

2023 POPCORN UNIT SALES GUIDE



Mission: Possible



MESSAGE FROM THE POPCORN TEAM

Hello Special Agent Kernel!

You have taken the first step in helping your *Agency* (unit) run an amazing program for your *Spies* (scouts) by volunteering to be the *Special Agent Kernel*! This position in your agency is a big job, the support you are giving to your agency is greatly appreciated! **Thank you** for your commitment to having the best Scouting year by selling the Scouting Program through Popcorn!

Last year all the units selling turned on their *Beast Mode* and made it the best year the Council has ever had! **Thank You!** This year we challenge you to help your *Spies* to accept the mission to sell more popcorn than ever before! With your help, we know that this **Mission is Possible**. *Central Intelligence Agency* (council), want to do everything possible to help you have a successful *Mission*. With that in mind, it has been decided to keep the same spy tools as the last couple years, and added a few more to help you.

As with any tool, there are directions on how to use them to the best ability. Look through the *dossier* to find all the tools the *Central Intelligence Agency* has for you to reach your *Mission* smoothly. Also, remember we want to support all the *Secret Heroes* out there so make sure your agency completes the special mission of supporting them to be rewarded bonus commission.

Every year, the Headquarters (Trail's End) and the Central Intelligence Agency look for ways to make selling popcorn easier and more efficient. Unfortunately, some things are out of our control. Headquarters is working hard to fix the problems they had last year with the app so keep a look out for an improved app this year. Also, some prices for popcorn have changed, and some products are no longer available. Even though these changes may not be what we choose, we are confident that your *Spies* will handle this *Mission* with upmost detail to have an amazing selling success.

This is the perfect time to activate your Special Agents and ramp up your *Agency's* activities and fundraising! **Thank you** for supporting your *Agency* and *C.I.A.* by participating in the popcorn *Mission* this year! We are excited to see your *Agency* accomplish **Mission: Possible!** The Council Kernels and Council Staff stand ready to assist you in having a successful and profitable **Mission!**

Please call, text, or email with questions and concerns! **We are here for YOU!!**

Kelly Osterhout ~ Intelligence Officer aka Council Kernel

Marisol Gonzalez ~ Intelligence Agent aka Council Co-Kernel

Robin Wilson ~ Chief of Station aka Staff Advisor



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2023 POPCORN KEY DATES

Saturday, June 10	Popcorn Training Meeting
Wednesday, June 14	Popcorn Training Meeting– Makeup
July 1 through July 15	Speak with your Unit Committee on the budget and your “Ideal Year of Scouting” then turn in your budget and planning sheet signed by committee.
Monday, July 17	“Show and Sell” first order and paperwork due
August 2 or 3	“Show and Sell” Popcorn Distribution
Friday, August 4	Council Popcorn Kickoff
Saturday, August 5	Ready, Set, Go! Popcorn Sales Starts
Sunday, August 13	“Show and Sell” Order #2
Thursday, August 24	“Show and Sell” #2 Popcorn Distribution
Sunday, August 27	“Show and Sell” Order #3
Monday, August 28 (By Appointment Only, before noon)	“Show and Sell” Returns (up to \$5,000)
Thursday, September 7	“Show and Sell” #3 Popcorn Distribution
Sunday, September 10	“Show and Sell” Order #4
Thursday, September 21	“Show and Sell” #4 Popcorn Distribution
Tuesday, October 31 (By Appointment Only, before noon)	Final Payment Due. 2% late charge each week will be assessed on November 3

NO TAKE ORDERS

2023 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	30%
Scouts Honor Bonus	Adhere to the Code of Conduct, follow all deadlines, attend Popcorn Training Kickoff, make all payments and turn in all paperwork on-time.	2%
Stretch Goal Bonus	Commit to and reach the Stretch Goal of your choice.	2%
Heroes and Helpers Bonus	Achieve \$750 in military donation (Traditional sales only, NOT Online Sales).	1%
Heroes and Helpers Extra Bonus	Achieve \$3,000 in military donations (Traditional sales only, NOT Online Sales). Every selling youth will receive a "special" patch.	1%
Total		36%
Online Sales	Separate from regular sales commission.	30%



LET'S DO THIS!!!



Popcorn Training Kickoff	Paperwork	Stretch Goal
<ul style="list-style-type: none"> • Must have two people in attendance. • Preferably any of the unit K3's, and Popcorn Kernel. 	<ul style="list-style-type: none"> • Strategizing Sheet • Budget • Code of Conduct • Must be signed by CC, Unit Leader, and Popcorn Kernel. 	<ul style="list-style-type: none"> • Choose your stretch goal: <ul style="list-style-type: none"> ◇ 5% of your last year total sales ◇ 7% of your last year total sales ◇ 10% of your last year total sales

TRADITIONAL PRODUCT LINEUP

\$50



SEA SALT POPCORN

- Only three simple ingredients popped in oil make this simply delicious American favorite
- 28 Snack Packs (0.65oz ea)

\$25



S'MORES POPCORN

- Delicious chocolately marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry
- 10 2/3 cups | 7oz

\$25



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- 6 2/3 cups | 14oz

\$25



UNBELIEVABLE BUTTER MICROWAVE POPCORN

- A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
- 12 Microwave Bags

\$20



WHITE CHEDDAR POPCORN

- Cheesier and popped in oil, like movie theatres, makes it more flavorful and popular (air popped in '22)
- 16 2/3 cups | 6oz

\$15



POPPING CORN

- All natural, popping kernels for those who enjoy making popcorn from scratch
- 28oz

\$15



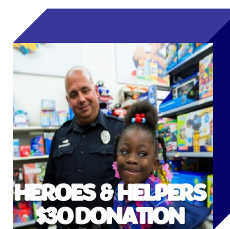
SWEET & SALTY KETTLE CORN

33% MORE POPCORN, REPLACES CLASSIC CARAMEL

- Perfect flavor, more popular with consumers and popped in equipment unique to the industry
- 6 cups | 3.5oz

Every Hero Deserves a Snack!

