



BOY SCOUTS OF AMERICA®
LAKE ERIE COUNCIL



POPCORN SALES GUIDE



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CONTACTS

Popcorn Hotline
Heather McMillan
216-458-8911
heather.mcmillan@scouting.org

Popcorn Advisor
John Fabsits
216-458-8907
john.fabsits@scouting.org

Cub Scouts Unit Funding Specialist
Laurie Bott
csdiv.unitfunding.spc@gmail.com

Scouts BSA Unit Funding Specialist
Jack Vitale
jvitale1@cox.net

Contact Trail's End Support at
support@trails-end.com

facebook.com/groups/TEPopcornCommunity

LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences with less out-of-pocket expense for your families.

Help all of your families save money by encouraging 100% Scout participation! This year's popcorn fundraiser can be the best fundraiser EVER!

John K. Fabsits
Director of Field Service

HIGHLIGHTS FOR 2019



OHIO STATE TIN



NEW TRAIL'S END APP



40% COMMISSION



FREE SHIPPING ON EVERY ONLINE ORDER



ONLINE SCOUT PORTAL



FREE CREDIT CARD PROCESSING WHEN USING APP



INVENTORY MANAGEMENT



STOREFRONT SCHEDULING



TAKE ORDER MANAGEMENT



SALES TRACKING & REPORTING



AUTOMATED SCOUT REWARDS REDEMPTION

TRAIL'S END APP FEATURES





Email and SMS invitations to Scouts to download and register



Built-in storefront shift scheduling.



Easy reporting to determine your Scouts' rewards.



Integrated scheduling and management of storefront shifts



Real-time reporting of sales, inventory and storefront registrations.



Share your online fundraising page from the app via email, text message, and social media

CALENDAR

AUGUST

Register to sell at Trails-end.com or complete the Unit Commitment Form

Online Sales begin August 1

Meet with your Unit Serving Executive

Finalize your unit program plan, budget and goals per Scout

Line up sites for sales

Determine initial order and sign up at the Trail's End site

Read the weekly Kernel Journal sent from LEC for updates and news

SEPTEMBER

3RD – Orders are due for initial distribution (5:00 pm deadline)

13/14TH – Product Distribution

14TH – Amnesty Return Window begins

Finalize unit incentive plan and hold unit kickoff

OCTOBER

8TH – Amnesty Return Window ends

Continue to offer weekly incentives for Scouts and set up site sales

Hold a Blitz day and canvas neighborhoods (Saturdays are perfect!)

NOVEMBER

4TH – Show and Sell Returns Due (up to 10% of initial order)

6TH – Orders are due for take order distribution (5:00 pm deadline)

6TH – Show and Sell payment due to Lake Erie Council

15/16TH – Product Distribution

DECEMBER

2ND – Final Reconciliation and payment due



BEST WAYS TO SELL

Scouts can participate in the sale using several methods. Whatever methods your Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit's year-round programs.

SHOW AND SELL (STOREFRONT SALES)

Site Sales are where a group of Scouts and leaders sell popcorn in front of a church, store or other business. Statistics show that customers, when presented with a variety of products in front of them, are more likely to purchase a less expensive option. However, this is a great opportunity to promote Scouting to the community through popcorn sales.

SHOW AND DELIVER/DOOR-TO-DOOR (WAGON SALES)

Involves the Scout soliciting orders at the customer's residence. This can also be taken through neighborhoods but is also great for parent's co-workers. This method is preferred for neighborhoods close to home. Product is brought along (in wagon or vehicle) or delivered at a later date. On-line business cards or door hangers can also be utilized and left behind if no one is home. It is the unit's discretion whether money is collected up front or upon delivery.

ONLINE SALES

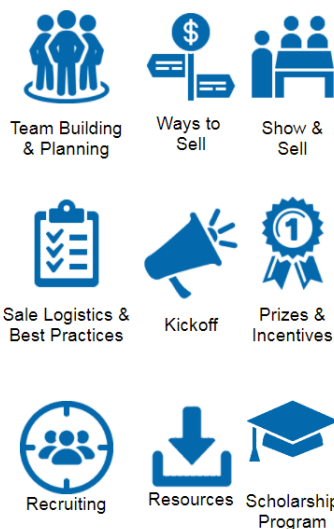
Scouts set up their online account by downloading the Trail's End App or at www.trails-end.com and share their fundraising page via email, social media, and text message to out-of-town friends and family. Customers pay securely online and the product is shipped directly to them.

UNIT LEADER TRAINING DASHBOARD

With Trail's End, popcorn volunteers have access to the support and knowledge needed to run a successful popcorn fundraiser. Visit www.trails-end.com/unit-training-dashboard to learn more.

