



BOY SCOUTS OF AMERICA®
GREATER TAMPA BAY AREA COUNCIL

2024 POPCORN Trainers GUIDE

Everything Scouts need to know About the 2024 popcorn Sale

"Gotta Sell
It ALL"





2024 Popcorn Sale Calendar

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 Scout & Parent Guide

Prepare

Download the App →

New Scouts: register an account

- Use your zip code or Trail's End Unit Code _____ (coming soon)
- You can use one email for multiple accounts

Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

What's Next in App?

- Set your goal on Rewards page
- Customize your online fundraising page
- Reserve storefront shifts
 - After reserving, view site instructions for arrival and setup details
- Watch NEW storefront videos on Training page

Practice Your Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Tips

- Follow Scout Oath, Scout Law, and Guide to Safe Scouting at all times
- Make prospect list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your Class A uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support →



Storefront Code of Conduct

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or location specified by store
- Enhance the shoppers' experience! Do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

Sell

Best Practices

- Record all sales in App, including donations
- Heroes & Helpers Donations: your customers can send products to military troops, first responders and food banks, while still supporting you!
- Follow-up with online customers who have not purchased
- Track progress in App & sell to your goal!

Ways to Sell

- Storefront: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text
- Wagon: sales to neighbors

Earn Rewards

- Accumulate points towards your Amazon eGift Card when using the Trail's End App
- Credit & Online: 1.25 pts per \$1 sold
- Cash: 1 pt per \$1 sold
- Parent Pay Now: turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash
- View NEW storefront & online bonuses! →



Credit is Preferred

- Trail's End pays all fees!
- Major credit cards are accepted using Square readers or manual entry
- Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!
- How to connect a Bluetooth reader →



Wrap Up

Finish Strong

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank your customers
- Claim your Reward
- Choose the prizes you want on Amazon

Enjoy the rest of your Scouting year!

My Leader: _____

Phone | Email: _____

For more information, visit our FAQs →



Product Mix



**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:

The Master Ball Club (Prizes and More)



Join the Master Ball Club and Evolve:



Poke Ball Club

Sell \$100 and get a themed patch



Great Ball Club

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



Ultra Ball Club

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



Master Ball Club

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



Luxury Ball Club

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





Prepared. For Life.®



2024 Popcorn Sale Unit Commission

Base Commission	25%	(First 75 units to register, Must register to sell by June 30 11:59pm)
Early Registration Bonus	\$50 Credit	(Must attend live and complete attendance roster to qualify)
Attend Kick-off Training	2%	(At least 75% of registered youth must create a seller account on Trails End and must sell a minimum of \$15, Membership based on August 1)
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%	

Council Resources



[Tampabayscouting.org/popcorn](https://tampabayscouting.org/popcorn)



2024 Scout rewards

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
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60 Day Sale Planner: How To Reach Your Goal

SCOUT

TOTAL GOAL

DAILY GOAL

\$500 GOAL = \$9/DAY

\$1,000 GOAL = \$17/DAY

\$1,500 GOAL = \$25/DAY

\$2,000 GOAL = \$34/DAY

\$2,500 GOAL = \$42/DAY

\$5,000 GOAL = \$84/DAY

\$7,500 GOAL = \$125/DAY

\$10,000 GOAL = \$167/DAY



**INDIVIDUAL PACK/TROOP SALES MAY DIFFER*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Aug 26
27	28	29	30	31	Sept 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
Oct 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

SIMPLE WAGON SALE/ STORE FRONT SCRIPT

“Hi, my name is with (your unit #)._____

We are selling popcorn to raise money for camp and other Scouting adventures! Will you please help by buying some of our delicious popcorn?”

HOW TO SELL \$1,000 IN UNDER 8 HOURS

5
mins

PERSONALIZE. Download the Trail's End App, register an account, if you don't already have one, personalize, your account. Set a goal, add images, and a short bio explain why you are fundraising.

10
min

ONLINE DIRECT. Utilize the new Auto share feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year, You can choose from one-time, 30-day, 60-day and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order Online Direct! [Pro Tip: Share your fundraiser page through social media, and tag your family and friends.](#)

4
hrs

STOREFRONTS. Download the Trails End App and register an account. Then on the Trails End App, have a parent or guardian sign you up for a shift to sell at a store location. [Pro Tip: Be sure to take water and snacks with you for your shift](#)

3
hrs

WAGON SALES. Download the Trails End App and register an account. If permissible, visit homes or businesses with a parent or guardian with take order forms and product in-hand. [Pro Tip: Wear your uniform and practice your popcorn sales speech.](#)

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 \$75 of donations for the Heroes and Helpers category and records it in the Trails End app will receive the exclusive Heroes and Helpers collectors patch.

How Leaders Earn the Patch

For every 3 Scouts who collect a minimum of \$75 in donations for the Heroes and Helpers category and record it in the Trails End app (\$225), a leader will receive the exclusive Heroes and Helpers collectors patch

Please Note:

Trails End has re-branded "American Hero donations" as "Heroes & Helpers donations". **All donations recorded in the Trails End app count towards a Scout's Total Sales, TE Points and Unit Commission,** as well as earning the "Heroes and Helpers" Patch

SCOUT PITCH

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?
(goal for your funds)



My favorite flavor is _____. If you don’t
(pick one!)

have cash, don’t worry, we prefer credit card!”

Remember:

NEVER, NEVER, NEVER ask customers to buy popcorn.
It’s to support You!

If you cannot remember your sales pitch, say,
“Will you help me go to Camp?”

Even if the customer says no, always say,
“Thank you” and “Have a good day.”



Trail's End.