

POPCORN SALE CHECKLIST

- ___ Register for the Popcorn Sale.
- ___ Sign up for a Trail's End Webinar and join the Trail's End & Council Facebook group.
- ___ 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:
 - $\text{Budget} / \text{\#of Scouts} = \text{Cost per Scout}$
- ___ Break the goal down to an individual kid (family) goal.
 - $\text{Cost per Scout} / \text{Commission} = \text{Sales per Scout}$
- ___ 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 chat, etc.
 - How often you can plan to send out communication pieces?
 - Selling instructions, how to download the app, key dates to 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.
- ___ Encourage all Scouts to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sales 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 July 23
 - 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!

- ___ Order your Show and Sell Popcorn in the Trail's End App on or before August 29.
- ___ 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 checks 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 December 1, 2025. Payments mailed to Council must be received on or before December 1, 2025.
 - Late payments will be subject to a 5% late fee.
 - Use of a Credit/Debit Card over \$500 will incur a 3% processing fee. Please make checks payable to Buffalo Trace Council.
- ___ Have a post-sale victory celebration.
- ___ Top Popcorn Families Recognition Form due by December 15, 2025