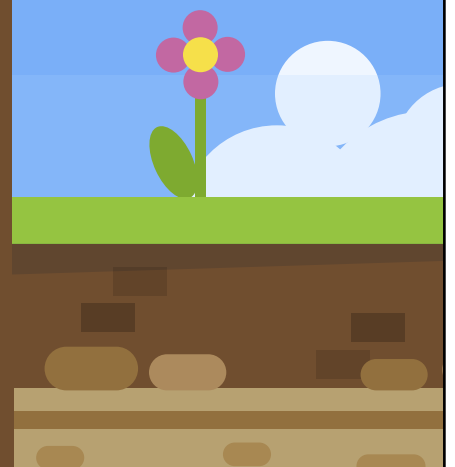
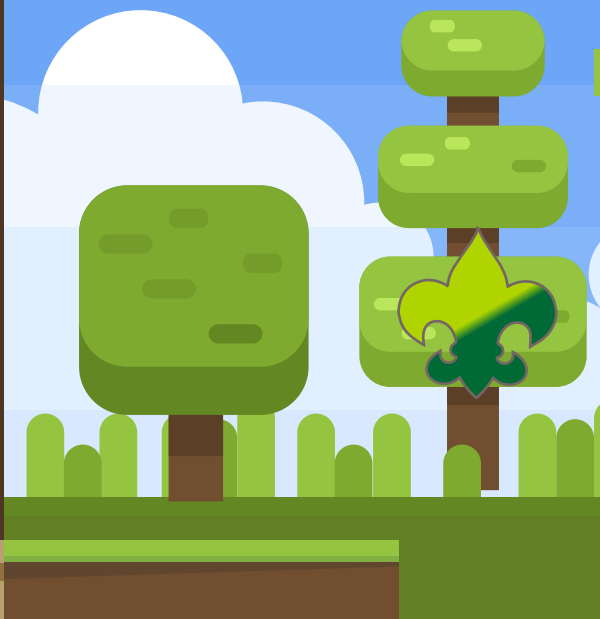
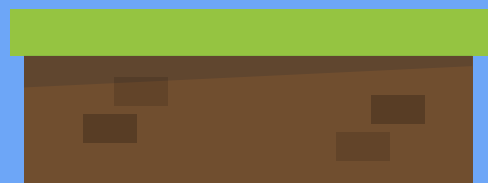


SCORE: 127 ★

01:20:52



2022 POPCORN SALE!



**KERNEL
GUIDE**

TABLE OF CONTENTS

Contact Information.....	page 3
Popcorn Timeline.....	page 3
Popcorn Helps Kids.....	page 4
What Can Popcorn Do for Your Unit?.....	page 5
What Can Popcorn Do for Your Community?.....	page 6
Products & Technology.....	page 7
Unit Commitment	page 8
Webinars & Facebook Communities.....	page 9
Planning Your Budget & Building Your Team.....	page 10
Ways To Sell.....	page 11
Unit Portal.....	page 12
Planning Your Unit Kickoff.....	page 13
What Can Popcorn Pay For?.....	page 14
Scout Selling Tips & Training.....	page 15
Trail's End Rewards.....	page 16
Wolves Popcorn Night.....	page 17
Selling While Social Distancing.....	pages 18 & 19
Credit Cards & Online Direct.....	page 20
Popcorn Ordering & Distribution.....	page 21
Transfers & Campaign Closeout Checklist.....	page 22
Trail's End App.....	pages 23 - 25
Unit Kernel Responsibilities.....	page 26
Unit Kernel Checklist.....	page 27
Den/patrol Kernel Responsibilities.....	page 28
Reference.....	pages 29 - 30
Home Delivery Form.....	pages 31

LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its 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 within the program. Fewer out-of-pocket expenses for families equals better equipped kids and more participation.

