

# 2024 POPCORN Leaders GUIDE

Everything leaders need to know About the 2024 popcorn Sale



"Gotta Sell  
It ALL"



BOY SCOUTS  
OF AMERICA®

GREATER TAMPA BAY AREA COUNCIL



# 2023 Top Selling Scouts

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1. Grayson V	Pack 313	\$39,596
2. Christian P	Pack 632	\$37,031
3. Mario G	Pack 313	\$9,366
4. Luke W	Troop 61	\$7,703
5. Adam	Pack 313	\$7,272
6. Ethan L	Pack 632	\$7,075
7. Boy M	Troop 3892B	\$6,680
8. Brooklyn R	Pack 313	\$6,660
9. Dart P	Pack 313	\$6,169
10. Nolan M	Pack 110	\$6,006

# 2023 Top Selling Units

1. Pack 313	Miccosukee	\$190,405
2. Pack 632	Timucua	\$51,513
3. Pack 528	Lake Region	\$51,487
4. Pack 285	Skyway	\$38,693
5. Troop 61	Timucua	\$37,506
6. Pack 148	Suncoast	\$29,752
7. Pack 323	Suncoast	\$29,734
8. Pack 7	Suncoast	\$26,747
9. Pack 339	Fort Brooke	\$26,257
10. Pack 89	Timucua	\$26,114



# 2024 Popcorn Sale Calendar

Register  
to sell



Council  
Resources



SALE Preparation	
Monday, April 1	Registration OPENS
Sunday, June 30	Early Bird Registration Deadline
Monday, July 1	Online Popcorn Sales BEGIN
Tuesday, July 23	Storefront Reservations OPEN
Monday, July 29	2024 Popcorn Sale Kick-off #1 (Virtual)
Wednesday, July 31	2024 Popcorn Sale Kick-off #2 (Virtual)
Tuesday, August 6	2024 New Kernel Orientation (Virtual)
SALE	
Saturday, August 10 11:59PM	Order #1 DUE
Saturday, August 24	Popcorn Distribution #1
Saturday, August 24	Show N' Sales BEGIN
Saturday, September 14	Mid-Sale Popcorn Swap
Saturday, September 14 11:59 PM	Order #2 DUE
Saturday, September 28	Popcorn Distribution #2
Sunday, October 27	Show N' Sales ENDS
POST-SALE Wrap-up	
Friday, November 1 11:59PM	Council ACH & Bonus Commission Selection Form DUE
Wednesday, October 30 & Saturday, November 2	Unsold Popcorn Return
Saturday, November 2 11:59PM	Take Orders DUE
Monday, November 4 11:59PM	Final Day of Council Prize & Commission Eligibility Tracking
Saturday, November 16	Take-Order Popcorn Distribution
Friday, December 6 5PM	Final Payment Due
Saturday, January 11	Popcorn Top Sellers Party





# 2024 Popcorn Sale Commission



**Base Commission**

**25%**

**Early Registration Bonus**

**\$50 Credit**

**Attend Kick-off Training**

**2%**

**75% Club**

**3%**

**Tier 1 - Sell \$5,000 - \$14,999  
or 15% increase in sales over  
last year**

**4%**

**Tier 2 - Sell \$15,000+ or 25%  
increase over last year**

**6%**

**Total Potential Commission**

**40%**





# POPCORN HELPS YOUR SCOUTS 4



**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!

# Master Trainer Job Description 5



**Job Title:** Unit Popcorn “Popcorn Master Trainer”

**Position Concept:** To give leadership to the unit popcorn sale

**Principal responsibilities:**

- Follow 2024 Popcorn Dates and Schedule for Unit Leaders.
- Attend the Popcorn Kickoff (Team Training/Orientation) on July 29th or 31st 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 popcorn and prize orders for your unit. Be on time per the “Key Dates” calendar.
- Prepare handouts for the 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 Master Ball Clubs, 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 10 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 5 PM on Friday, November 4(Final day for eligibility).

# 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](http://www.trails-end.com) *Pro Tip: Contact [support@trails-end.com](mailto:support@trails-end.com) if you do not know your 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”

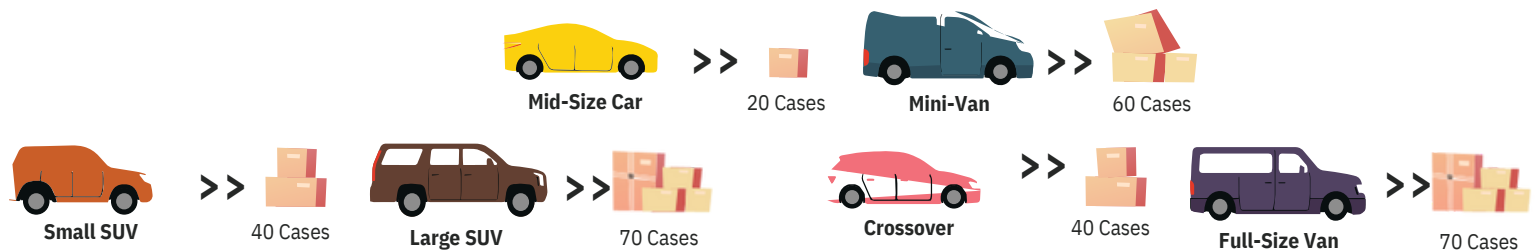
**Step 3:** Assign each patrol, den, or Scout a popcorn pick-up time.

