

2023



***Buffalo Trace
Council Popcorn
Kernel Guide***



Welcome to Popcorn



Dear Scout Volunteer,

Thank you for serving as this year's Popcorn Volunteer! Everyone knows how tasty Boy Scout Popcorn is, but there is so much more to popcorn. We're talking about things like goal setting, self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! Scout Popcorn is a very important part of the Scout leadership experience and the core resource for delivering those skills to youth. In addition, popcorn funds adventure! A great Scout program has lots of fun activities, and popcorn helps to make all of those great adventures affordable. As a volunteer, you help Scouts develop leadership skills by participating in the popcorn program.

Thank you for all of your help and support.

Sincerely,

John G. Harding & Jack Pate
Scout Executive Council Popcorn Chair

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Trail's End®

www.trails-end.com

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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!

www.facebook.com/groups/btccpopcornkernels

See Council contacts Page 25



WHY SELL POPCORN

#ADVENTUREON



When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

Units also have the ability to fund their entire year's program through the popcorn sale alone. That means less fundraising, less time asking parents for money, and more time for Scouting fun.

All proceeds stay right here to help support local Scouts. That's 70% that goes to Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit and into local programs and supplies. New program equipment like bows and arrows, program supplies, parade banners, etc.

Together we make a huge difference to support local Scouting program and the adventures of a lifetime!

Popcorn Helps Pay For...

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

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

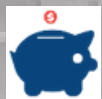
#PoweredByPopcorn



POPCORN FUNDS ADVENTURES



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?



Popcorn Pays For...

- Campouts, Camp Fees & 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 Hard Work
- To Help Others Around Them
- To Be Part of Something Bigger

Highest Profit Return



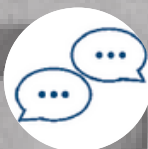
- You can earn enough money to fund your units program for the entire year!
- The Council uses proceeds for activities, camping, programming, leader training, financial assistance, camporees, etc.

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, training 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, year round.

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!



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 27, 2023.



OUR HERO SPOTLIGHT

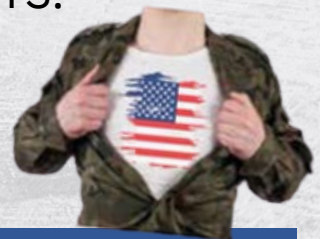


**BUFFALO TRACE COUNCIL
DONATED 53 CASES IN 2022 TO
LOCAL HEROES SERVING IN OUR
COMMUNITY AND STATE!**

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



Last Year Buffalo Trace Council
donated \$33,440 through
Heroes & Helpers!
OUTSTANDING!
THANK YOU SCOUTS!

A blue banner with the "Popcorn for a Purpose" logo on the left. To the right are three white boxes with blue icons: "MILITARY DONATIONS" with a "SEND POPCORN TO TROOPS" icon, "FOOD PANTRY DONATIONS" with a food icon, and "FIRST RESPONDERS" with a heart and cross icon. Below the boxes is the text "SUPPORT TROOPS. FEED THE HUNGRY. HELP SCOUTS."/>

**POPCORN
for a
PURPOSE**

MILITARY DONATIONS
SEND POPCORN TO TROOPS

FOOD PANTRY DONATIONS

FIRST RESPONDERS

SUPPORT TROOPS. FEED THE HUNGRY. HELP SCOUTS.



Unit Commitment

By this time you should have already registered for the 2023 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.

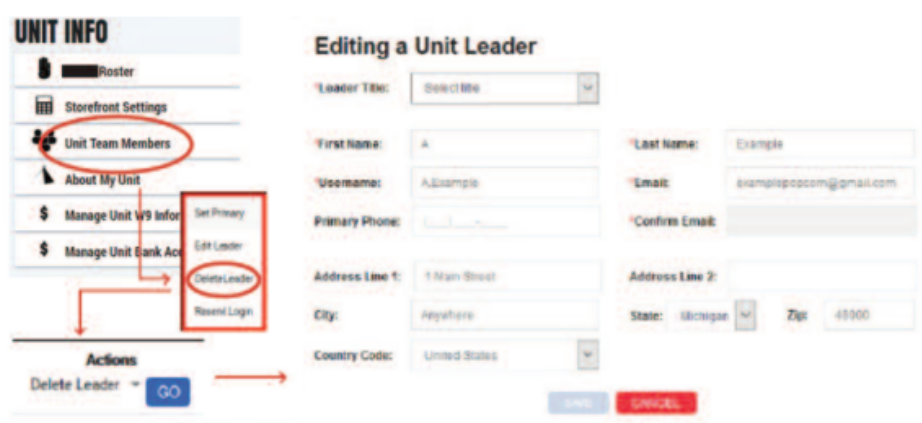


Register your Unit

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.