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

2022 COUNCIL INFORMATION

Council Kernel

Allan Boyce Council Kernel 630-346-5217 scouts.boycefive@att.net
John Gondos Council Lt. Kernel 954-415-4485 jrgondos@aol.com

District Kernels

Chippewa District Kernel	Deb Froelich		
Lt. Kernel	Fran Kravitz	630-293-4122	fk1456@sbcglobal.net
District Staff	Brian Lechner	630-797-4613	Brian.Lechner@Scouting.org
Ottawa District Kernel	Lauren Behnke	630-248-9625	behnkegl@sbcglobal.net
Lt. Kernel	Brian Benson	630-777-0902	jetboat080@gmail.com
District Staff	Kelly Quinn	630-797-4623	Kelly.Quinn@Scouting.org
Potawatomi District Kernel	Brian Smith	815-754-4395	bsmith810@comcast.net
Lt. Kernel	Steven Eng	630-624-6517	nevetsgne@comcast.net
District Staff	Michael Niederman	630-797-4625	Michael.Niederman@Scouting.org

2022 Popcorn Timeline

COUNCIL POPCORN KICK-OFF (Recorded)	JULY 23
PRE-ORDER DEADLINE	AUGUST 3
POPCORN SALE STARTS	AUGUST 15
PRE-ORDER HOME DELIVERY	AUGUST 23-26
DEKALB CO. UNIT DISTRIBUTION	AUGUST 26
PRE-ORDER DISTRIBUTION	AUGUST 27
BONUS ORDERS DUE	SEPTEMBER 15
BONUS DISTRIBUTION	SEPTEMBER 24
PRIZE ORDERS DUE	NOVEMBER 5
SUPER SATURDAY	NOVEMBER 5

7:00 a.m. to 12 p.m. Units returning & picking up product.

12 p.m. to 1 p.m. Units dropping off take-order forms or picking up product.

Due at Super Saturday: Pre-order payments & returns, final orders & payments.

Be ready to pick up part of your order. No returns accepted after 1 p.m.

FINAL ORDER HOME DELIVERY	NOVEMBER 17-18
DEKALB CO. UNIT DISTRIBUTION	NOVEMBER 19
FINAL ORDER DISTRIBUTION	NOVEMBER 19
FINAL PAYMENT PROCESSED	DECEMBER 1

**Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.*

START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards year-round

POPCORN ORDERING & DISTRIBUTION

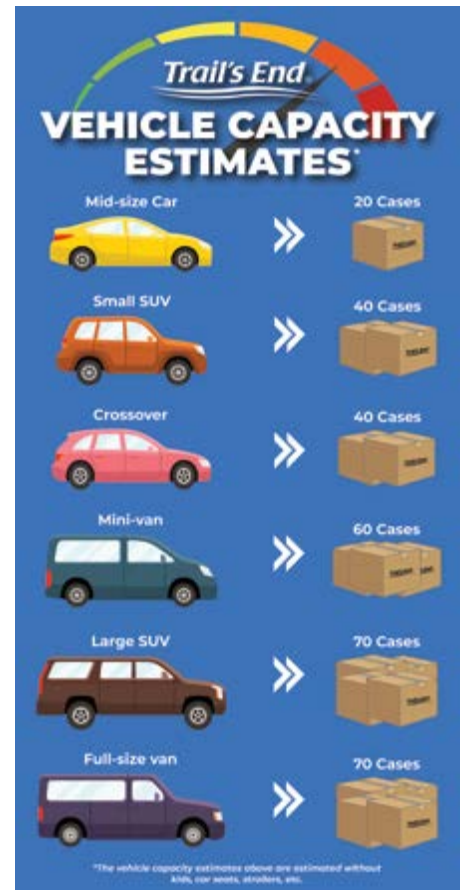
PLACING ORDERS

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 your local warehouse. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. 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. No children under the age of 18 are allowed in the warehouses due to safety reasons.

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



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

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account.
3. Go to the Transfers & Returns tab.
4. 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.