24 VIDEOS (40 MINUTES)

- Team Building & Planning
- Ways to sell
- Show and Sell basics
- Scheduling shifts
- Merchandising a table
- Training Scouts & Parents
- Show and Deliver basics
- Kick-offs
- Logistics of the sale
- And much more....



TRAIL'S END SCOUT APP & UNIT LEADER PORTAL

Sell with the Trail's End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. **NO CREDIT CARD FEES!**

Unit Leaders log into www.trails-end.com and manage their unit's sale.

KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Built with Square technology
 - Works with existing Square readers
 - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry
- Only Scouts with a Trail's End account can log into the Trail's End app



HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in www.trails-end.com.
- If you have a balance due to council on your popcorn invoice statement, app credit card sales and unit commissions from online sales will be credited towards your unpaid balance.
- Once you have a \$0 balance due to council, remaining funds can be requested for payout (bank information required).
- Requested funds will be transferred to your unit's bank account via ACH on the 14th and 28th of each month, or the following business day, depending on the date of your payout request.

HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION'S BANK ACCOUNT?

1. From the unit leader dashboard, click UNIT INFO on the left navigation menu
2. Expand the MANAGE UNIT BANK ACCOUNT section
3. Fill out the required fields
4. Click SAVE

RUN YOUR SALE LIKE THE PROS

STOREFRONT SALES STRATEGY

SHOW AND SELL FOCUS

- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting

BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal

MOTIVATING SCOUTS

- Use the TE Reward Levels
- 3% - 12% Tiered Structure
- Recognition for Top Sellers
- Fun, Games, Pie in the Face

BUILD A TEAM

- Popcorn Kernel Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable

RECRUITING

- Recruit at Show and Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN

- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It's What We Do



PREDICTABLE

Knowing your sales per hour can help you determine the number of sites and shifts needed to meet your unit's goal.

1:1

ONE SCOUT PER SHIFT

Increase coverage, productivity, and sales per hour by only booking one Scout and parent per storefront shift.



SCALABLE

Continue to grow your sale by increasing the number of sites and shifts booked.

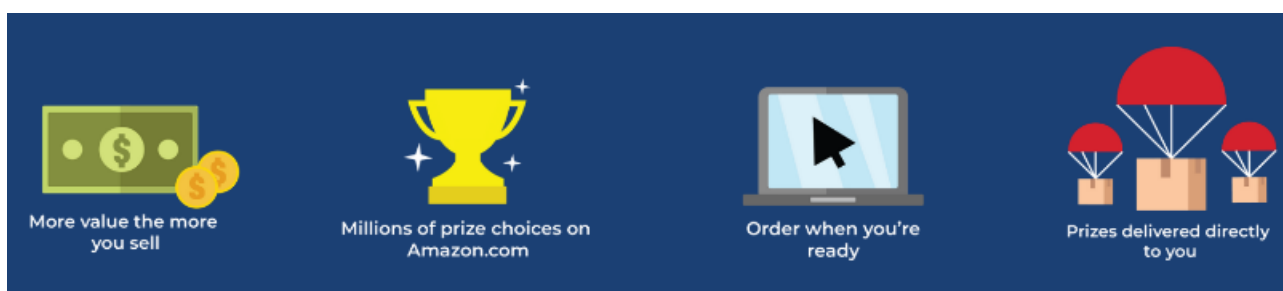


8 HOUR COMMITMENT

Scouts that work four 2-hour shifts can sell up to \$1,000, which covers their entire year of Scouting.

Trail's End® REWARDS

Buy the prizes YOU want!



SELL & EARN

Earn an Amazon.com Gift Card to buy the PRIZE YOU WANT!

[View All Rewards](#)



Scouts must have a registered Trail's End account on www.trails-end.com in order to redeem their Amazon.com Gift Cards listed below. Amazon.com Gift Cards are not cumulative. You must pay your unit statement in full before you can submit your prize order.

LEC PRIZES AND INCENTIVES

Top 75 Sellers

Two (2) VIP tickets (improved seating) to see the Cleveland Cavaliers.



Sell \$1,250

Two (2) priority tickets to see Monster Jam Trucks or Disney on Ice.



Sell \$650

Two (2) free Cleveland Monsters tickets, Rock the House Day experience on January 25, 2020.



TRAIL'S END SCHOLARSHIP

Sell \$2,500

Scouts who sell at least \$2,500 in any calendar year will have 6% of their product sales count towards their own Trail's End Scholarship. Once enrolled, 6% of their sales each year will go towards the scholarship. Visit www.trails-end.com/scholarship for full program details.



MT. ADVENTURE REWARDS

\$20,000 OF REWARDS EACH WEEK

12 weeks: August 12 – November 3

TO QUALIFY

- Scouts earn one (1) entry for every \$100 in credit card sales (App + Trails-End.com) each week.
- Note: The storefront split calculation set by the unit leader will impact credit card credit.