POPCORN
Drive Your Unit to Success!



Registration

Register your Unit. New Kernel's will receive their username via email once approved by their Council.

GETTING STARTED IS EASY!
REGISTER TODAY!
trails-end.com/unit-registration



Buffalo Trace Council Products



S'more Popcorn
Delicious chocolatey marshmallow and graham cracker flavor celebrates fun times around a campfire.

Chocolatey Pretzels
The perfect blend of crunchy pretzels wrapped in chocolatey goodness.



Salted Caramel
A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt

White Cheddar Popcorn
The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite

Sweet & Salty Kettle Corn
Kettle popped to perfection with just the right combination of sweet & savory

12 Pack Microwaveable Unbelievable Butter
The perfect combination of popcorn, oil, salt and butter to make you feel like you are at the movies.

Honey Roasted Peanuts
Sweet and crunchy, seasoned with pure sea salt and delectable honey coating.

LIMITED OFFER

Available on Show-N-Sell Orders ONLY



Popping Corn
Trail's End plain kernels for those who like to make popcorn

Sea Salt Popcorn
Only three simple ingredients popped in oil make this simply delicious American favorite.
28 Snack Pack

NEW PRODUCT

70% OFF



Preparation for the Sale

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
---------------	----------	---------------

$\cdot \$450 / 30\% = \$1,500$

Budget/ Scout	# Scouts	Sales Goal/ Scout
---------------	----------	-------------------

*all unit commissions for 2023 sale will be 30%

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

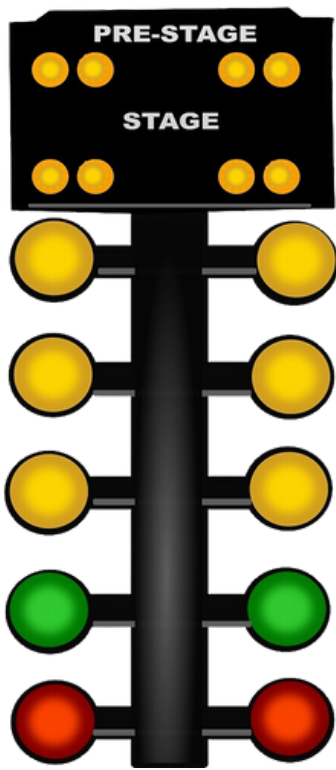
- More Scouts, More Shifts
- Minimum of 8 hours selling per Scout

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!



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!

UNIT LEADER PLANNER

Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ AND EARN
SELL \$ AND EARN
SELL \$ AND EARN

Step 7: Plan your Unit's popcorn kickoff event

DATE LOCATION TIME

Step 8: Add Key Dates to Your Unit Calendar

UNIT POPCORN KICKOFF
STOREFRONTS AVAILABLE TO SIGN-UP
STOREFRONT SALES BEGIN
WAGON SALES BEGIN
FINAL ORDERS DUE
CASH COLLECTED DUE TO POPCORN KERNEL
SUBMIT REWARDS

Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!



Plan Your Unit Kickoff

MOTIVATE

The Popcorn Kickoff sets the tone for your entire Popcorn Sale. Motivated Scouts and more importantly, motivated parents are the key to a successful sale. Have fun! Give away prizes and more.