CAMPAIGN CLOSEOUT CHECKLIST

STEPS TO FOLLOW:

- Run Undelivered report, collect and add together all paper forms/orders (if applicable).
- Use the table in the Unit Leader Portal to track sales by each kid. This is how Trail's End will verify how much kids sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to kids for delivery and payment collection (if applicable).
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- Units paying by check must send ONE check made out to Thre Fires Council (checks made out to units cannot be accepted.)
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the kid's Trail's End account approximately 5 days after submitting your totals unless flagged for review.
- Hold a unit celebration for a job well done, have kids bring what they bought on Amazon and thank the kids, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

UNIT POPCORN KERNEL RESPONSIBILITIES

As the Unit Popcorn Kernel, you have an important responsibility: The annual popcorn sale is the largest fundraiser the Council holds. The success of this fundraising campaign will determine the quality of the program your Scouts will receive during the next year. It will also determine whether or not another fundraiser will be necessary. Your job, however, doesn't need to be difficult. Many hands make light work. Involve everyone in some capacity. Have fun!

- ▶ Plan your Popcorn Sale.
- ▶ Work with unit leaders to develop a unit sales goal. Divide that goal into a "per-Scout" goal. Explain this year's program to your unit committee and parents highlighting any changes. With the committee's assistance, set Neighborhood Blitz Days, plan unit sales activities including door-to-door and online sales, place your pre-order, set up an exciting, fun unit kick-off, and plan your unit incentives. Organize your unit's Ideal Year of Scouting Planning Program.
- ▶ Review sales planning materials to assist you with your unit's sale. Decide when orders, money, and prize forms will be due to you.
- ▶ Review Unit Kernel Portal
- ▶ Prepare handouts for unit kick-off meeting for both Leaders and Scouts. Handouts include:
 - ▶ Timeline showing sale dates, date orders are due, time and place for pick up. (Use Unit Timetable for Parents on our website.)
 - ▶ Unit goal and per-boy sales goal.
 - ▶ Den/Patrol Kernel Checklist to record Scout's sales and prizes.
 - ▶ Family guide (Order Forms).
- ▶ Review information on the improved Trails End App. Send communication to all families instructing them to download the app.
- ▶ Sign up an adult for each den/patrol to be the Den/Patrol Kernel. They can help collect order forms & prize requests, fill out the Den/Patrol Checklist, and assist you in other ways making your job much easier.
- ▶ Hold the best unit kick-off ever!
- ▶ Discuss the Trails End App and how to use it. Show videos on how to use it, inform everyone they can now accept credit cards through the app and sell Online Direct!
- ▶ Discuss sales techniques, money collection, safety guidelines and register scouts for a sales account through the app.
- ▶ Have fun and get your Scouts excited and inform parents why this sale is important to your unit's success!
- ▶ You may want to utilize tools from the sales planning materials.
- ▶ Oversee product pick-up at delivery location (s).
- ▶ Distribute popcorn and supplies to Scouts. Remind Scouts of money due dates. Make sure checks are payable to the unit itself.
- ▶ Inform families on how to accept credit cards through the app.
- ▶ Arrange two-deep parental supervision at "high traffic" and "blitz-day" activities so Scouts do not make errors.
- ▶ Encourage Scouts to sell \$1000 to receive a Three Fires Council reward of 500 bonus points.
- ▶ Check the unit portal for online sales report in your account to monitor online sales of your Scouts and to determine sales amount to be included in each scout's total sales.
- ▶ Collect orders and tally money by unit money due date.
- ▶ Issue unit checks payable to the Three Fires Council by the due dates.
- ▶ Prepare for Super Saturday.
- ▶ Collect and recheck the Den/Patrol Checklist.
- ▶ Complete the Popcorn Settlement Form, \$1,000 Sellers List.
- ▶ Complete Scholarship Form for those Scouts already in the program.
- ▶ Approve Prize Order online through unit portal.
- ▶ Look up Trails end credit and online sales to be included on the settlement form.
- ▶ Attend Super Saturday to turn everything in, return any leftover product in full cases, and pay for your popcorn.
- ▶ Prizes will show up in Scouts popcorn account for redemption with Amazon. Consider a show and tell for Scouts to show off prizes. Plan time for your unit incentives. Make it FUN!
- ▶ Help recruit and train an assistant to replace you when you step down. Pass on ways to improve next year's sale to your District Popcorn Kernel.

