail's End app run Undelivered report, collect and add together all paper forms /orders (if applicable).
- Use the table in the Unit Leader Portal to track sales by each Scout. This is how Trail's End will verify how much each Scout sold for the distribution of Amazon.com Gift Cards.
- Place a take order in the Trail's End system on or before October 26, 2022. Don't forget to order those Heroes and Helper donations!
- Pick up take popcorn order approximately November 17, 2022 from your distribution site.
- Distribute popcorn immediately to Scouts for delivery and payment collection (if applicable).
- Pay the Unit's invoice to council. The amount due will be the total sales less the Unit's commission - this will be at the bottom of the unit invoice.
- Units paying by check must send ONE check made out to Council (**checks made out to units cannot be accepted. These should be deposited into the unit account and ONE check made out to the council**)
- Submit your Trail's End Rewards order through the Unit Leader Portal and the Amazon.com Gift Cards will be delivered electronically to the kid's Trail's End account approximately five days after submitting your 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.
- Remind Scouts on each Adventure your unit takes that POPCORN funded the Adventure.

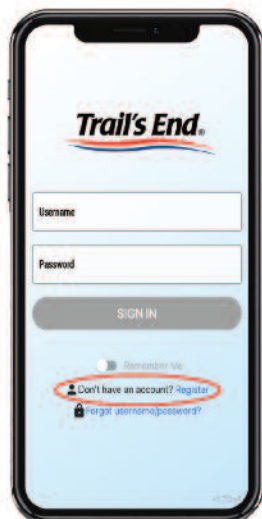
Watch your email for newsletter reminders from Buffalo Trace Council!

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 Kids?

- Each kid 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 name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Everyone 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, and NFC (contactless) cards.

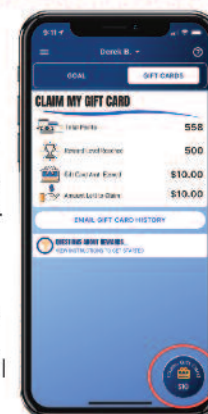
When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



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 email your Amazon.com Gift Card.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers
Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

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

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

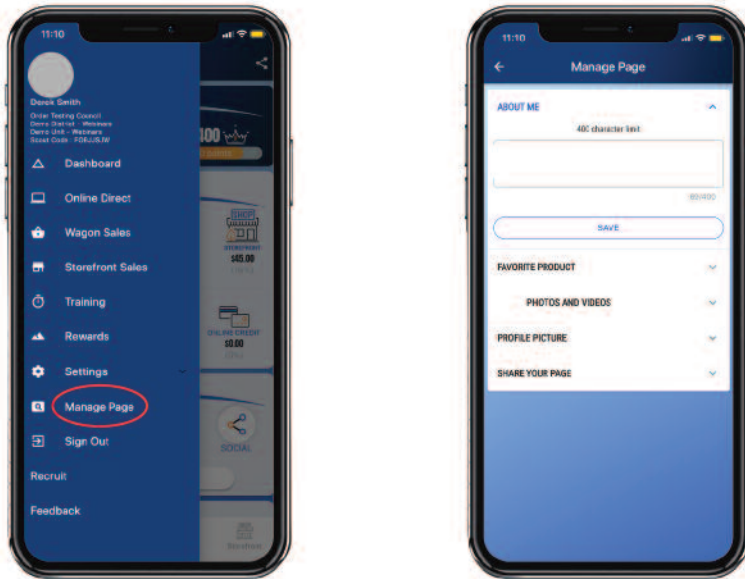
HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Trail's End Parent Facebook Group www.facebook.com/groups/TEParents

*Screenshots subject to change

MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE:

Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.



Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.

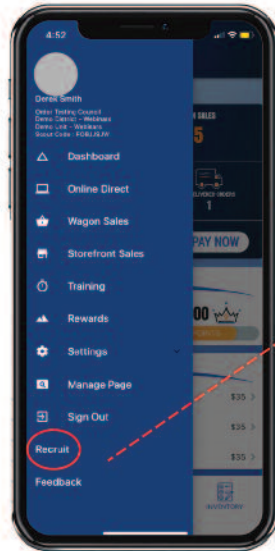
Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature: Learn more on the next page!