AGENDA SAMPLE

1. Welcome - Do a Popcorn Cheer or Skit. Use Racetrack Flag.
 - Some units choose to separate their Scouts & Parents. The Scouts learn about the prizes and how to sell, while the parents learn about the logistics.
 - Have some sample popcorn and fun giveaways from the \$1.25 Store
2. Review the Pack/Troop's Planned Program Activities
 - Show a few pictures of fun last year
 - Talk about the fun at Pack/Troop meetings & awards
3. Pay For It All with Popcorn
 - The importance of a Family/Scout Goal
 - Pack Goal: Talk about what you can do if you reach the goal
4. What the Family Gets Out of Popcorn
 - Free Activities
 - Free Camping
 - Free Registration
 - Goal - Nothing out of parent's pocket
5. Separate Scouts and Parents
 - Teach the parents about the importance of popcorn
 - setup some fun popcorn games for the kids
6. End with a FUN spotlight. Whip Cream Pie the Scout Leader!

MORE THAN A FUNDRAISER!

- First, help parents to understand that popcorn is a part of the program, not just another fundraiser. Popcorn is also about Advancement and practicing life skills. Help them see that their Scout will gain self-confidence, set goals, and learn the value of a dollar earned.
- Second, explain to parents that if the unit gives it's all for just a couple of weeks, they can fund the entire year of fun activities.

KICKOFF SUPPLIES IDEAS

Gather some fun supplies to use the theme and get your Scouts excited for the popcorn sale. See what Council has to offer!

- Racing Backdrop
- Popcorn Poppers
- Awards/Prizes

PLANNING RESOURCES

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.



PLAN YOUR IDEAL
YEAR OF SCOUTING!
bit.ly/UL-Planner

- 🕒 Plan your Unit Kickoff!



DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!
trails-end.com/leaders/training



Ways to Sell

There are multiple sales methods that your Scouts can try this fall. Using all of them will help your unit/ Scout achieve their goals even faster.

Did you know? Scouts that sell **BOTH** in-person and online average **90% MORE** than Scouts that sell only in-person, and **5x MORE** than those that sell only online!

Show & Sell

Show & Sell is when Scouts have popcorn in hand so that they are able to show it and sell it to the customer on the spot. There are several types of Show and Sell that have proven successful for units.

Door to Door “Wagon Sales” – Complete the RACETRACK CHALLENGE!

- One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken, and product delivered later.

Racetrack Challenge:

- Have your Scouts complete the RACETRACK CHALLENGE! The Racetrack Challenge is the 15 neighbors that surround their home. Make a rectangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We’ve seen tremendous success from units who just have each Scout do this simple task.

Schedules Sales or Storefront Sales:

- This type of show & sell is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area, and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell. There are typically specific sign-up rules for storefronts. See pg. 13 for more details.



LEARN HOW TO RESERVE WITH
OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

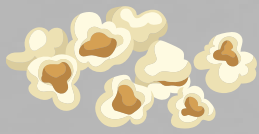
Take Order

This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn using an order sheet. Parents can also help by taking the “take to work” order forms to work. Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

TIP: Use leftover inventory from your Show & Sell to fill these orders.

Online

The online sale enables Scouts to create their own customized selling page. Scouts create accounts on Trails-end.com and send emails to people they know, asking for their support by buying popcorn. Customers place online orders and have the popcorn shipped directly to their homes.



Selling Tips



HOW TO SELL \$1,000
SELL FOR 8 HRS, FUND YOUR ENTIRE PROGRAM FOR A YEAR!

Storefront Tips & Sign-Ups

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

- 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

Before the Sale Date

- When reserving your day, ask the business if there are any setup restrictions that you should be aware of.
- double check with the business the day before in case a conflict has arisen. Schedule Scouts and parents for about 2 hour shifts to keep things organized. Confirm with the parents a few days beforehand.

During and After Storefront Sale

- Have Scouts in uniform and stand in front of the table
- Never have the Scouts ask if they want to buy popcorn. Coach them to ask things like: "Would you be willing to help support me going to Scout summer camp?"
- Have products displayed neatly. Putting prices on will likely discourage higher purchase
- Make sure to thank the store manager. Consider giving the store manager a thank you note signed by the Scouts
- split sales either by Scout performance, or by dividing out the sales by an hourly rate

Pre-Booked Storefront Hours

Buffalo Trace Council and Trails End has secured storefronts for our units to schedule and utilize for 2023 Popcorn Sale!

We also invested in integrating the system so that storefront signups can easily be accessed right from your leader dashboard.

