

WHY SELL POPCORN...

- Turn-key unit fundraiser - No upfront money required, no risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local Scouting programs.
- High quality and best tasting products.
- Multiple ways to sell - Storefront Sales, Wagon Sales, Take Order, and Online Sales.



SPY

Questions?

<u>District</u>	<u>District Team Leader</u>	<u>Email</u>
Geronimo	Susan Allen	Da.bears.xx@gmail.com
Mescalero	Blanca Chavira	bchavira07@yahoo.com
Polaris	Dea Mason	dlmason2006@yahoo.com
Sunshine	Eric Pfeifer	ponybsa@gmail.com
Wapaha	Delbert Humberson	delhumberson@gmail.com
White Sands	Dayanna Huerta	Dayanna.Huerta@scouting.org
Yucca Council	Stephanie Sutter	Scoutersutter@gmail.com

2020 Popcorn Guide



Your Mission is...



BOY SCOUTS OF AMERICA®
YUCCA COUNCIL



- August 15** Council Popcorn Kickoff– Via Zoom
- Aug 15–Aug 29** Conduct Unit Popcorn Kickoff
- September 7** **ACH payment forms due**
- September 7** Show 'n Sell orders due online at [Trails-end.com](https://trails-end.com)
- September 23** All S&S Product Arrives in El Paso (Tentative)
- Sept 24 & 25** Show 'n Sell sorting/ distribution
Yucca Council Office
- November 9** Final Take Order due online at [Trails-end.com](https://trails-end.com)
- Nov 24** Take Order product arrives in El Paso (Tentative)
- Nov 24 & 25** Take Order popcorn sorting / distribution. Yucca council
Office 7601 Lockheed Dr EL Paso
ALL Payments other than ACH Due.
- November 25** **ACH Payment Processed**
- December 4** Prize Orders due online: rewards.trails-end.com

UNIT COMMISSION FOR POPCORN SALES

BASE COMMISSION = 33%

BONUS COMMISSION = 2% (Money is turned in by Nov 25th)



PATH TO ADVANCEMENT

Cub Scout Advancement Opportunities

TIGERS		
Curiosity, Intrigue and Magical Mysteries	Create a secret code to use during your Popcorn Sale (Req. 3)	
Stories in Shapes	Create an art piece advertising your Popcorn Sale (Req. 3)	
Tiger Tales	Create your own Tall Tale about your Popcorn Sale (Req. 2)	
WOLVES		
Howling at the Moon	Show you can communicate in at least two different ways (Req. 1) and create a Popcorn Skit (Req. 2)	
Paws on the Path	Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)	
BEARS		
Roaring Laughter	Create your own short story about popcorn fundraising (Req. 3)	
WEBELOS & ARROW OF THE LIGHT		
Art Explosion	Create a Popcorn Sale poster on a computer (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show 'n' Sell	
Build It	Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you've used for the first time (Req. 3)	
Movie Making	Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)	

Merit Badge Opportunities

Art	For requirements 5a – Produce a Popcorn Sale poster for display
Communication	For requirement 2b – Make a Popcorn Sales presentation to your counselor For requirement 6 – Show your counselor how you would teach others to sell Popcorn
Digital Technology	For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn
Graphic Arts	For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster
Journalism	For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale
Movie Making	For requirement 2 – Create a storyboard and video designed to show how to sell popcorn
Personal Management	For requirements 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities
Photography	For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)
Plant Science	With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed (Requirements 8, Option 1, E1a – E1c)
Public Speaking	For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop
Salesmanship	All requirements for this merit badge may be completed through the Popcorn Sale
Truck Transportation	For requirement 2 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

HOW IT WORKS

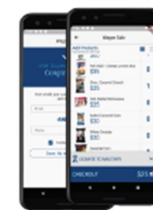
TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers



How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
 - Share their personalized fundraising page via Social Media, Email, Text and more.
 - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

STEP 1 Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
 - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%** unit commission.

STEP 2 For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
 - 4 hours: 15+ orders from friends & family.
 - 4 hours: 15+ orders from their local neighborhood(s).

STEP 3 Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
 - How the money raised benefits each Scout family
 - Unit & Scout sales goals
 - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
 - Everyone downloads the Trail's End App! Text APP to 62771.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

STEP 4 Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

*Unit must be registered to sell by no later than August 15, 2020 to qualify. **Online Direct commission varies by council.



Support Scouting
ADVENTURES



PRIZE PROGRAM

TRAILS-END PRIZE PROGRAM = Scouts must be registered in the Trails-End system, with a valid email address (preferably a parent address), to receive the gift cards. Keep in mind the Gift card code will be emailed to this email.

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

Why do Scouts love Trail's End Rewards?

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail's End Rewards?

- The Trail's End leader portal is a one-stop shop for everything, including Rewards ordering.
- Orders are tracked automatically for leaders when Scouts sell with the app and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate Scouts through the App.

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

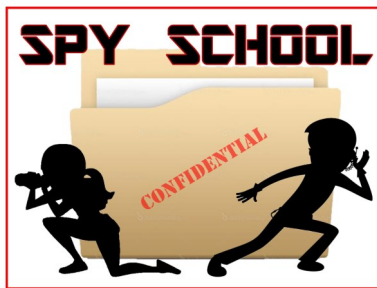


Use Zoom (or similar software)

Agenda:

- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
 - Text **APP** to 62771 to download.
- Trail's End Rewards
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Text **KICKOFF** to 62771 to Download Presentation.



2020 Product Changes



New Cheese Lovers With 2 Big Bags (1 with White Cheddar and 1 Blazin Hot)



Unbelievable Butter (Popped) Bag



Popping Corn Plastic Jar



Blazin' Hot Popcorn (Popped) Big Bag