UNIT KERNEL CHECKLIST



- Plan the sale with your Unit Committee.
- Set a unit sales goal and per-Scout sales goal.
- Determine your Pre-Order by using the pre-order guide.
- Sign up parents to help.
- Schedule Neighborhood Blitz Days.
- Communicate important dates to parents and Scouts.
- Encourage all Scouts and families to download the Trails End app.
- Submit Pre-Order online by August 4.
- Email or fax Home Delivery form to the Council office by August 4 and confirm with the Council.
- Regularly check your online sales of your Scouts through your account and encourage Scouts to sell online through their account.
- Hold an exciting, fun unit kickoff.
- Encourage Scouts to join the \$1000 Club and receive 500 bonus points.
- Communicate with Den/Patrol kernels, parents, and Scouts throughout the sale to ensure Scouts have all the necessary tools to reach their goals.
- Collect Den/Patrol Checklist and Scouts' order forms from the Den/Patrol Kernels. Recheck the figures.
- Calculate the figures for your sale using the Popcorn Settlement Form. This form is available online in Excel, and will do all of the totaling for you.
- Lookup and include on your settlement form, your credit from Trails End for online sales and credit card payments.
- Have another adult or two recheck all your figures.
- Fill out all forms that are due at Super Saturday.
- Enter your prize order through the unit portal.
- Submit \$1000 Sellers List online.
- Call your unit's treasurer and secure the two checks you will need for Super Saturday.
- Attend Super Saturday, you can return 15% of your extra product, if needed, turn in forms and payments, and pick up any available product to partially fill your Final Order.
- Pick up the remainder of your final order at the Final Distribution. Return the order forms to the Scouts along with the product to deliver.
- Supervise the collection of money and credit card payments from the Scouts.
- Submit money to your unit's treasurer ASAP.
- Payment checks will be processed December 1. Have money collected and in your unit's bank account by that date.

DEN/PATROL KERNEL RESPONSIBILITIES



As the Den/Patrol Adult Popcorn Kernel, you have an important responsibility: To motivate the Scouts in your den/patrol and keep an accurate record of their successes.

Your duties call for you to:

- View the Unit Popcorn Kickoff!
- Help the Unit Kernel distribute materials to your Scouts and keep them supplied with additional forms as needed.
- Provide lots of encouragement. Promote the sharing of their success stories with you and the rest of their den/patrol.
- Register for a leader online sales account to monitor your Scouts' app and online sales progress.
- Encourage your Scouts to reach the special incentive levels. (If they sell \$1000, they are additionally awarded the special \$1000 reward and earn more with increased sales.)
- Collect the Scouts' order forms by the due date set by your unit.
- Complete the Den/Patrol Checklist. Double-check it for accuracy and turn it in to the Unit Kernel on their due date with their order forms.
- Collect the money due from your Scouts and turn it in to the Unit Kernel on the due date.
- Help the Unit Kernel with inventory.
- Help the Unit Kernel as needed.

REFERENCE



Home Delivery

DEMAR Logistics, Inc. will deliver your pre-order and final popcorn order directly to an address of your choice for \$230 per delivery.

DeMar Logistics will contact the Unit Kernel with delivery dates and either morning or afternoon time window. If your unit is opting for home delivery, **submit the 'Home Delivery Request' form** to the Popcorn Team. **This MUST be turned in to the Council by 5 p.m. on August 4 for pre-order or November 6 for Final order home delivery.** Payment for both deliveries is due on Super Saturday with your popcorn payments. Without this form, we cannot guarantee your unit will receive home delivery.

For delivery dates see our Popcorn Timeline.

Submit the online form at ThreeFiresCouncil.org/PopcornHD

NOTE: We ask all of our units to remember that this is a community service project for DeMar Logistics, Inc. The delivery department normally moves household and office goods, and the true cost of delivery is much greater than the charge. We ask your unit to show its gratitude when your driver arrives, as DeMar Logistics is providing a great service for our Council in delivering over 20,000 cases of popcorn to 51 communities in four days.

