

GREATER TAMPA BAY AREA 2023 COUNCIL KICKOFF



ARE YOU REGISTERED?



www.trails-end.com/unit-registration



WHY SELL POPCORN?



Fund Scouting Adventures

Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn

The Scouts will love the REWARDS!!

WAYS TO SELL





WAYS TO SELL

ONLINE DIRECT



Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

STOREFRONT SALES



Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$150 per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

WAGON SALES



Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

TIP: Always make sure you see a confirmation screen before navigating away



NEW & RETURNING THIS YEAR!

- New Unit Incentive
- Returns
- Kernel Journals
- District Kernels
- Heroes and Helpers Program
- Product Flavors & Mixes
- # of Storefront Hours
- GTBAC Popcorn FB page





TRAIL'S END TECHNOLOGY FOR LEADERS

MAKE YOUR SALE EASY!

Trail's End App (Scouts Only)

- Record sales (accepts credit cards)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- Manage your sale from the leader portal
- www.trails-end.com/leader
- Portal is mobile friendly when accessed through the browser on your phone
- When Scouts use the app, Leaders can:
 - Track progress toward goal, monitor inventory, oversee storefront sign ups, setup storefronts and sales splits, manage accounting and more!

CREDIT CARDS

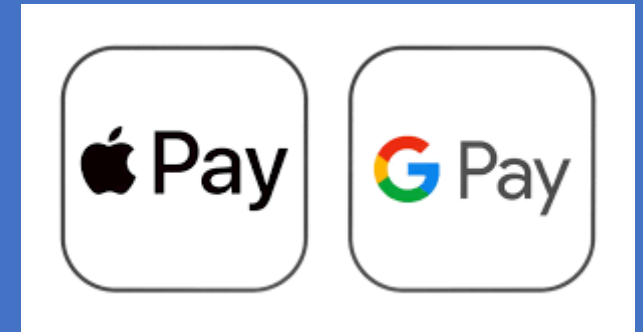
Tell your customers

“We prefer credit/debit”

- Trail’s End pays the credit card fees*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click ‘Pay Now’ on the Wagon Sales screen)**

**TIP: You must use the Trail’s End app for credit card fees to be covered (no need for the Square app)*

***NOTE: Using Pay Now does not count as a credit card sale for Trail’s End rewards points*



A SUCCESSFUL SALE





A SUCCESSFUL SALE

Unit Leader Prep

- Attend Webinar & Training
- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner
- Secure storefronts
- Obtain any supplies needed:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Prepare for your Unit Kickoff

Prepare your Scouts & Families

- Training
- Setup accounts in the app (One Account per Scout)
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

RESOURCES & PLANNING



BOY SCOUTS OF AMERICA
GREATER TAMPA BAY AREA COUNCIL



Donate

Newsletter

Calendar Join Scouting Members ▾ Donors ▾ Camping ▾ News ▾ Shop ▾ About ▾

Type and hit enter ...

Popcorn

Home / Popcorn



Register to Sell Here

Storefront reservations will open July 7th for EVERYONE and early bird booking for select units will start July 1st.

Register for our 2023 Popcorn Kickoff below:

Choose between July 26th and July 27th.

July 26

July 27

The schedule below includes all booking dates, the number of storefronts allowed to book, and who can book:

July 1: \$20k+ Units get 3 storefront picks in their district

July 2: \$20k+ Units get 3 storefront picks in their district

July 3: \$10k+ Units get 2 storefront picks in their district

July 4: \$10k+ Units get 2 storefront picks in their district

July 5: \$5k+ Units get 2 storefront picks in their district

July 6: New Unit Incentive Day get 1 storefront pick in their district**

July 7: All Units get unlimited storefront picks

*Qualifications are based on 2022 total sales

**Only units participating in the "New Unit Incentive" program qualify



SALE Preparation

Tuesday, July 26, 2023: Popcorn Sale Kick-off (Virtual)

Thursday, July 27, 2023: Popcorn Sale Kick-off (Virtual)

Tuesday, August 1, 2023: New Kernel Orientation Q&A (Virtual)

SALE

Tuesday, August 1: Online Sale Starts/Storefront Reservations Open

Saturday, August 6: Early Take Order Sales Start

Saturday, August 12: Show & Sell Popcorn Orders Due

Saturday, August 26: Show & Sell Popcorn Distribution at District locations

Saturday, August 26: Show & Sell Sale Starts

Saturday, September 16: 11:59 PM Mid-Sale Reorders Due

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

Wednesday, Nov. 1 – Thursday, Nov. 2 & Saturday, November 4: Unsold Popcorn Return (times & locations TBA)

Thursday, November 2 – 11:59 PM: Take Orders Due

Friday, November 10 – 6 PM: Bonus Prize Information Due

Saturday, November 18th: Take Order Distribution

Friday, December 1st: Final Payment Due

Saturday, January 27, 2024: Popcorn Sellers Party

GTBAC reserves the right to make changes to

www.tampabayscouting.org/popcorn

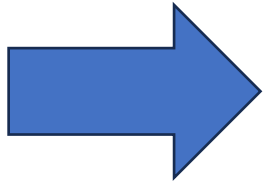
Resources

- Guidebooks (Leader & Youth)
- Unit Planning Budget Template
- How To's (order popcorn, book a storefront)
- Rewards & Commissions
- Important Dates
- Contact Information
- AND MUCH MORE!