REWARDS FOR SCOUTS

- One (1) family vacation awarded as a \$2,500 Visa Gift Card each week.
- Up to 1,750 \$10 Amazon.com Gift Cards awarded as "Instant Wins" each week.

SELECTION AND FULFILLMENT OF REWARDS

- Winners will be randomly selected; nationally for vacation winners and regionally for instant winners.
- Winning Scouts claim Amazon.com Gift Cards in their Trail's End Scout accounts.
- Visa Gift Cards mailed to winners by Trail's End.

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Please confirm your username and password well BEFORE the due date. (*contact heather.mcmillan@scouting.org if you need to retrieve password or need assistance*)
2. Login at <http://scouting.trails-end.com>
3. Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
4. Click the “Choose Delivery...” button and choose the order you are placing (*You will be assigned the closest distribution site unless you email Heather and we can change in system.*)
5. Enter the quantities that you wish to order (*cases only for show and deliver*)

Popping Corn (12 bags in a case)	Salted Caramel (12 bags in a case)
Caramel Corn (12 bags in a case)	Chocolatey Caramel Crunch Tin (6 tins in case)
White Cheddar Cheese (8 bags in case)	Ohio State Tin (6 tins in a case)
18pk Kettle Corn (6 boxes in case)	Cheese Lovers (1 box is a case)
18pk Unbelievable Butter (6 boxes in case)	Chocolate Lovers (1 tin is a case)
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

POPCORN DISTRIBUTION

Distribution locations are manned by volunteers and staff. To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. If your warehouse takes appointments, be sure to sign up in advance and be timely with your pickups.

REFER TO THE KERNEL JOURNAL EMAILS FOR DISTRIBUTION LOCATIONS AND TIMES.

WHAT SIZE VEHICLE WILL I NEED?

Please keep in mind that these are estimates based on having no other items or passengers in the vehicle with you.



Mid-size car
20 cases



Standard SUV
40 cases



Standard Van
60 cases



Full size SUV
70 cases



Pickup truck
90 cases

Not recommended



PAYMENT PROCEDURES

Personal checks, unit credit card payments, multiple checks from customers, or checks made payable to a unit cannot be accepted as payment for a unit's popcorn bill. Prize and incentive recognitions will not be released for shipment until the unit's invoice is paid in full and processed by the council.

FINAL SETTLEMENT

The unit should confirm the invoice accuracy after all orders and product returns have been submitted prior to making the final payment. Units keep their unit commission and only pay 'Balance Due to Council.'

UNIT PAYMENT DUE DATES

To view your invoice visit <http://scouting.trails-end.com>.

- November 6th: Payment for show and sell product sold
- December 2nd: Final payment
- Checks can also be brought or mailed to the office to be received.
 - Make checks payable to Lake Erie Council, BSA, 2241 Woodland, Cleveland, OH 44115.

PRODUCT RETURNS



Take advantage of the three week amnesty period.



Return up to 10% of unsold products.

AMNESTY PERIOD

Between September 14TH and October 8TH units may return unwanted product (full cases only).

SHOW AND SELL RETURN

Units will be able to return up to 10% of the initial show and sell order by November 4th.

BEST PRACTICES FOR INVENTORY MANAGEMENT

- Utilize the Trail's End Leader Portal to track and record product that was assigned and sold during show and sell and storefront selling.
- Subscribe to a time-based sales plan (i.e. we are halfway through the sale...have we sold at least half of our inventory).
- Check in with your Unit Serving Executive if you have an inventory challenge...too much or too little popcorn can usually find a home to another unit.
- Work toward zero returns so that every dollar of popcorn revenue provides a better program for our Scouts.

UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click “View” next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

- After the transferring unit submits the transfer request, the receiving unit will be notified via email.
- Log into your www.trails-end.com account
- Go to the Transfers & Returns tab
- Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit’s invoice will be updated.

WRAPPING UP THE SALE

With the sale wrapping up in early November, be sure to leave a few extra days to collect unsold product and orders that need to be filled from your Scouts and prepare your final unit order.

- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your show and sell order to fill take orders if possible.
- Use the Scout Tracking page in www.trails-end.com to track sales by Scout. This is how Trail’s End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail’s End system by **Wednesday, November 6 at 5:00 PM.**
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- Submit payment to the “Lake Erie Council, BSA.” The amount due will be the total sales less the unit’s commission - this will be on the statement.
- The Amazon.com Gift Cards will be delivered electronically to the Scout’s Trail’s End account approximately 7 days after submitting your Scout totals unless flagged for review.
- Hold a unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.