

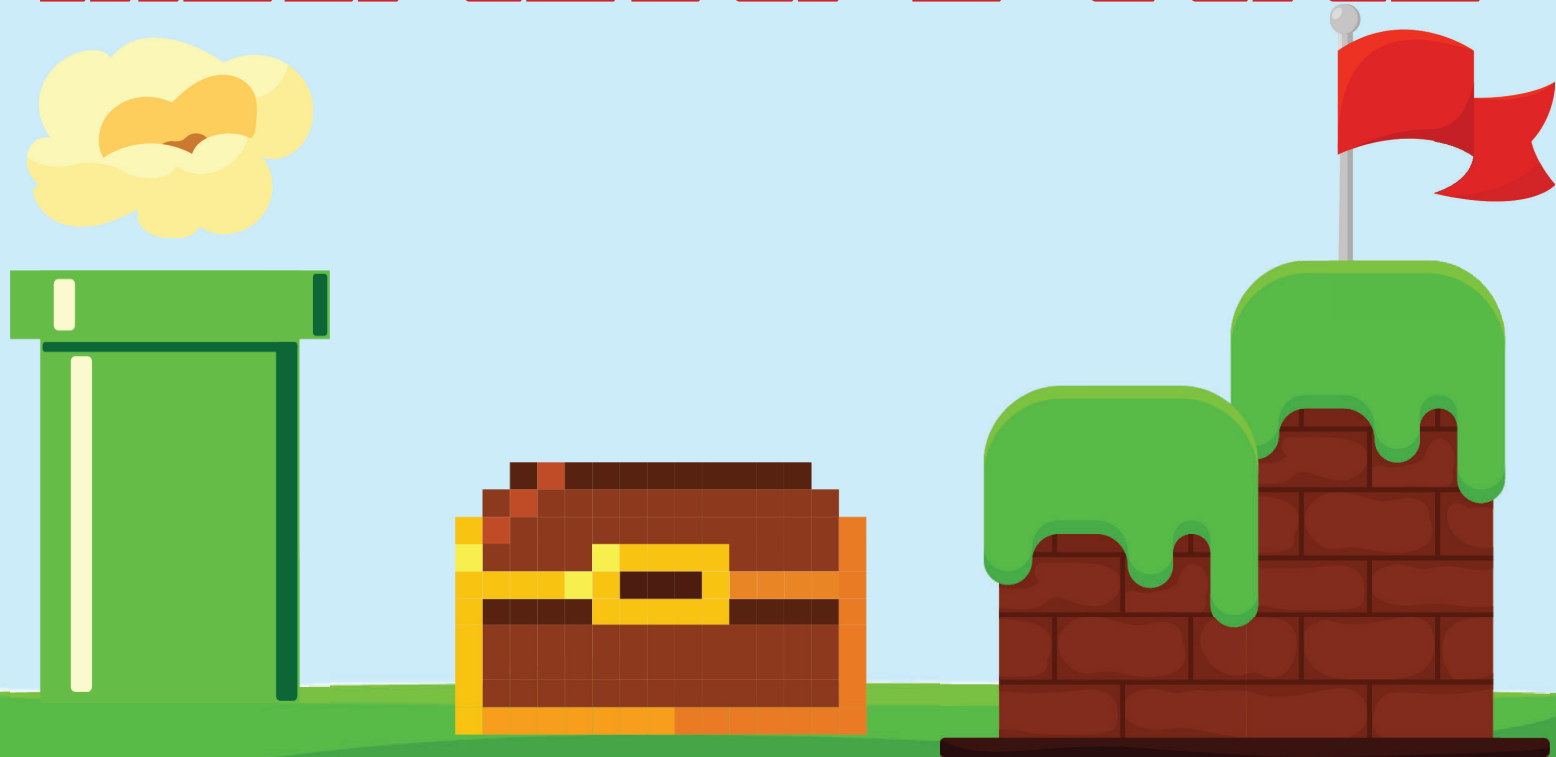


BOY SCOUTS OF AMERICA®
GREATER TAMPA BAY AREA COUNCIL

2023 Popcorn Sale



Instructor's Guide



Everything leaders need to know
About the 2023 popcorn sale



2022 Top Selling Scouts

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1. Grayson v	Pack 313	\$12,081
2. Christian P	Pack 632	\$10,978
3. Noah F	Pack 528	\$5,411
4. Lucas S	Pack 1381	\$5,408
5. Joseph A	Pack 632	\$5,351
6. Camden & Greyson L	Pack 313	\$5,049
7. Ethan L	Pack 632	\$4,639
8. Tristan M	Pack 313	\$4,451
9. Brooklyn R	Pack 313	\$4,399
10. Nolan M	Pack 110	\$4,313