Login to your leader dashboard and click Storefront Reservations in the left menu. Change the calendar view to see upcoming storefronts by date. Reserve your storefront. Then customize the time block into shifts for your Scout families. Once published, they'll be able to sign up for the shifts right from their trail's-end account. Edit or remove storefronts in the Storefront Management area.



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.



Technology Makes Fundraising Fun and Easy

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.



- 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

**ONLINE PRODUCTS AVAILABLE
YEAR-ROUND**

www.trails-end.com/store



TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



visit trails-end.com/app or text APP to 62771 to download

REQUIRED TO SIGN UP:

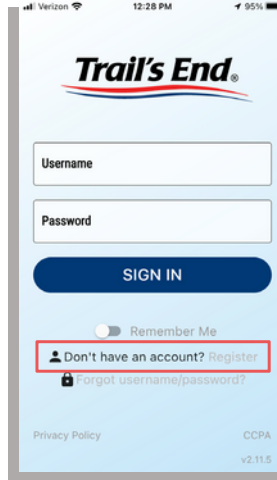
Council

District

Unit

SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- Record ALL sales in the App & start selling today!
- Each Scout needs a separate account, even siblings.
- You can use the same email for multiple accounts.
- To switch between accounts in the App, click the name dropdown at the top of the screen.



Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!

ACCEPTING CREDIT

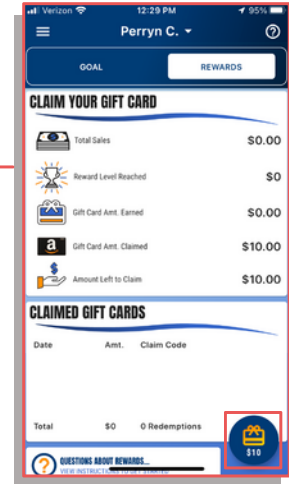
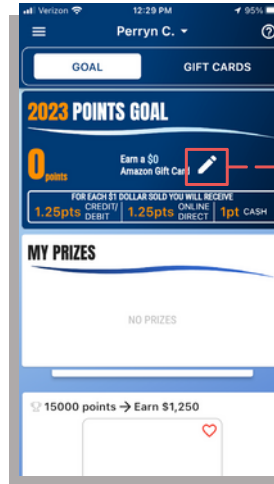
Everyone can accept debit & credit cards for free because Trail's End pays all fees.

Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



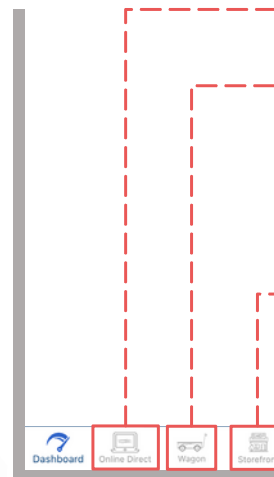
SET A GOAL & START EARNING REWARDS



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- To track progress, check the App to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!



Online Direct: Sell online & ship directly to customers
Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

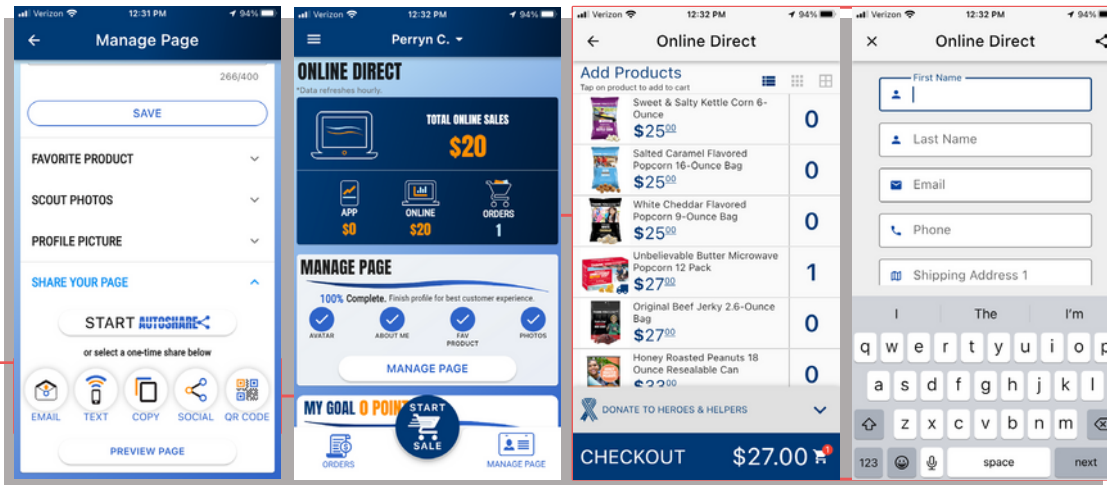
Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!



ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

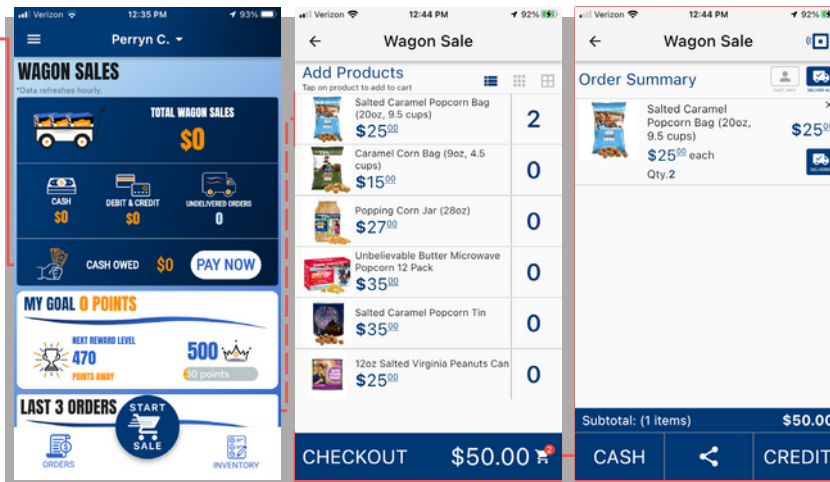


Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

- ⊖ Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

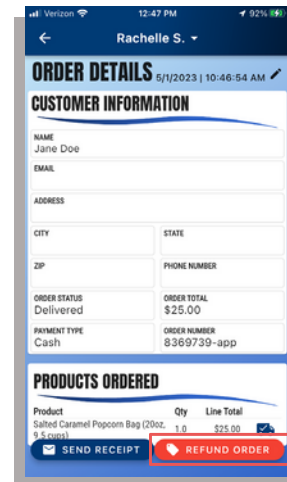
WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

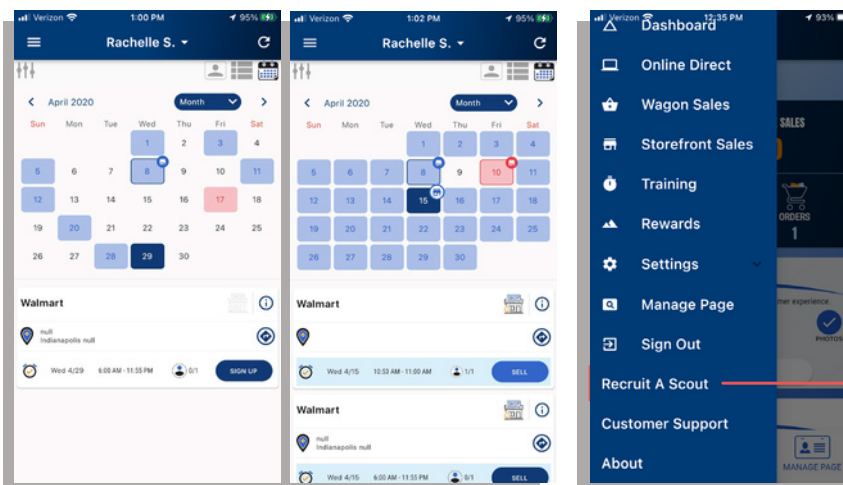
ISSUE A REFUND



- ⊖ Select "Order" and then tap the order you want to refund. **CAUTION, Trail's End does NOT store card info so this action can't be undone.**

RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info

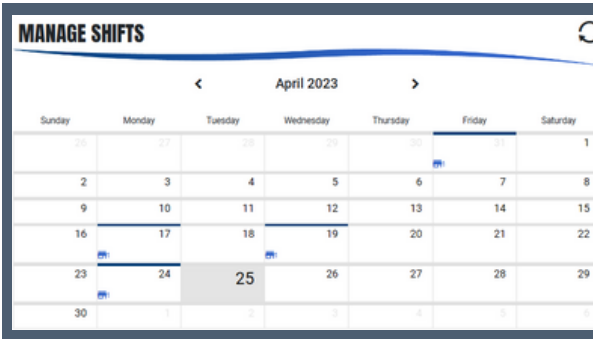
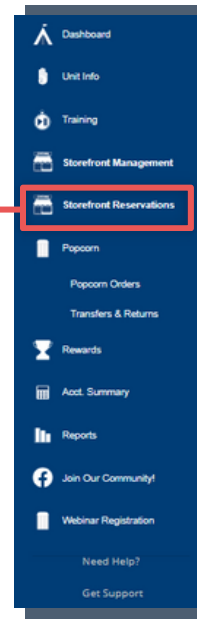


The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.

STOREFRONT GUIDE

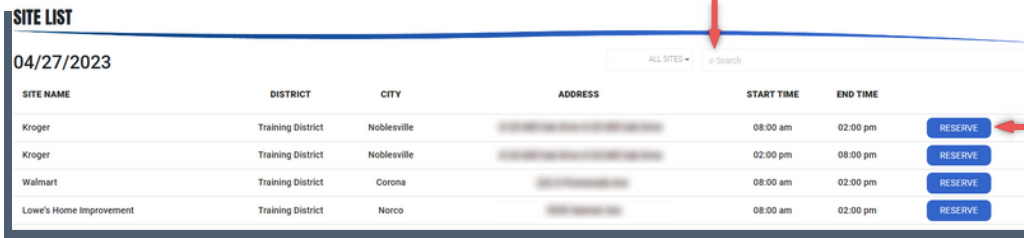
1. Log in to your Trail's End Unit Leader account at trails-end.com/login and click on the **"Storefront Reservations"** tab on the left side menu.

2. Look for available Storefront Reservations by clicking on dates with a blue icon. The number next to the icon shows how many Reservations are available.



3. Select a date to see a list of available Storefront Reservations with their address, start time, and end time. Filter for specific stores or search for stores using the **"Search"** box.

4. Click the blue **"Reserve"** button to claim a shift. It may take several minutes to confirm your Reservation, and you will receive an email once it is confirmed. Once confirmed, the Reservation will also appear on the "Storefront Management" screen.



5. Your Reservation may be rejected if it violates current rules or if another Unit claimed it before you.

6. Check the **"Stats"** box on the Storefront Reservations page to see information about upcoming availability.

1. **Number Reserved** is how many reservations your unit has claimed so far.
2. **Current Available** is how many reservations your unit can claim now.
3. **Upcoming Available** is how many reservations your unit will be able to claim on a future date.
4. **Next Available Date** is when your unit can claim more reservations.



7. Your reserved storefronts can be managed under the "Storefront Management" tab, where you can manage shifts, add Scouts, assign inventory and cash, and record sales.



TRAIL'S END APP

- Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



NEW TO THE TRAIL'S END APP?

DOWNLOAD THE GUIDE NOW!

bit.ly/Scout-App-Guide

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



trails-end.com/rewards

*Based on average Council program. May vary in your Council.

POINTS	GIFT CARD
17,500	10% of totalsale
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

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



NEVER MISS A SALE, LEAVE BEHIND A DOOR HANGER!

bit.ly/Door-Sign



LET CUSTOMERS KNOW

WE ACCEPT & PREFER CREDIT!

bit.ly/We-Prefer-Credit

SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins [REDACTED]

Popcorn Pickup [REDACTED]

Money Turn In Date [REDACTED]

Sale Ends [REDACTED]

Unit Sales Goal [REDACTED]

Individual Sale Goal [REDACTED]

Rewards Points Goal [REDACTED]

By Reaching My Goal, I Will Receive:

[REDACTED]

My Popcorn Kernel Can Be Reached At:

[REDACTED]

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- Introduce yourself (first name only), where you are from, what you are doing, and close the sale
"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- Encourage credit sales for higher Reward points
"I earn more points when you pay with a credit card."
- Wear your Class A uniform and always say "Thank You."
- Always have an adult present
- Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- Wagon Sales: Never enter anyone's home
- Find repeat customers by checking your Trail's End App order history

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in person and online average 90% MORE than Scouts that sell only in person, and 5X MORE than those that sell only online!