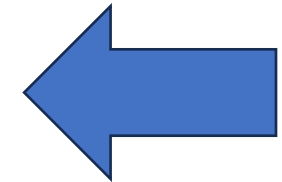
Popcorn Sale Resources

GUIDEBOOKS

LEADERS



YOUTH



BUDGET & GOAL

- Plan your ideal year's key adventures and expenses
- Determine your Unit's expenses
 - Dues
 - Advancements
 - Supplies
 - Etc...
- Set your Sales Goal based on your budget
- Estimate Storefront hours needed to meet your goal
- Set individual sales goals
- Decide on Unit incentive for Scouts

See the “Unit Leader Planner” document for more info

UNIT OPERATING BUDGET				
UNIT DETAIL:		Date budget completed:		
		Unit No.		
CM/SM/Skipper/Advisor:		District:		
Assistant:		Projected No. of Scouts:		
Committee Chairperson:		Projected No. of Registered Adults:		
Treasurer:				
Popcorn Kernel				
PROGRAM EXPENSES:		Annual Cost Per Person	# of Scouts & Adults	Total Unit Cost
NEW Registration (YOUTH)	\$75 Registration Fee + \$25 Join Fee + \$33 Program Fee	\$ 130.00	0	\$ -
NEW Registration (ADULT)	\$45 Registration Fee + \$21 Program Fee	\$ 66.00	0	\$ -
RETURNING Registration (YOUTH)	\$72 Registration Fee + \$33 Program Fee	\$ 105.00	0	\$ -
RETURNING Registration (ADULT)	\$45 Registration Fee + \$21 Program Fee	\$ 66.00	0	\$ -
Boys' Life	Total subscriptions @ \$15 ea.	\$ 12.00	0	\$ -
Unit Charter Fee		\$ 100.00	1	\$ 100.00
Advancement Cost/Scout		\$ -	0	\$ -
Unit Outings	Location/Activity/Details	Cost Per Person	# of Attendees	Approximate Cost
(1) Camping trip		\$ -		\$ -
(2) Field trip		\$ -		\$ -
(3) Camping trip		\$ -		\$ -
(4) Field trip		\$ -		\$ -
(5) Camping trip		\$ -		\$ -
(6) Field trip		\$ -		\$ -
District/Council events	Camporees, Shooting Sports, etc.	\$ -		\$ -
	Other (1)	\$ -		\$ -
Special activities	Merit badge day, Bike Rodeo, etc.	\$ -		\$ -
Activity		\$ -		\$ -
Handbooks	One for each new youth	\$ -		\$ -
Adult leader training	Outdoor Skills, BALOO, etc.	\$ -		\$ -
Unit equipment purchases	Tents, cook stoves, etc.	\$ -		\$ -
Leader camp fees		\$ -		\$ -
Leader recognition	Thank yous, veterans awards, etc.	\$ -		\$ -
TOTAL UNIT BUDGETED PROGRAM EXPENSES				\$100.00
INCOME				Total
Unit Annual Dues/Scout		\$ -		\$ -
Surplus from prior year (beginning fund balance)		\$ -		\$ -
Other income source		\$ -		\$ -
INCOME SUBTOTAL:				\$ -
TOTAL FUNDRAISING NEEDED:				\$100.00
POPCORN SALE UNIT GOAL		\$100.00	0.25	\$ 25.00
		Need	Contingency %	Total Contingency
		\$25.00	\$100.00	\$ 125.00
		Contingency	Need	Total Unit Sale Goal
		\$125.00	0	#DIV/0!
OTHER FUNDRAISING GOAL		\$0.00	0.25	\$ -
		Need	Contingency %	Total Contingency
		\$0.00	\$0.00	\$ -
		Contingency	Need	Total Unit Sale Goal
		\$0.00	0	#DIV/0!
Total from Sales and Expenses		\$125.00	\$100.00	\$25.00
		Total Sales	Total Expenses	Total Surplus
OPTIONAL OPPORTUNITIES:				
High adventure	Philmont, Sea Base, Jamboree, etc.			\$-