2022 Top Selling Units

1. Pack 313	Miccosukee	\$94,276
2. Pack 528	Lake Region	\$67,929
3. Pack 632	Timucua	\$58,878
4. Pack 89	Timucua	\$40,052
5. Pack 148	Suncoast	\$35,424
6. Pack 431	Miccosukee	\$34,012
7. Pack 1381	Fort Brooke	\$28,957
8. Pack 366	Suncoast	\$26,072
9. Troop 61	Timucua	\$22,850
10. Pack 3891	Timucua	\$22,653



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2023 UNIT POPCORN SALE CALENDAR

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SALE Preparation	
Tuesday, July 25 or Thursday, July 27	2023 Popcorn Sale Kick-off (Virtual)
Tuesday, August 8	2023 New Kernel Orientation Q&A (Virtual)
SALE	
Tuesday, August 1	Online Sale Starts/Storefront Reservations Open
Saturday, August 5	Early Take Order Sales Start
Saturday, August 12 at 11:59pm	Show & Sell Popcorn Orders Due
Saturday, August 26	Distribute Show & Sale Popcorn at District locations
Saturday, August 26	Show & Sell Sale Starts
Saturday, September 16 11:59 PM	Mid-Sale Reorders Due into TE System
Saturday, September 30	Mid-Sale Reorders Distribution
Sunday, October 29	SALE ENDS
POST-SALE Wrap-up	
Sunday, October 1 11:59 PM	ACH Information due
Nov. 1, Nov. 2 & Nov. 4	Unsold Popcorn Return (times & locations TBA)
Thursday, November 2 - 11:59 PM	Take Orders Due into TE System
Friday, November 10 5PM	Prize Information Due
Saturday, November 18th	Take Order Distribution
Friday, December 1st	Final Payment Due
Saturday, January 27, 2024	Popcorn Sellers Party at Camp Soule

Commission Structure	Description	%
Base	Standard Commission for every unit that sells popcorn	25%
Kickoff Training	Attend Kickoff Training	3%
Tier 1	\$3,500-\$7,999 in sales or 10% increase in sales over last year	1%
Tier 2	\$8,000-\$13,999 in sales or 15% increase in sales over last year	2% (Cumulative)
Tier 3	\$14,000+ or 25% increase in sales over last year	4% (Cumulative)
75% Club	At least 75% of youth in the unit must create a seller account on Trails End and make a sale. (Based on June 30th Membership #)	2%
Cash over Prizes Choice:	<div>  <div> 2023 Popcorn Sale Commission </div>  </div>	3%
ACH Sign-up: (-5% if No ACH)		
Potential Total		40%



Become Decision Makers

Develop Business Ethics



Learn Money Management

Become Future Entrepreneurs



Become Goal Setters

Learn People Skills

Benefits for Scouts...

- ✦ Over 73% supports our local Scouts*
- ✦ Personal growth program with direct correlations to rank advancement and merit badges.
- ✦ Earn Amazon.com Gift Cards**
- ✦ Millions of prize choices
- ✦ Scouts buy the prizes they want

Scouts Learn

- ✦ How to help others around them
- ✦ Points of the Scout Law
- ✦ How to earn their own way in Scouting
- ✦ How to be part of something bigger
- ✦ The value of hard work
- ✦ To develop lifelong skills

*Average return to local councils, units and Scouts based on all Trail's End product sales

WHAT CAN POPCORN DO FOR YOUR UNIT?

★ Highest Profit Return - Over 73% Returned to Local Scouting*

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, Camporees, etc.

* Average return to local councils, units and Scouts based on all Trail's End product sales

★ Turn-Key Program

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

★ Program Support

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

★ Recruitment

- "Recruit a Scout" is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!