Scouts Buy The Prizes They Want With An Amazon.com Gift Card!

Amazon.com gift cards are claimed on the rewards page within the Scout's account in the App and Trails-End.com when certain levels are reached and approved by a unit leader.

Benefits for Leaders

- **Save Time** by not collecting prize order forms from your Scouts.
- **Save Effort** by no longer distributing physical prizes.
- **Happier Scouts** because they get the prizes They want.

Benefits for Scouts

- **Higher prize value.**
- **Millions of prizes** to choose from on Amazon.com.
- **Prizes delivered** directly to your door, faster than ever before.

Ideal Year of Scouting

This is the program where a unit, with the help of its Scouts, plans the activities for the entire year, determines the amount of income needed to achieve that plan, and then organizes its popcorn sale as a means to reach that goal. Units will use this to motivate parents and Scouts to have a good sale to cover all of the expenses so they do not have to have multiple fundraisers, or ask the families for money throughout the year.

REFERENCE



Popcorn Pick-up

If you choose to pick-up your popcorn, you need to bring vehicle(s) large enough to hold all of the popcorn and at least two strong people, one to stay with the vehicle and one to enter the building to recount and sign for the product. The product will be presorted for you but you will need to load it into your vehicle. With limited space at the distribution points, orders will be packed in the order of the pick-up appointment times. **Please arrive at your given time.**

Popcorn Door Hanger!

Please use the door hanger when out selling and nobody answers the door. The template is online for you to create your personalized labels. This will allow the customer to contact you to place an order or to buy online! You will need name badge (5395) labels.

Money Collection

While selling popcorn:

- Do not leave popcorn with a customer until it is paid for.
- Do not carry large amounts of cash while delivering popcorn.
- Scouts are to count aloud when giving change, and should take their time.
- Customer checks should be made payable to your unit.

Throughout your sale: Credit cards can be accepted for all sales through the Trails End App. Set a deadline well before your payment is due to Council (Nov. 6). The Popcorn Parent Agreement form (available online) is a very useful tool when distributing the popcorn and collecting money from Scouts. Record each Scout's payment to you on your copy of the Den/Patrol Checklist. Payment for your total sale is due on Super Saturday (Nov. 6). The payment for the Pre-Order portion of your sale will be paid by one check made payable to Three Fires Council, BSA and dated November 6. The Final Payment, for the remainder of your sale (final order, transfers, delivery, etc.), must also be made on Super Saturday with a separate check dated Dec. 1. This check will be held in the Council safe until we deposit it on December 1. Make sure the money collected is deposited to your unit's bank account immediately, so that the funds will be available when the Council deposits your checks.

How will my unit receive credit for credit card sales?

You will manage popcorn payments through the unit leader portal 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.

HOME DELIVERY REQUEST



You can submit your Home Delivery Request online! Go to: ThreeFiresCouncil.org/PopcornHD

District: _____ Unit #: _____

Unit type:

Pack Troop Crew Post

Kernel Name: _____

This form is due by:
Pre-Order - August 4
Final Order - November 6
to receive home delivery.

Delivery Contact: _____ Delivery Contact Phone: _____

Delivery Location Name: _____

Street: _____

City: _____ State: _____ Zip: _____

Special Instruction/Delivery Notes: _____

Order Pre-Order Final Order

- We are unable to place the attached pre-order online. Please enter it for us.
- I will contact the Popcorn Team to confirm the Council's receipt of this order.
- I understand that our popcorn order and this form are due on August 4 or November 6.

Home Delivery

- We are opting to receive our via Home Delivery from DeMar Logistics.
- We understand that this order must be in full cases.
- I will contact the Popcorn Team to confirm the Council's receipt of this order.
- No more than 2 units may combine for 1 delivery location. (splitting the cost).
- I understand that DeMar Logistics will email me in advance regarding product delivery dates and the approximate time window of my delivery.
- I understand that my unit will be charged a \$230 fee for this delivery, and that will be included in our settlement form due with our payment on Super Saturday, November 6.

