



REAP THE REWARDS!

- EARN YOUR WAY TO SUMMER CAMP.
- PAY FOR DUES, UNIFORMS, AND OTHER SCOUTING FEES.
- MEET YOUR ANNUAL FUNDRAISING GOALS FASTER THAN EVER BEFORE!

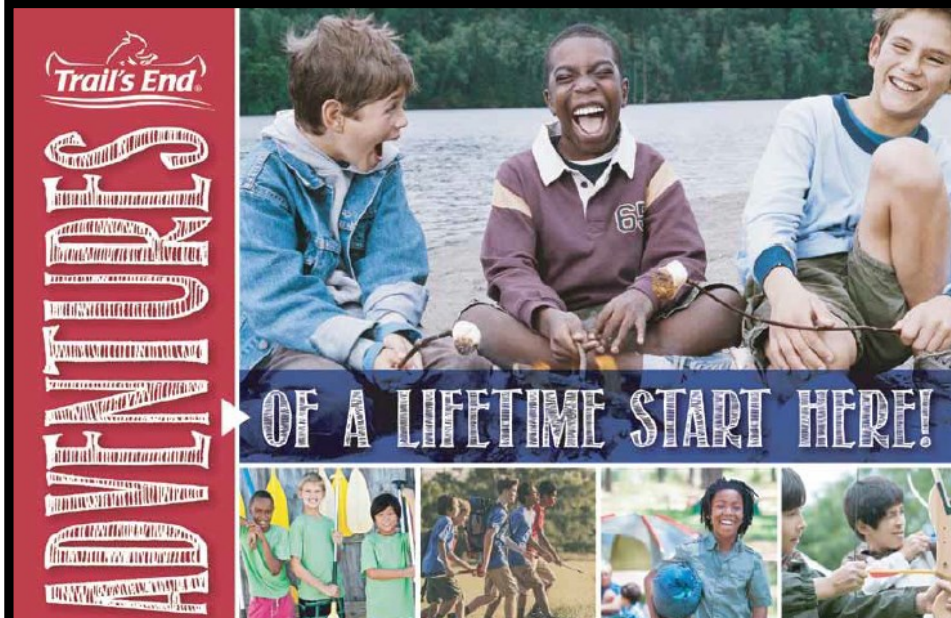
2018 Top 10 Sellers

1. Steven	Pack 115	\$6,522	6. Adrian	Pack 279	\$3,250
2. Seamus	Pack 2	\$6,000	7. Daniel	Pack 115	\$3,062
3. Zane	Pack 413	\$5,388	8. Lael	Pack 598	\$3,005
4. Hayden	Pack 96	\$4,728	9. Jacob	Pack 727	\$2,790
5. Joshua	T - 248	\$3,313	10. Andrew	Pack 598	\$2,505

Questions?

District	Kernel	Phone	Email
Geronimo	Susan Allen	575-494-7576	da.bears.xx@gmail.com
Mescalero	Blanca Chavira	915-637-5432	bchavira07@yahoo.com
Polaris	Dea Mason	915-449-2586	dlmason2006@yahoo.com
Sunshine	Eric Pfeifer	575-313-4363	ponybsa@gmail.com
Wapaha	Kerrie Heins	808-224-1555	kelise12@aol.com
White Sands	Alex Marquez	915-772-2292	Alexis.Marquez@scouting.org
Yucca Council	Michael Burke	915-727-7532	4mgadburke@gmail.com

2019 POPCORN MASTERS GUIDEBOOK



BOY SCOUTS OF AMERICA®
YUCCA COUNCIL

TURN YOUR SCOUTS
INTO POPCORN
MASTERS AND
FUND THEIR
DREAM PROGRAM



2019 POPCORN PROGRAM CALENDAR

- August 29** Council Popcorn Kickoff
Western Hill UMC 524 Thunderbird Dr, El Paso, TX 79912
- Aug 29–Sept 22** Conduct Unit Popcorn Kickoff
- September 6** **ACH payment forms due**
- September 6** Show 'n Sell orders due online at [Trails-end.com](https://trails-end.com)
- September 18** All S&S Product Arrives in El Paso (Tentative)
- Sept 19 & 20** Show 'n Sell sorting/ distribution
Sportsman's Warehouse 2230 N Telshor Blvd, Las Cruces
- Sept 20 & 21** Show 'n Sell sorting / distribution
Dependable Relo 8201 Lockheed Dr Ste 130, El Paso
- October 18** **Free Return Day and Show / Sell Payment**
- November 8** Show 'n Sell returns due **20% max and full cases only**
- November 11** Final Take Order due online at [Trails-end.com](https://trails-end.com)
- Nov 21 & 22** Take Order sorting / distribution
Sportsman's Warehouse 2230 N Telshor Blvd, Las Cruces
- Nov 22 & 23** Take Order popcorn sorting / distribution.
ALL Payments other than ACH Due.
- December 1** Prize Orders due online: rewards.trails-end.com
- December 9** **ACH Payment Processed**
- December 21** Movie Date \$750+ Popcorn Sellers - Star Wars 9
7440 Remcon Circle, El Paso
- January 18** Spin 'n Win Party 50 Top Sellers
Dave and Busters El Paso