**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.

**Step 6:** Click SUBMIT when you are finished with your order. *Pro Tip: Use the “Recommended Order” Trails End offers as a guide on what to 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 24 | Distribution Locations & Times: TBA (subject to change)**

Units that ordered popcorn will pick up their orders between 6:30 AM and 9:30 AM. 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 28 @ Scout Service Center**

Units that made a mid-order will pick up orders on September 28 between 7:30 AM and 9:30 AM. 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.



**UNBELIEVABLE  
BUTTER  
MICROWAVE  
POPCORN**

**\$25**



**SALTED  
CARAMEL  
CORN**

**\$25**



**S'MORES  
POPCORN**

**\$25**



**WHITE  
CHEDDAR  
POPCORN**

**\$20**



**POPPING  
CORN**

**\$20**



**SWEET &  
SALTY  
KETTLE  
CORN**

**\$15**



**MORE ONLINE PRODUCTS  
& NUTRITIONAL FACTS**

**ONLINE SCOUT ID:**

Product images are for illustration purposes only. Products, pricing and specifications subject to availability and change without notice.

## The Master Ball Club (Prizes and More)

**Join the Master Ball Club and Evolve:**



**Poke Ball Club -**

**Poke Ball Club**

Sell \$100 and get a themed patch



**Great Ball Club -**

**Great Ball Club**

Sell \$1,000 and \$15 Fandango Gift Card



**Ultra Ball Club -**

**Ultra Ball Club**

Sell \$2,000 and get a 2 tickets to attend the Top Sellers Party



**Master Ball Club -**

**Master Ball Club**

Sell \$3,000 and get 2 Fun Cards to Busch Gardens Tampa



**Luxury Ball Club -**

**Luxury Ball Club**

Sell \$5,000+ and get (2) 1-Day Tickets to Universal Studios



Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

## Earn Points\*

### App Credit/Debit Card & Online

**1.25 pts per \$1 sold**

Trail's End pays all transaction fees!

### Cash

**1 pt per \$1 sold**

### Parent Pay Now (NEW)

**Turn 1 pt for each (cash) dollar collected into 1.25 pts** by using your card and keeping the cash



more info here



## 2024 Bonus Rewards\*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
- To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method -  
**One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 – August 31) and earn 100 bonus points

POINTS	GIFT CARD
17,500+	10% of Points
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!

Download the App today



Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

\*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at [portal.trails-end.com/legal/terms](https://portal.trails-end.com/legal/terms)  
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- ☐ Register for the popcorn sale at [www.trails-end.com/unit-registration](http://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 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 unit's 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 to reach all Scouting families.
- ☐ Highlight all the program activities the unit is planning on participating in.
- ☐ Provide information on the sales goal per Scout so there are "no out of pocket expenses."
- ☐ Determine the best method of communication; email, phone calls, social media, video chats, etc.
- ☐ Decide how often you plan to send out communication pieces.
- ☐ Provide selling instructions, how to download the app, key dates for pickup, payment, rewards, and 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](http://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 a 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 the 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 Master Trainers

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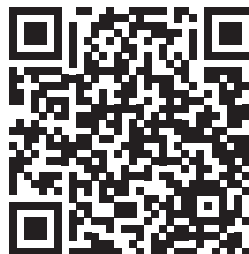
Popcorn Leader - Travis Emery	Travis.Emery@scouting.org	813.210.1788
Popcorn Co-Leader - Kyle Molldene	Kyle.Molldene@scouting.org	813.955.0860
Ft. Brooke - Jordan McDonald	<a href="mailto:jordanomcdonald@gmail.com">jordanomcdonald@gmail.com</a>	813-409-8643
Lake Region - Heather Martin	Burginheather7@gmail.com	815.670.6136
Miccosukee - Gina Nunez	Metroswimmer@gmail.com	727.485.4809
Skyway - Drew Alkikacti	Daldikacti@greenelegalfirm.com	239.289.9395
Timucua - Quirissa Cruz	Qcruz247@gmail.com	813.787.8713
Withlacoochee - Cynthia Jackson	Cyndirogers78@gmail.com	352.459.2444
Thunderbird - Ameer Bailey	ameebailey@aol.com	863.206.3439
Suncoast - Susan Gessman	Susan.gessman@gmail.com	813.598.7154

## Notes and Links

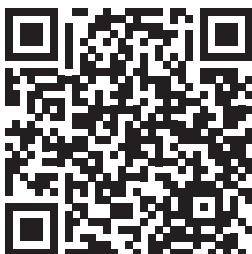
**Register to Sell**



**Trails End's FB Community Page**



**GTBAC Popcorn website**



**Trails End Training Webinars**



# 2024 LEADER GUIDE

## Commissions

Base

Bonus

\_\_\_\_\_

\_\_\_\_\_

## Sale Dates

Unit Registration (National): \_\_\_\_\_

Storefront Claiming (National): \_\_\_\_\_

Sale Dates: \_\_\_\_\_

Council Kickoff: \_\_\_\_\_

Product Order Due: \_\_\_\_\_

Product Pickup: \_\_\_\_\_

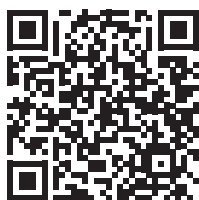
## Delivery Locations

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Council Incentives

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Unit Registration



**SCAN ME!**



## Popcorn Landing Page



**SCAN ME!**

**Trail's End®**