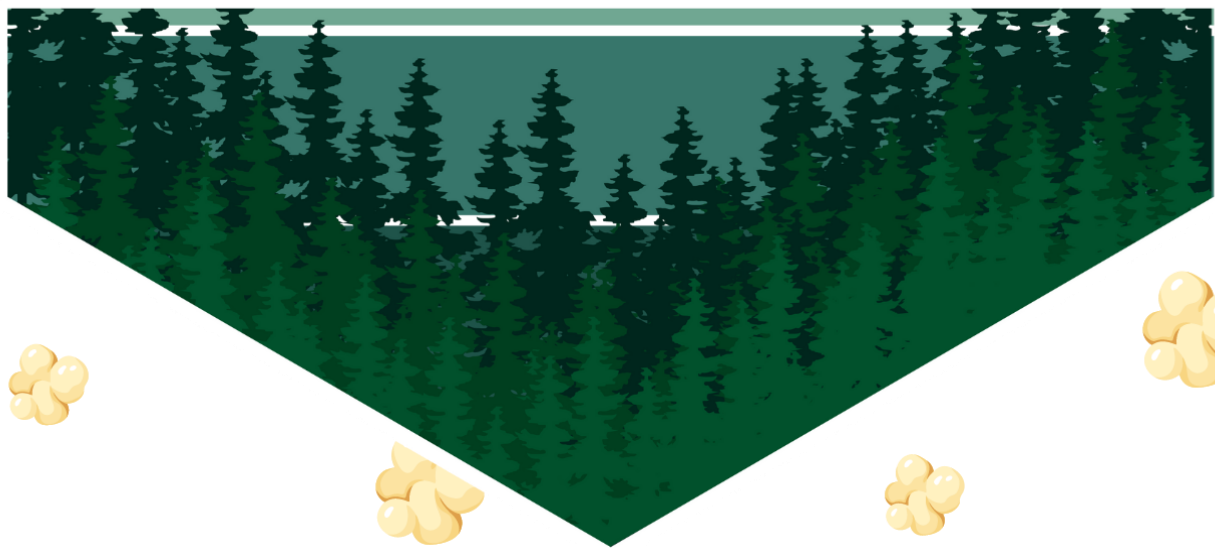


2024 Kernel Guide



Scouting  **America**
Greater Yosemite Council

2024 POPCORN KEY DATES

Tuesday, June 25; Wednesday, June 26	Popcorn Training Meeting
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 29	“Show and Sell” first order due
August 7 or 8	“Show and Sell” Popcorn Distribution
Friday, August 9	Council Popcorn Kickoff
Saturday, August 10	Ready, Set, Go! Popcorn Sales Starts
Monday, August 19	“Show and Sell” Order #2
Friday, August 30	“Show and Sell” #2 Popcorn Distribution
Monday, September 2	“Show and Sell” Order #3
Tuesday, September 3 (By Appointment Only, before noon)	“Show and Sell” Returns (up to \$5,000)
Friday, September 13	“Show and Sell” #3 Popcorn Distribution
Monday, September 16	“Show and Sell” Order #4
Friday, September 27	“Show and Sell” #4 Popcorn Distribution
Monday, October 28 (By Appointment Only, before noon)	Final Payment Due. 2% late charge each week will be assessed on November 3

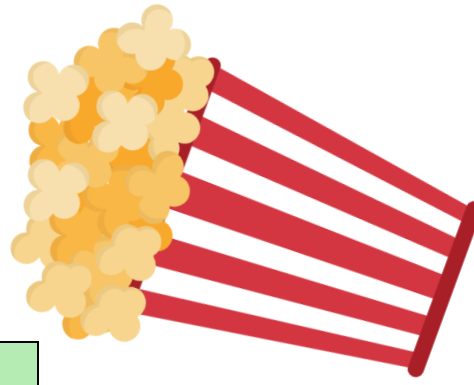
2024 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	33%
Scouts Honor Bonus	Attend a Kernel’s Training Meeting.	1%
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%

2024 COUNCIL INCENTIVES

Greater Yosemite 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 Sellers Party With Stockton Kings	*Family Adventure		
17,500	10% of total sales	\$17,500	Full	\$340.00	X	Each Scout will be entered in a drawing to win a Family Adventure Maximum of 4 family members including the scout.		
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				
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					
2,000	70	\$2,000	Council Fee					
1,750	60							
1,500	50							
1,250	40							
1,000	30							
750	20							
500	10							



Last day to count sales towards Council Incentives is November 15, 2024. Scouts can sell until the last day of 2024 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 will get a special patch.

TRADITIONAL PRODUCT LINEUP



S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor celebrate fun times around a campfire
- Popped in equipment unique to the industry
- 10 1/2 cups | 7oz



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



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- 6 1/2 cups | 14oz



WHITE CHEDDAR POPCORN

- Cheesier and popped in oil, like movie theatres, makes it more flavorful and popular (air popped in '22)
- 16 1/2 cups | 6oz



POPPING CORN

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



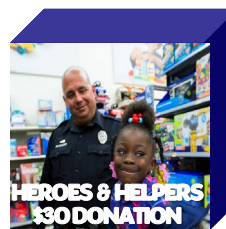
SWEET & SALTY KETTLE CORN

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!

And Scouts earn incentives!



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

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 estimated without kids, car seats, strollers, etc.

HOW TO SELL \$2,000

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.



\$2,000 POPCORN GOAL



(x24)



(x36)



(x24)



(x6)



(x12)



(x9)



(x1)



(x1)



(x15)

70% STAYS LOCAL!*



UNBELIEVABLE BUTTER MICROWAVE POPCORN

\$25



SALTYED CARAMEL CORN

\$25



S'MORES POPCORN

\$25



WHITE CHEDDAR POPCORN

\$20



POPPING CORN

\$15



SWEET & SALTY KETTLE CORN

\$15



MORE ONLINE PRODUCTS & NUTRITIONAL FACTS

ONLINE SCOUT ID:

Product images are for illustration purposes only. Products, pricing and specifications subject to availability and change without notice.



HEROES & HELPERS™ DONATIONS

Thank you for supporting Scouting by providing heartwarming snacks to military personnel and their families, first responders and local food banks!

THANK YOU FOR YOUR SUPPORT!



70% of sales stays local* and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting.

Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.

NAME	NUMBER OF PACKAGES ORDERED										AMOUNT DUE	DUWR	PAID	
	12 PACK UNFLV BUTTER POPCORN	SALTED CARAMEL	5 MORES POPCORN	WHITE CHEDDAR POPCORN	POPPING CORN	SWEET & SALTY KETTLE CORN	HEROES & HELPERS DONATIONS	50% OFF VALUE	30% OFF VALUE	5% OFF VALUE				
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														
GRAND TOTAL											\$			

(add lines 1-20 and enter here)

SCOUT

UNIT

MY GOAL

*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see Terms & Conditions at [trails-end.com/pages/terms-and-conditions](https://www.trails-end.com/pages/terms-and-conditions) for details.

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 should be *put towards their Heroes & Helpers donations collected. Remember Scouts earn Amazon points.***

POPCORN CONTACTS

Position	Name	Phone	Email
Council Kernel (Volunteer)	Kelly Osterhout	209-614-6194	kelly@bluesierrafarms.com
Staff Advisor	Marisol Gonzalez	209-637-3949	Marisol.gonzalezcuevas@scouting.org
Scout Executive	Robin Wilson	209-471-0070	robin.wilson@scouting.org

NOTES