UNIT KICKOFF

Make it fun

- Build excitement with food, games, and prizes

Set Goals

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

Get started with the Trail's End App

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

Talk about prizes

- Trail's End Rewards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates



2023 TRAINING & LIVE SUPPORT



UNIT LEADER TRAINING

Webinars

- New & Existing Unit Kernels are encouraged to attend
- First session launches on July 8th
- Register at www.trails-end.com/webinars
- August 8: GTBAC New Unit Kernel Q&A

Other Resources

- Trails End YouTube channel
- Trails End FB page
- GTBAC Popcorn Webpage
- GTBAC Popcorn FB page

Popcorn Kernel Training for New + Returning Kernels

An overview of the Trails-End Popcorn Fundraiser for all Popcorn Kernels, new and returning. Offering training in the Trail's End Unit Leader Portal, Trail's End App, and Best Practices to help get you started on the right foot! About 45 Minutes of Training + Q&A

Audience: *New and Returning Kernels*

DATE	DAY OF WEEK	TIME ET	
2023-07-06	Thursday	06:30 PM	REGISTER
2023-07-06	Thursday	08:00 PM	REGISTER
2023-07-12	Wednesday	06:30 PM	REGISTER
2023-07-12	Wednesday	08:00 PM	REGISTER
2023-07-14	Friday	06:30 PM	REGISTER
2023-07-14	Friday	08:00 PM	REGISTER



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from

Hello, I'm _____ from [Unit #]

- Let people know what you are doing

I'm earning my way to summer camp

- Close the sale

Can I count on your support?

- End with a pitch for credit cards

We prefer credit/debit

Sales Tips

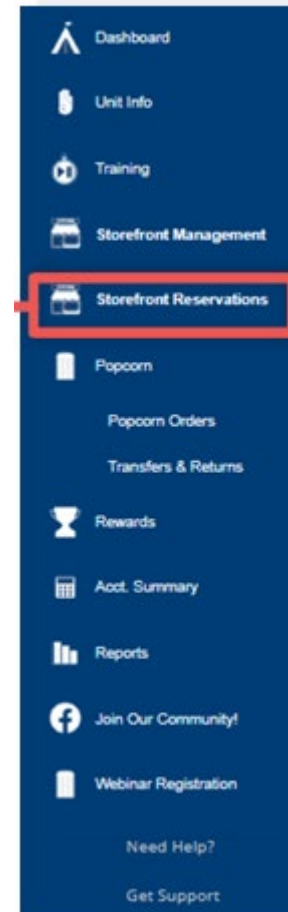
- Always wear your field uniform (Class A)
- Always speak clearly and say 'Thank you.'
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

TRAILS END BOOKED

STOREFRONTS

- Trails End has booked top retailers
- Over 18,000 hours have been booked for GTBAC
- Use the “Storefront Guide” document for a step-by-step process on how to book a storefront
- Storefront booking is done through your unit’s Trails End leader dashboard using your favorite web browser
- Families then book shifts through the Trails End app on their phone or smart device



Publix®

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UNIT BOOKED

STOREFRONTS

- We recommend booking 1-2 months in advance
- Look for high foot traffic times and locations (Google Analytics)
- Visit in your Uniform with one or more Scouts
- Ask the manager after shopping the store
- If permission is granted, get details of the expectations and then follow them
- Always say 'Thank you!'



TRAIL'S END 2023

TRADITIONAL PRODUCTS

Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$15



White Cheddar

\$20



S'Mores

\$25



12pk Unbelievable
Butter Microwave

\$25



Salted Caramel

\$25





TRAIL'S END 2023

TRADITIONAL PRODUCTS

Chocolatey
Pretzels*

\$30



*Online Only

Sea Salt

\$50



TRAIL'S END 2023

NEED TO KNOW



- Will ship at maximum 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- Example: For every \$3,000 ordered, Units can only order 1 case (12 bags/\$300) of S'mores Popcorn.
- Applies to S'mores Popcorn only.

TRAIL'S END 2023

NEED TO KNOW

Auto Test 2023-06-06

How much in RETAIL DOLLAR SALES does your unit want to order?
Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts. The amounts are editable suggestions.

START HERE TO PLACE YOUR ORDER

\$0

*Only use the Auto Populate button on orders of \$3,000 or more.

Product

Product	Units : Case	Order Adj (+ or -)	Final Unit
Kettle Corn	CS: 0	CS: 0	CS: 0
Sea Salt Popcorn	CS: 0	CS: 0	CS: 0
Popping Corn	CS: 0	CS: 0	CS: 0
Salted Caramel Popcorn Bag (20oz, 9.5 cups)	cs: 0 ct: 0	12:1	CS: 0
Unbelievable Butter Popcorn (12pk Microwave)	cs: 0 ct: 0	6:1	CS: 0
S'Mores Popcorn	cs: 0 ct: 0	12:1	CS: 0

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button

Your order will be pre-populated for your review. Then, submit your order to your council.