All donations go towards supporting our Local Heroes & Helpers!



ORDERING, DISTRIBUTION & RETURNS

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING
Sweet & Salty Kettle Corn 3.5 oz	\$15	\$180	12:1	Bag
Popping Corn 28 oz	\$15	\$135	9:1	Jar
White Cheddar Popcorn 6 oz	\$20	\$240	12:1	Bag
S'mores Popcorn 7 oz	\$25	\$300	12:1	Bag
Unbelievable Butter Microwave 12 Pack	\$25	\$150	6:1	Box
Salted Caramel Corn 14 oz	\$25	\$300	12:1	Bag
Sea Salt Popcorn 28 Pack	\$50	-	1:1	Box

POPCORN ORDERING, DISTRIBUTION & RETURNS

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.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.
5. Enter the quantities that you wish to order in the adjustment column.
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.

GETTING YOUR POPCORN

Orders may be picked up at GYC Modesto Office. 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. **You must take your entire order at your pick-up time.**

Contact your Council for more information on getting your popcorn and replenishment of popcorn.

POPCORN RETURNS

Please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Up to \$5000 worth of popcorn will be accepted. Please schedule a time for returning your unsold popcorn with Robin Wilson at robin.wilson@scouting.org or 209-471-0070.

****POPCORN BOXES MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN****

Trail's End
VEHICLE CAPACITY ESTIMATES

Mid-size Car	20 Cases
Small SUV	40 Cases
Crossover	40 Cases
Mini-van	60 Cases
Large SUV	70 Cases
Full-size van	70 Cases

*The vehicle capacity estimates above are estimates without kids, car seats, strollers, etc.

Trail's End™

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

POINTS	GIFT CARD
17,500	10% of total sale
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

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know? 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

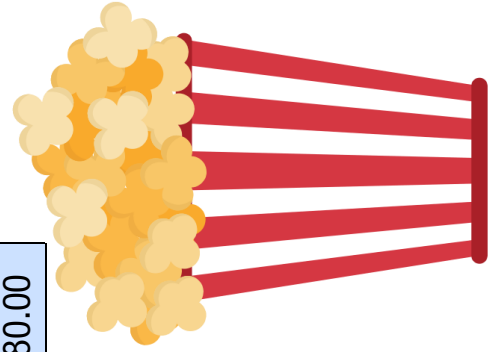
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*Based on average Council program. May vary by your Council.

Price & colors may vary. Examples of the types of prizes available on Amazon.

2023 COUNCIL INCENTIVES

Trails End Rewards		Greater Yosemite Council Incentives			
TE Point System	Scout Receives from Trails End Amazon E-Card	Total Dollars Sold By Scout	Funded Registration	Scout Bucks	Top Secret Spies Party
17,500	10%	\$17,500	Full	\$340.00	X
15,000	1,250	\$15,000	Full	\$300.00	X
12,000	1,000	\$12,500	Full	\$280.00	X
10,000	750	\$10,000	Council Fee	\$240.00	X
7,500	550	\$7,500	Council Fee	\$220.00	X
6,000	450	\$6,000	Council Fee	\$200.00	X
5,000	350	\$5,000	Council Fee	\$180.00	X
4,000	250	\$4,000	Council Fee	\$160.00	X
3,500	200	\$3,500	Council Fee	\$140.00	
3,000	150	\$3,000	Council Fee	\$100.00	
2,500	100	\$2,500	Council Fee	\$80.00	
2,000	70	\$2,000	Council Fee		
1,750	60	\$1,750	Council Fee		
1,500	50				
1,250	40				
1,000	30				
750	20				
500	10				



Last day to count sales towards Council Incentives is November 15, 2023.

Scouts can sell until the last day of 2023 to get more points towards their Amazon Gift Cards.

Note: Every Scout that sells a minimum of one popcorn item (no donation) receives a patch. If they are not in the APP with sales then you can purchase extra patches for Scouts, Siblings, or Adults. Cost per patch will be \$5.

Scouts that sell \$100 or more of “Heroes and Helpers” Donations with get a special patch. Units that sell \$3,000 or more of “Heroes and Helpers” donations will get a special patch for each popcorn seller in their unit.



HOW TO SELL \$1,750

Sell for 12 hours, fund your entire year of Scouting!

STEP 1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP 2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP 5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.





\$2,500 POPCORN GOAL



(x24)



(x36)



(x12)



(x6)

CODE OF CONDUCT

(FOR ANY SHOW & SALES METHOD)

Guidelines for Scouts & Leaders Selling Popcorn

- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that registered adults wear their Field uniforms or Unit T-shirt. Parents can wear their Unit T-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn.) Use Heroes and Helpers to aid your sales.
- Storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay at a distance as designated by the store manager.
- **Leave your sale site area clean when you leave.**
- If by any chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager or Council. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, “play fighting”, throwing objects, chocking and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adults will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS units receive during storefront sales *will be put towards their Heroes & Helpers donations collected.***

ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES, INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.

POPCORN CONTACTS

Position	Name	Phone	Email
Council Kernel	Kelly Osterhout	209-614-6194	kelly@bluesierrafarms.com
Council Kernel	Marisol Gonzalez	787-930-3571	m_gonzalezcuevas@hotmail.com
Staff Advisor	Robin Wilson	209-471-0070	robin.wilson@scouting.org

NOTES



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GREATER YOSEMITE COUNCIL