



POP CORN SALE

SET SAIL FOR SUCCESS!



Follow these steps to make your Unit's Popcorn Sale a huge success!

1



REGISTER FOR THE POPCORN SALE

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

2



ATTEND POPCORN UNIVERSITY

- Build your popcorn team.

3



COMPLETE YOUR UNIT'S PROGRAM PLAN

- Plan your year, set your budget, and calculate the popcorn you need to meet your goals.

4



SET YOUR GOALS

- $\text{Budget Goal} \div \text{\# of Scouts} = \text{Cost per Scout}$
- Break it down to individual (family) goals.
- $\text{Cost per Scout} \div \text{Commission} = \text{Sales per Scout}$

5



PLAN YOUR CALENDAR

- Add important dates (e.g., Popcorn Order Due Dates).
- Schedule your Unit's Popcorn Kickoff (food, snacks, games & prizes).
- Determine the best prize incentives.
- Create a communication plan to reach all families.

6



GET THE WORD OUT

- Highlight all program activities.
- Share your sales goal per Scout so there are "no out of pocket expenses".
- Use multiple methods: email, phone calls, social media, video chat, etc.
- Plan how often to send communications.

7



LEARN THE TOOLS

- Review selling instructions.
- Download the app.
- Pick key dates (pickup, payment, rewards).
- Know who to contact with questions.

8



SECURE YOUR LOCATIONS

- Reserve your store front(s) in the Trail's End app (open July 23).
- Set up a schedule for Scout shifts (one Scout per two-hour block).
- Follow the 2-deep leadership rule.

9



SELL, DELIVER & COLLECT

- Order your Show & Sell popcorn in the Trail's End App or before August 28.
- Coordinate popcorn pick-up at the warehouse.
- Distribute popcorn and make deliveries.
- Collect money from families.
- Checks must be made payable to the UNIT (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. Payments must be received on or before **November 30, 2026**.
- Late payments will be subject to a 10% fee!

WORK TOGETHER ★ SELL TOGETHER ★ ACHIEVE MORE!