Kart Kernel Job Description

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Job Title: Unit Popcorn “Kart Kernel”

Position Concept: To give leadership to the unit popcorn sale



Principal responsibilities:

- ✦ Follow 2023 Popcorn Dates and schedule for Unit Leaders.
- ✦ Attend the Popcorn Kickoff (Team Training/Orientation) on July 25th or 27th held virtual
- ✦ Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Show & Sell, Take Order, Online)
- ✦ Manage the collection of Scout popcorn and prize orders for your unit. Be on time per “Key Dates” calendar.
- ✦ Prepare handouts for Unit Kick-off meeting for leaders, Scouts, and parents. Handouts could include:
 - * Timeline showing sales dates, date orders are due, time and place for pick-up.
 - * Unit goal and per-scout sales goal.
 - * Unit Master Record form to den leaders to record Scout’s sales for den/patrol totals.
**Only if not using the app.
 - * Parent’s letter, to explain the importance of the sale to parents, Scouts, Unit & Council, the Coin Clubs, Super Seller’s Club, Power-Up Club , and the Heroes & Helpers Program.
 - * Order forms, prize flyer, and money envelope.
- ✦ Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!
- ✦ Submit your unit’s popcorn orders by Saturday, August 12 by 11:59PM for “Show & Sell” products and by Thursday, November 2nd by 11:59PM for “Take Order products.
- ✦ Establish a system for checking out/in popcorn to your Scouts if your unit is participating in “Show & Sell”.
- ✦ Make arrangements to pick up popcorn at the scheduled time and day at the pickup site. Make sure to bring enough large vehicles to accommodate your order.
- ✦ Distribute popcorn to Scouts.
- ✦ Check throughout the sale to see how your Scouts are doing. When you are doing “Take Order”, if you find Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling more.
- ✦ Collect and tally money/ popcorn by unit due date - “Show & Sell” units will bring a check along to pay for the popcorn.
- ✦ Submit prize forms and/or Heroes & Helpers” patch eligibility forms to the Council Service Center by 5PM on Friday, November 10.

HEROES AND HELPERS



"EVERY HERO DESERVES A SNACK!"

With the donations collected by Scouts like you, we are able to recognize local Heroes & Helpers with a gift of Popcorn!

How Scouts Earn the Patch

Each Scout that collects a minimum of \$75 in Heroes & Helpers Donations will receive the exclusive "Heroes & Helpers" Patch.

How Leaders Earn the Patch

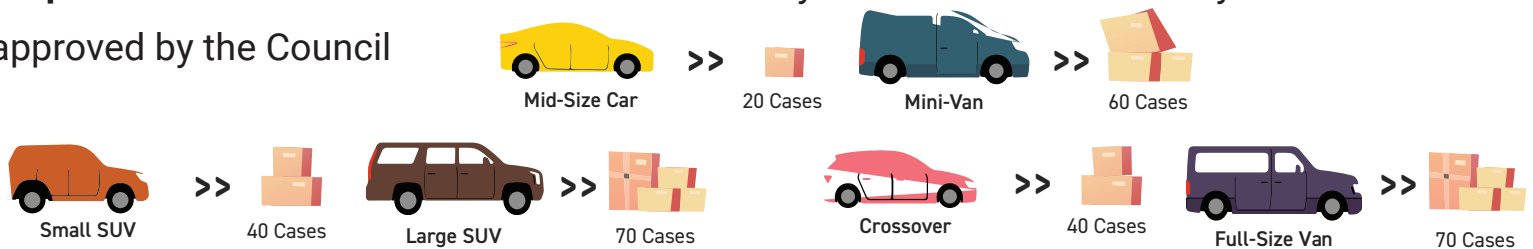
For every 3 Scouts who collect a minimum of \$75 in Heroes & Helpers Donations (\$225), a leader will also earn the "Heroes & Helpers" Patch

Please Note:

Trails End has re-branded "American Hero donations" as "Heroes & Helpers donations". **All of these donations count towards Scouts Total Sales, Points, and Unit Commissions** as well as earning the "Heroes and Helpers" Patch

Placing Orders

- Step 1:** . Login at www.trails-end.com Pro Tip: Contact support@trails-end.com if you do not know your username and password
- Step 2:** Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
- Step 3:** Assign each patrol, den, or Scout a popcorn pick-up time.
- Step 4:** Click the “Choose Delivery...” button and choose the order you are placing
- Step 5:** Enter the quantities that you wish to order in the adjustment column Pro Tip: Use the “Recommended Order” Trails End offers as a guide on what to order
- Step 6:** Click SUBMIT when you are finished with your order
- Step 7:** You will receive an order confirmation to your email address once your order is approved by the Council



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

Getting Your Popcorn

First Order Distribution – August 26 | Distribution Locations & Times: TBA (subject to change)

Units that ordered popcorn will pick-up their orders between the hours 7:00AM – 10:30AM. 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.