*Screenshots subject to change

RECRUITMENT

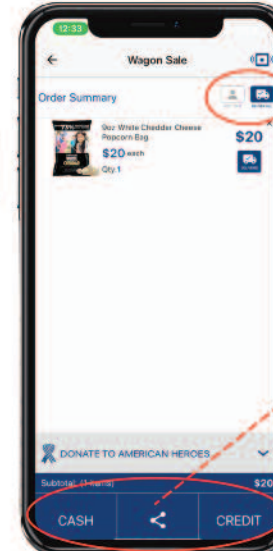
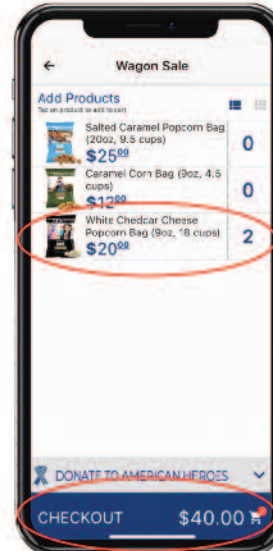
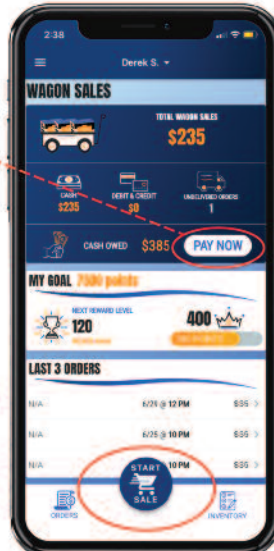


Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for **all selling methods**. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

Tip: Marking an item as "Undelivered" means you plan to return with product later. **Be sure to record the customer info for undelivered items so you know where to deliver the product later!** Lastly, don't forget to update the status when delivered!

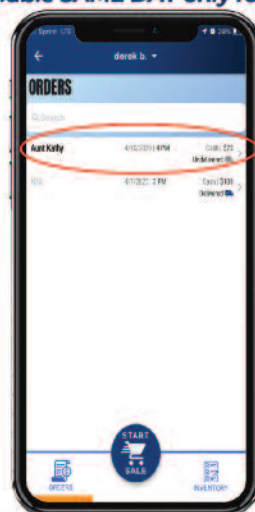
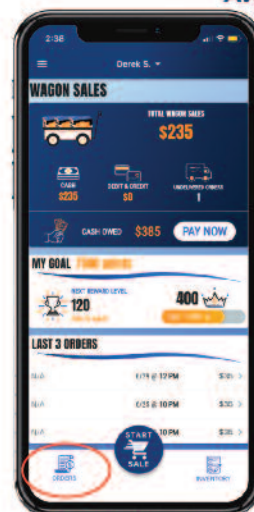
SIGN UP FOR A STOREFRONT SHIFT



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 kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

*Screenshots subject to change

POPCORN SALE CHECKLIST

☐ Register for the Popcorn Sale....see Page 6.

☐ Sign up for a Trail's End Webinar and join the Trail's End & Council Facebook groups.

☐ Attend the Council's **POPCORN UNIVERSITY**, and build your popcorn team.

☐ Complete your Unit's program plan for the year.

☐ 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 kid (family) goal.

Cost Per Scout/Commission = Sales per Scout

☐ Add important dates to Unit's calendar (example: Popcorn Order Due Dates)

☐ Schedule and plan out your Unit's Popcorn Kickoff (Food, snacks, games & prizes)

☐ Determine the best prize incentives

☐ Create a communication plan developed to reach all 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".
- Methods 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 and August) and start with 1) Online Direct and 2) Take Order.

☐ Direct families to www.trails-end.com for more information about Online 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) from the leader portal on the Trail's End app, storefront reservations open August 1-6.

- 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.

ALL STOREFRONTS ARE BEING MANAGED THROUGH TRAIL'S END THIS YEAR!

☐ Order your Show N Sell popcorn in the Trail's End App on or before August 24 (Honey Roasted Peanuts are only available on Show n Sell)

Order your Take Order popcorn in the Trail's End App on or before October 26

☐ Coordinate assistance to pick up popcorn at designated warehouse.

Make sure you double check your packing slip BEFORE signing! Once signed, you are responsible for popcorn product and payment.

☐ Distribute popcorn to Scouts, and ensure deliveries are made to customers.

☐ Collect money from families.

Checks must be made payable to the UNIT and NOT the council.

Unit will cash all check and make one payment to council!

Parents can also pay with their credit card in the Trail's End App.

☐ Pay Council invoice no later than November 28, 2022. Payments mailed to council must be received on or before November 28, 2022.

(Late payments will be subject to a 5% late fee)

☐ Have a post-sale victory celebration.



View buffalotracecouncil.org
Popcorn Page for resources and more
information on the sale !

COUNCIL CONTACTS & WAREHOUSE INFORMATION



Council Popcorn Chair: Jack Pate

Staff Advisor: Beth Gilles

812-423-5246 x2207

buffalotracecouncil.org

beth.gilles@scouting.org



Algonkian District

Program Specialist: Barry Baldwin

District Kernel: Rachel Lambert

812-494-7649

812-887-5712

barry.baldwin@scouting.org

rachellambert3@yahoo.com

Lincoln Heritage District

District Associate: VACANT

District Kernel: VACANT

812-423-5246 x2207

beth.gilles@scouting.org

Native Trails District

Senior District Executive: Chris Felton

District Kernel: Carmen Stoen

219-477-7455

812-774-8768

christopher.felton@scouting.org

carmen.stoen@gmail.com



WAREHOUSE LOCATIONS FOR 2022



Algonkian

Location TBD

Lincoln Heritage

Thermwood Corporation

904 Buffaloville Road

Dale, IN 47523

Native Trail's

Warehouse Services

515 W Tennessee

Evansville, IN 47710

If you have any questions about the location of your order and or distribution site, please contact Beth Gilles.