- Online Direct:** Sell online & ship directly to customers
- Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader
Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!
- Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

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!

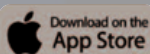
WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- 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.**



Trail's End Rewards

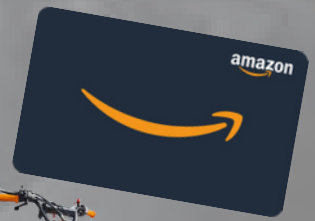
Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



POINTS GIFT CARD

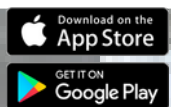
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.



Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.



Price & colors may vary. Examples of the types of prizes available on Amazon.

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*Based on average Council program. May vary in your Council.

Blitz Weekend : ***September 23-24, 2023***

Start Your Sales!



- 1. Register in Trail's End App**
- 2. Be sure to set your goal in the Trail's End App**
- 3. Log \$250 in sales in the Trail's End app and receive an additional 250 Trail's End reward points! You now qualify for Trail's End amazon gift card! Great work! Keep it up! Your getting closer to your Goal!**

Weekly Contest ***in October***

Weekly Contests will be revealed on the Facebook Page and via email on Wednesday of the week prior.



WEEKLY CONTESTS IN OCTOBER RULES:

- 1. All contests start on Monday and go through Sunday**
- 2. Scout must log their sales using the Trail's End App**
- 3. Be polite and respectful with your clients and have fun!**

PRIZES: 1 CUB SCOUT AND 1 SCOUT BSA

Weekly Scout winners will be announced and will have the chance to spin the wheel for a surprise token. Winners will be announced on Social Media and Popcorn Newsletter.



WEEKLY CONTEST DATES:

September 25 - October 1
October 2-8
October 9-15
October 16-22

Spin Wheel Prizes Opportunity:

- Points for Trail's End, Gift Card, STEM Kit, Camp Tool, Day Pack, etc.**

Council Rewards 2023

TOP SELLER - POPCORN CHAMPION

- THEME PARK GIFT CARD
- POPCORN CHAMPION MEDAL
- THROW FIRST PITCH AT OTTERS GAME
- PUCK DROP AT THUNDERBOLTS GAME

\$1,500 FEARLESS SELLERS

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

TOP FAMILY

- THEME PARK GIFT CARD
- BTC DAY PACK
- ZAMBONI RIDE AT THE THUNDERBOLTS GAME

TOP 100 & TOP FAMILY SPEED SELLERS

- FREE TOP 100 AND/OR TOP FAMILY FOR EACH SCOUT
- FREE TICKETS FOR PARENT & SCOUT TO OTTERS GAME & CAMPOUT ON BOSEE FIELD
- FREE TICKET FOR SCOUT TO THUNDERBOLTS POPCORN GAME

TOP ONLINE SELLER

- MOVIE PASS VALUED AT \$50
- BTC DAY PACK

\$4,000 ULTIMATE TRAILBAZER SELLER

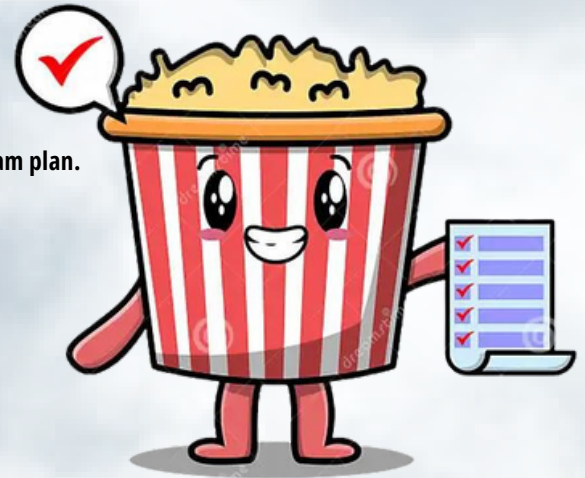
- \$100 VAN'S GIFT CARD
- \$50 GAITHER SCOUT SHOP GIFT CARD
- BTC DAY PACK
- INCLUDES ALL PRIZES FOR \$1,500 SELLERS