Mid-Order Distribution – September 30 @ Scout Service Center

Units that made a mid-order will pick up orders September 30 between the hours 8AM – 10AM. On-site product sorting may be required depending on the 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 checkout form and take ownership of the product on the unit’s behalf.

Sweet and Salty
Kettle Corn
\$15



Popping Corn
\$15



White Cheddar
\$20



Sea Salt Box
\$50



S'Mores
\$25



12pk Unbelievable
Butter Microwave
\$25



Salted Caramel
\$25



Chocolatey*
Pretzels
\$30



Online only

The Coin Club (Prizes and More)

Join the Coin Club and Level Up



100 Coin Club - Sell \$100 and get a themed patch



750 Coin Club - Sell \$750 and get 2 movie tickets



Super Seller Club - Sell \$2,500 and attend the Super Seller Party in January



Power-UP Club - For every \$3,000 sold, receive one \$250 gift cards to a following store:



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!

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

**1.25 PTS PER
\$1 SOLD**

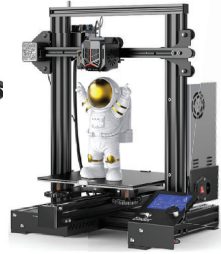
APP CREDIT / DEBIT CARD
& ONLINE DIRECT

**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!**



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.



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

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

- ✓ Register for the popcorn sale at www.trails-end.com/unit-registration
- ✓ Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- ✓ Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- ✓ Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting".
- ✓ Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- ✓ Calculate the amount of popcorn you need to sell to meet your budget need: $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$
- ✓ Break the goal down to an individual Scout (family) goal. $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$
- ✓ Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- ✓ Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year. Make it a fun event; have food, snacks, games, door prizes, etc. Do a virtual kickoff with games and online prizes
- ✓ Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- ✓ Create a communication plan developed to reach all Scouting families.
- ✓ Highlight all the program activities the unit is planning on participating in.
- ✓ Information on the sales goal per Scout so there are "no out of pocket expenses".
- ✓ Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- ✓ Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- ✓ Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips.
 - Text APP to 62771 to download the Trail's End App.
- ✓ 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) several weeks in advance (if applicable).
 - Set up schedule for Scouts to sign up for shifts through the Trail's End App.
 - One Scout per two-hour block is ideal.
 - Remember the rules of two deep leadership.
- ✓ Coordinate assistance to pick up popcorn at designated warehouse.
- ✓ Distribute popcorn to Scouts, and ensure deliveries are made to customers.
- ✓ Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- ✓ Pay council invoice(s).

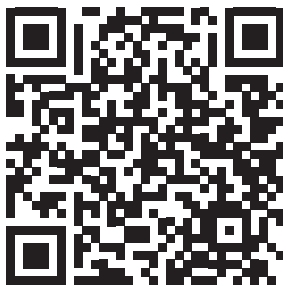
Popcorn Contacts

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Popcorn Kernel - Travis Emery	travis.emery@scouting.org	813.210.1788
Popcorn Co-Kernel - Alex Behrend	alex.behrend@scouting.org	813.344.6687
Ft. Brooke Kernel - Joseph Chappell	joe.chappell@tifp.com	813.480.1292
Lake Region Kernel - Heather Martin	burginheather7@gmail.com	815.670.6136
Miccosukee Kernel - Gina Nunez	metroswimmer@gmail.com	727.485.4809
Skyway Kernel - Drew Alkikacti	daldikacti@greenelegalfirm.com	239.289.9395
Timucua Kernel - Quirissa Cruz	qcruz247@gmail.com	813.787.8713
Withlacoochee Kernel - Cynthia Jackson	cyndirogers78@gmail.com	352.459.2444
Thunderbird Kernel - Vacant		
Suncoast Kernel - Melissa Dubois	melissasmaloney@gmail.com	

Notes and Links

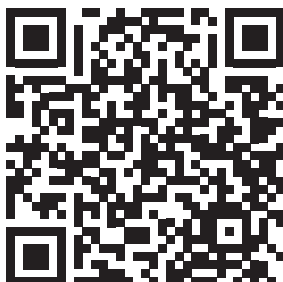
Register to Sell



Trails End's FB Community Page



GTBAC Popcorn website



Trails End Training Webinars