Please note delivery sites are subject to change.

2022 PRODUCTS & PRICING

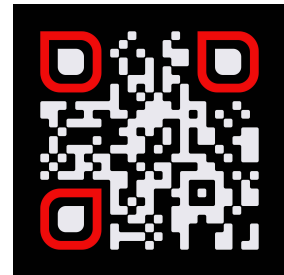


12/case

12/case

8/case

12/case



More products available with Online Direct



6/case



9/case



12/case



12/case



KERNEL GUIDE 2022

EVERYTHING YOU NEED TO KNOW ABOUT THE POPCORN SALE

BLITZ WEEKEND: SEPTEMBER 24-25
SELL \$250 IN POPCORN, RECEIVE 250 TRAIL'S END REWARD POINTS

WEEKLY CONTESTS IN OCTOBER
1 - CUBSCOUT & 1 - SCOUTS BSA WINNER PER WEEK
SHOW US YOUR SUPERPOWERS DURING THESE
WEEKLY CONTESTS AND BE ENTERED TO WIN!

SUPERPOWER CONTEST #1: OCTOBER 3-9
(CONTEST WILL BE ANNOUNCED VIA WEBSITE AND SOCIAL MEDIA SEPT 28)

SUPERPOWER CONTEST #2: OCTOBER 10-16
(CONTEST WILL BE ANNOUNCED VIA WEBSITE AND SOCIAL MEDIA OCT 5)

SUPERPOWER CONTEST #3: OCTOBER 17-23
(CONTEST WILL BE ANNOUNCED VIA WEBSITE AND SOCIAL MEDIA OCT 12)

SUPERPOWER CONTEST #4: OCTOBER 24-30
(CONTEST WILL BE ANNOUNCED VIA WEBSITE AND SOCIAL MEDIA OCT 19)

PRIZES ARE SUBJECT TO AVAILABILITY. CONTEST WILL BE ANNOUNCED WEDNESDAY OF WEEK PRIOR
ALL CONTESTS START ON MONDAY AND GO THROUGH SUNDAY. ALL SALES MUST BE LOGGED IN TRAIL'S END APP!





COUNCIL PRIZES 2022

NEW

TOP SELLER – POPCORN CHAMPION

- **THEME PARK DAY PASSES**
- **POPCORN CHAMPION MEDAL**
- **THROW FIRST PITCH AT OTTERS GAME**
- **PUCK DROP AT THUNDERBOLTS GAME**

\$1,500 OUTSTANDING SUPERHERO SELLERS

- **\$50 GAITHER SCOUT SHOP GIFT CARD**
- **FREE TICKETS FOR PARENT & SCOUT TO OTTERS GAME & CAMPOUT ON BOSSE FIELD**
- **FREE TICKET FOR SCOUT TO THUNDERBOLTS GAME**

NEW

TOP FAMILY

- **THEME PARK DAY PASSES**
- **BSA LOGO BACKPACK / DRYBAGS**
- **ZAMBONIA RIDES AT THE THUNDERBOLTS GAME**

\$4,000 ULTIMATE SUPERHERO SELLERS

- **\$100 VAN GIFT CARD**
- **\$50 GAITHER SCOUT SHOP GIFT CARD**
- **BSA LOGO BACKPACK / DRYBAG**
- **INCLUDES ALL PRIZES FOR \$1,500 SELLERS**

TOP 100 & TOP FAMILY HERO SELLERS

- **FREE TOP 100 / TOP FAMILY SHIRT FOR EACH SCOUT**
- **FREE TICKETS FOR PARENT & SCOUT TO OTTERS GAME & CAMPOUT ON BOSSE FIELD**
- **FREE TICKET FOR SCOUT TO THUNDERBOLTS GAME**

NEW

TOP ONLINE SELLER

- **MOVIE PASS VALUED AT \$50**
- **BSA LOGO BACKPACK / DRYBAG**

NEW

TOP UNIT **PIZZA AND ICE CREAM PARTY**



IMPORTANT DATES:

AUGUST 1-6

STOREFRONT SIGN-UPS

AUGUST 13

POPCORN UNIVERSITY

AUGUST 24

SHOW N SELL ORDER DUE IN TRAIL'S END SYSTEM

SEPTEMBER 22

SHOW N SELL ORDER POPCORN DISTRIBUTION

SEPTEMBER 24-25

BLITZ WEEKEND, SALE STARTS

OCTOBER 26

TAKE ORDER DUE IN TRAIL'S END SYSTEM

NOVEMBER 17

TAKE ORDER POPCORN DISTRIBUTION

NOVEMBER 28

POPCORN PAYMENTS DUE TO COUNCIL

INVOICES PAID AFTER DUE DATE OF 11/28/22 WILL BE SUBJECT TO A 5% LATE FEE