UNIT COMMISSION FOR POPCORN SALES

BASE COMMISSION = 33%

BONUS COMMISSION = 2%

If NO popcorn returned (except on free return day)

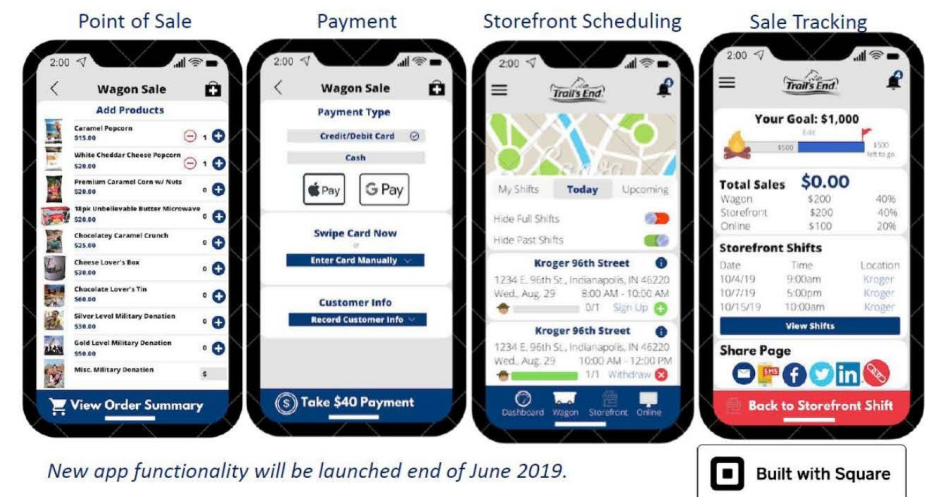
TRAIL'S END APP

Mobile app for Scouts to track and report real-time sales, accept payment, schedule booth locations and track inventory.

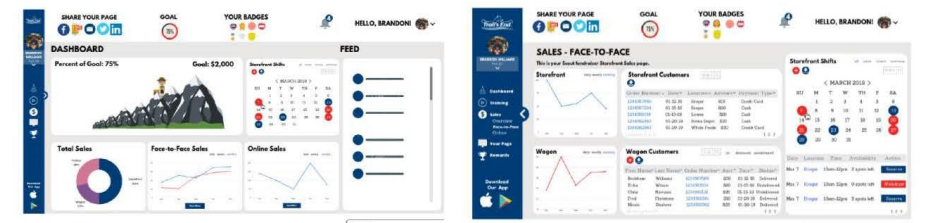
Benefit for Unit: **No Credit Card Fees** – powered by Square
Compatible with your Square readers
Automatically communicates and tracks sales for rewards and inventory management.

Benefit for Scout: Accepting credit cards increases your sale
Real-time tracking of Scout sales
Can see how close they are to reaching their goal and desired reward

DEVICE VIEWS:



ONLINE SCOUT PORTAL VIEWS:



TRAIL'S END APP

The app is only for Scout use. Leaders will not be able to access the app but the Unit Leader Portal will provide tools for sale tracking, inventory management and booth management. Trail's End will publish online training videos in June 2019

SAMPLE LEADER VIEWS:

The screenshots show the Trail's End app interface for a leader named Brandon Williams. The top navigation bar includes 'INVITE YOUR SCOUTS', 'ORDER POPCORN', and a greeting 'HELLO, BRANDON!'. The left sidebar contains navigation links: Dashboard, Unit Info, Training, Popcorn, Sales, Scout Rewards, Acct. Summary, and Reports. The main content area displays various sales and performance metrics.

LEADER DASHBOARD (Popcorn): Shows Unit Goal (\$13,000), Scouts' Goals (\$5,000), Total Unit Sales (\$0), and a Feed section. It also includes progress indicators for online orders and storefront site shifts.

STOREFRONT SALES: Displays Total Storefront Sales (\$750), Cashed Owed to Unit (\$477), and Registered Shifts (Today: 17/20, Tomorrow: 0/5). A table lists sales by site name, date, city, shift status, and actions.

WAGON SALES: Displays Total Wagon Sales (\$750), Cashed Owed to Unit (\$477), and Undelivered Scout Inventory (\$477). A table lists sales by scout name, wagon sales, cash owed by scout, undelivered orders, and actions.