TOP UNIT

- PIZZA AND ICE CREAM PARTY

Popcorn Sale Checklist

- Register for the Popcorn Sale.
- Secure your storefront location(s) from the leader portal on the Trail's End app.
- 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 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 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 STOREFRONT'S ARE BEING MANAGED THROUGH TRAIL'S END!

- Order your Show and Sell Popcorn in the Trail's End App on or before August 31. (Honey Roasted Peanuts are only available on Show and Sell)
- 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, 2023. Payments mailed to Council must be received on or before November 28, 2023.
 - Late payments will be subject to a 5% late fee.
- Have a post-sale victory celebration.

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 concerns.

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 Executive to Volunteer!

Replenishment Orders will be available at the Council Office

Also view product transfer options on the app.

COUNCIL CONTACTS & WAREHOUSES



Council Popcorn Chair: Jack Pate
Staff Advisor: John Harding

buffalotraccouncil.org
administration@buffalotraccouncil.org



Algonkian District

District Associate: VACANT
District Kernel: Tempera Hanes

john.harding@scouting.org
thanes47591@gmail.com

Lincoln Heritage District

District Executive: Ryan Abbott
District Kernel: VACANT

812-423-5246 ext. 2217

ryan.abbott@scouting.org

Native Trails District

District Executive: Greg Hager
District Kernel: Carmen Stoen

812-423-5246 ext. 2214
812-774-8768

gregory.hager@scouting.org
carmen.stoen@gmail.com

WAREHOUSE LOCATIONS

Algonkian

IN Nat'l Guard Armory
1514 Emison St.
Vincennes, IN 47591
(To Be Confirmed)

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 your District Professional.
Please note delivery sites are subject to change.

Trail's End
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

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.



UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT

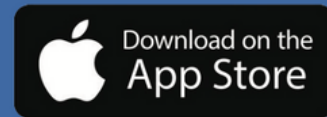
1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases 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.

Text APP to 62771 to
DOWNLOAD THE APP
 & START SELLING TODAY



It only takes ONE MINUTE to register an account!



Accept Debit & Credit
 Cards for FREE!
 No Reader Required.



Each Kid Must Have
 a Registered Account.
 Same Email Can Be Used
 For Multiple Accounts.



Record ALL of Your
 Sales in the App,
 Even Take Order Sales!

Closeout Popcorn Sale

Steps to Follow:

1. From your Unit Leader Portal in Trail's End app run
 - a. For the undelivered report, collect and add together all paper forms /orders (if applicable).
2. 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.
3. Place a take order in the Trail's End system on or before October 25, 2023. Don't forget to order those Heroes and Helper donations!
4. Pick up take popcorn order approximately November 17, 2023, from your distribution site.
5. Distribute popcorn immediately to Scouts for delivery and payment collection (if applicable).
6. 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.
7. 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's account and ONE check made out to the council)**
8. 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.
9. Hold a Unit celebration for a job well-done -- have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
10. Hold a session to discuss sale pros and cons to improve next year.
11. Remind Scouts on each Adventure your unit takes that POPCORN funded the Adventure.

Watch your email for newsletter reminders from Buffalo Trace Council!

Other Resources

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

Check out the almost 100 Trail's End Youtube for popcorn sales tips and tricks.

www.youtube.com/user/TrailsEndScouting



Important Dates



August 5	Popcorn University
August 6	Storefront Sign Up Begin
August 31	Show N Sell Order Due in Trail's End System
September 21	Show N Sell Order Popcorn Distribution
September 22-24	Blitz Weekend, Sale Starts
October 27	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 CAN BE SUBJECT TO A 5% LATE FEE.

CHECKS PREFERRED DUE TO CREDIT CARD FEES

CHECKS PAYABLE TO BUFFALO TRACE COUNCIL