\$0

Auto Populate Order

*Amounts pre-populated are editable suggestions. This feature works best on orders of \$3,000 or more.

Submit

Are You Sure?

By submitting your order, you acknowledge your order fully complies with the [Trail's End Terms and Conditions](#)

Confirm Cancel

Product

Product	Selling Units : Case	Order Adj (+ or -)	Final Unit Order
White Cheddar Cheese Popcorn Bag (9oz, 18 cups)	8:1	cs: 0	cs: 15
Salted Caramel Popcorn Tin (14oz)	8:1	cs: 0	cs: 8
Popping Corn Jar (28oz)	9:1	cs: 0	cs: 9
12oz Salted Virginia Peanuts Can	12:1	cs: 0	cs: 5
Caramel Corn Bag (9oz, 4.5 cups)	12:1	cs: 0	cs: 16
Salted Caramel Popcorn Bag (20oz, 9.5 cups)	12:1	cs: 0	cs: 6
Unbelievable Butter Popcorn (12pk Microwave)	8:1	cs: 0	cs: 15
\$1 Heroes and Helpers Donation	1:1	cs: 0	cs: 1040
Gold Level Heroes and Helpers Donation	cs: 0 ct: 0	cs: 0	cs: 0
Silver Level Heroes and Helpers Donation	cs: 0 ct: 0	cs: 0	cs: 0
12oz Chocolatey Pretzels	cs: 0 ct: 0	cs: 0	cs: 0

QTY: 1114 Base Commission: 35% Earnings: \$9434.45 Total: \$15527.80



Please, please, please follow the system recommendation for the S'mores Popcorn when you place your order with the council



2023 REWARDS, PRIZES & MORE



2023 COMMISSION

- *Traditional (Wagon/Storefront) Sales Commission =*
 - *Base: 25%*
 - *Attend Kick-off Training: 3%*
 - *Popcorn Sales: Receive up to 7%*
 - *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)*
 - *The 75% Club: 2%*
 - *At least 75% of youth in the unit must register to sell make at least 1 sale, based on June 30 membership*
 - *Cash over Prizes Choice: 3%*
 - *ACH Sign-up: -5%*
 - *Total Potential Commission: 40%*
- *Online Sales Commission = 30%*



TE 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



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

*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!**

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



**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.

GTBAC REWARDS



- 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 SuperSeller Party January 27

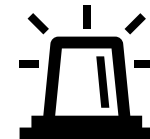


- Power-UP Club - For every \$3,000 sold, receive one \$250 gift cards to a following store:



HEROES & HELPERS

- How Scouts Earn the Patch
 - Collect and record at least \$75 in Heroes and Helpers donations through the Trails End app
- How Leaders Earn the Patch
 - For every 3 Scouts who collect a minimum of \$75 in Heroes & Helpers Donations or for every Scout that collects a minimum of \$225



2023 COUNCIL SALE SPECIFICS



ORDERS & DISTRIBUTION

(Subject to Change)

Order Due Dates













- Initial Order: **8.12.23**
- Replenishment Order: **9.16.23**
- Final Order: **11.2.23**

Distribution

- Initial Order: **8.26.23**
- Replenishment Order: **9.30.23**
- Final Order: **11.18.23**

Distribution Location(s)

- The Volunteer Way (New Port Richey)
- Yuengling Brewery (Tampa)
- Saddle Creek Logistics (Lakeland)
- Citrus County Chronicle (Crystal River)

	>>		20 Cases
	>>		40 Cases
	>>		40 Cases
	>>		60 Cases
	>>		70 Cases
	>>		70 Cases

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

KEY DATES

Mark your Calendars! (Subject to Change)

- Storefronts available for signup: **7.7.23**
- Storefront sales begin: **8.26.23**
- Wagon sale begin: **8.26.23**
- ACH information due: **10.1.23**
- Last storefront sale: **10.29.23**
- Return Dates: **11.1.23 – 11.2.23 & 11.4.23**
- Final orders due: **11.2.23**
- Bonus prize information due: **11.10.23**
- Final order distributed (including Chocolate): **11.18.23**
- Final payment to council due: **12.1.23**
- Popcorn Celebration! **1.27.24**





KERNEL CHECKLIST

July/August

1. Determine your budget & set your goals
2. Place initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

October/November

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!



HAVE QUESTIONS? GET ANSWERS

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Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771
to join or visit

Visit our FAQ's

[https://support.trails-
end.com](https://support.trails-end.com)