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.

\$750 Sellers Club

Scouts at this level will receive 2 tickets (for them and a parent) to a private showing of Star Wars Episode IX on December 21.

TOP SELLERS WILL ONLY BE CONSIDERED AS SUCH IF THEY ARE REGISTERED IN THE TRAILS-END SYSTEM - NO EXCEPTIONS

SCOUT PRIZE LEVELS

NEW for 2019 – Personalized Prize Program

Sales Level	Amazon Gift Card Amount	Reward % Retail	Scholarship*	Rewards Total
\$40,000+**	\$3,200	8.0%	\$1,000	\$4,200
\$30,000-\$39,999	\$2,400	8.0%	\$1,000	\$3,400
\$25,000-\$29,999	\$2,000	8.0%	\$1,000	\$3,000
\$20,000-\$24,999	\$1,600	8.0%	\$1,000	\$2,600
\$15,000-\$19,999	\$1,200	8.0%	\$900	\$2,100
\$10,000-\$14,999	\$800	8.0%	\$600	\$1,400
\$7,500-\$9,999	\$550	7.3%	\$450	\$1,000
\$5,000-\$7,499	\$350	7.0%	\$300	\$650
\$3,500-\$4,999	\$225	6.4%	\$210	\$435
\$2,500-\$3,499	\$150	6.0%	\$150	\$300
\$1,500-\$2,499	\$75	5.0%	\$0	\$75
\$1,000-\$1,499	\$45	4.5%	\$0	\$45
\$750-\$999	\$30	4.0%	\$0	\$30
\$500-\$749	\$20	4.0%	\$0	\$20
\$350-\$499	\$10	2.9%	\$0	\$10

*Scholarship credit is percent based (6%) and not fixed levels

**Scouts receive 8% of their total retail at every additional \$10,000 they sell

FREE SHIPPING ON EVERY ONLINE ORDER!

SCOUTS WHO SHARED THEIR FUNDRAISING PAGE DURING FREE SHIPPING IN 2018 SAW 60% MORE SALES.



UNIT POPCORN KICKOFF SUGGESTIONS

A successful popcorn kickoff is the single most important part of your popcorn sale!

Here is a kickoff plan to get you started. Customize your kickoff to suit your Unit.

Objective: Get scouts excited about what they can win. Get parents informed about why they should sell.

Sample Kickoff Agenda (40 minutes):

- ✦ **Grand Opening (5 minutes):**
 - Play music, dim the lights, make a scene and have fun!!.
- ✦ **Share your Scouting program & promote upcoming adventures (10 minutes):**
 - Make sure families understand the benefits of selling popcorn and how it pays for their program
 - Highlight key dates that are important to the popcorn sale
- ✦ **Train your Scouts (20 minutes):**
 - Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet
 - Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order and online at Trails-End.com
 - Educate them on the tracking their sales through the Trail's End app and credit card processing.
 - Use role playing games to practice their scripts
- ✦ **Showcase your Scout rewards (5 minutes):**
 - Introduce your unit incentive program, including Trail's End Amazon.com Rewards and Scholarship Program
- ✦ **The Big Finish:**
 - Have the top sellers from last year throw pies in the faces of the leaders
 - Send everyone home motivated to sell!

***Keep it fun! Keep it moving!
Keep it short!***

CREDIT CARD PROCESSING

Free Credit Card Processing

All Units/Scouts are eligible for Free Credit Card Processing through the Trail's End App powered by Square.

Units do not need to attach Unit bank accounts to accept credit card payment.

How it works: Scout logs into the Trail's End App from any handheld device
(must have wifi connectivity)
Select products being purchased
Total the sale and select credit for the purchase type
Use any attached Square reader or key in the card information on the device
Scouts may also accept Apple Pay and Google Pay if their device offers those functions

All credit card payments are paid directly to Trail's End and are deducted from the Unit invoice.

Splitting Sales If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail's End App to process sales. At the end of the booth, the Unit Kernel can log into the sale portal and select Split Sales (training from Trail's End to come June 2019)

RECEIVING ONLINE COMMISSION

New in 2019

Unit invoices are inclusive. This means Unit Leaders will see all parts of the sale on one invoice. Online Sales Commission will be applied to Unit invoice as payment received by Trail's End

What if our Credit Card and Online Sales Exceed Cash Sales?

If your Unit has an overpayment to Trail's End, your committee may choose to either:

1. Enter the Unit bank account information into the Square portal to receive payment from Trail's End just weeks after the sale ends

or

2. Unit may choose to receive payment from Capitol Area Council with either a check or deposit into Unit's registration or Scout Shop account. These payments will be completed during the month of December.