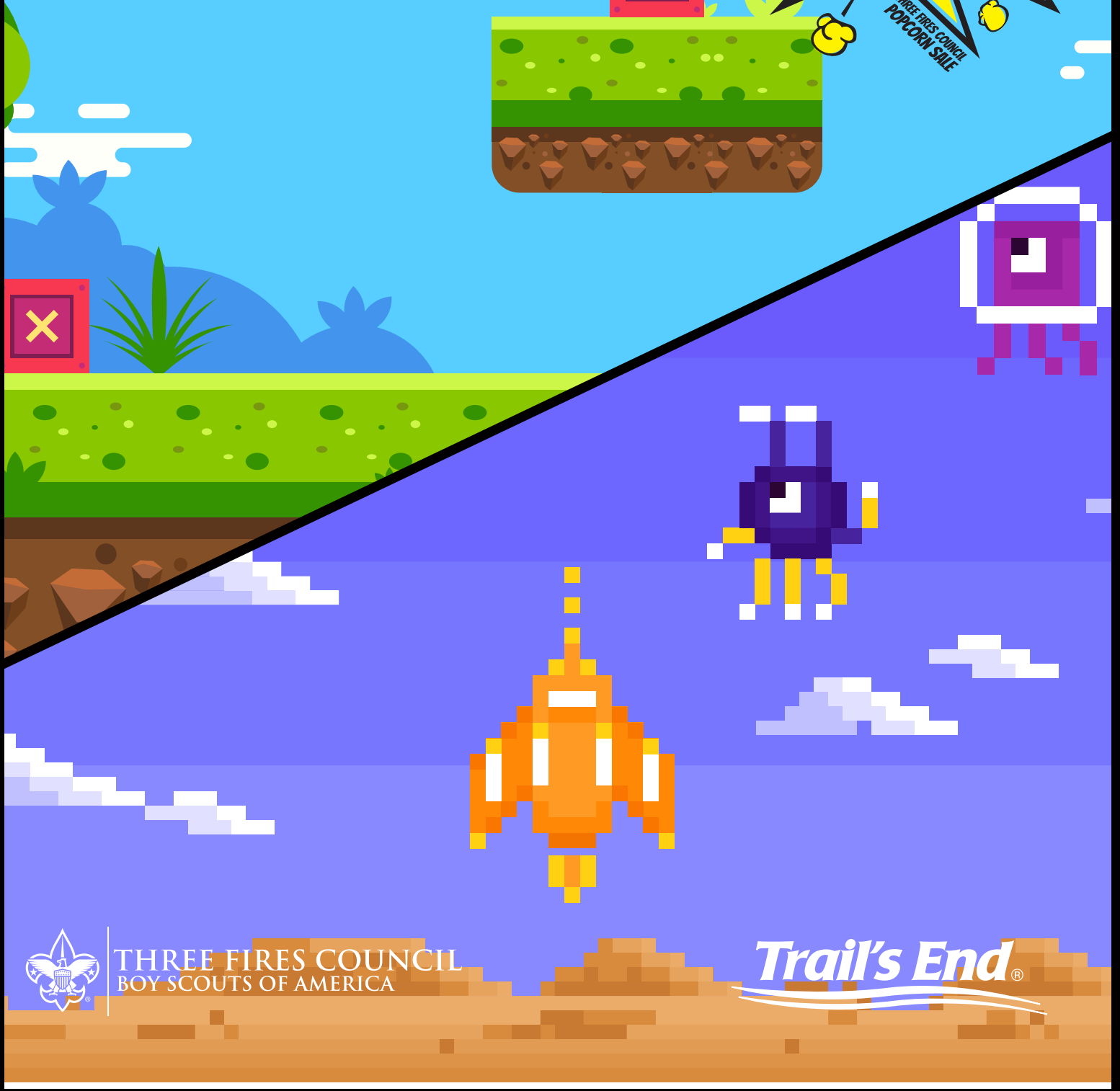


# KERNEL GUIDE

## 2023



THREE FIRES COUNCIL  
BOY SCOUTS OF AMERICA

*Trail's End*®

# LET'S MAKE THIS YOUR BEST SALE EVER!

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## Contact Support

**Visit our website:**  
[ThreeFiresCouncil.org/Popcorn](http://ThreeFiresCouncil.org/Popcorn)

**Email us:**  
[TFCPopcorn@Scouting.org](mailto:TFCPopcorn@Scouting.org)  
[support@trails-end.com](mailto:support@trails-end.com)

**Join our Facebook Group:**  
[facebook.com/groups/tfcpopcorn](https://facebook.com/groups/tfcpopcorn)

**Need Help?**  
**Visit our Resources**  
[ThreeFiresCouncil.org/Popcorn](http://ThreeFiresCouncil.org/Popcorn)  
[support.trails-end.com](http://support.trails-end.com)

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!**

# 2023 CONTACT INFORMATION

## Council Kernel

John Gondos  
Allan Boyce

954-415-4485  
630-346-5217

jrgondos@aol.com  
Scouts.BoyceFive@att.net

## District Kernels

### Chippewa District Kernel

Lt. Kernel  
District Staff

Christa Medinger  
John Wildes  
Brian Lechner

630-797-4613

Christa.Medinger@kellogg.com  
johnwildes@live.com  
Brian.Lechner@Scouting.org

### Ottawa District Kernel

Lt. Kernel  
Lt. Kernel  
Lt. Kernel  
District Staff

Lauren Behnke  
Brian Benson  
Stephanie Chabura  
Riley Lorenz  
Kelly Quinn

630-248-9625  
630-777-0902  
  
630-797-4623

behnkegl@sbcglobal.net  
jetboat080@gmail.com  
slschmitt@Hotmail.com  
rkfslorenz@gmail.com  
Kelly.Quinn@Scouting.org

### Potawatomi District Kernel

Lt. Kernel  
District Staff

Brian Smith  
Rick Wild  
Sean Nadeau

815-754-4395  
  
630-797-4623

bsmith810@comcast.net  
j.rick.wild@gmail.com  
Sean.Nadeau@Scouting.org

## Our Kernel Facebook Group

Looking for information on something popcorn? Go to our Kernels in our council to help. We are a group of people just like you. They have been where you are and are willing to help!  
[www.facebook.com/groups/tfcpopcorn](http://www.facebook.com/groups/tfcpopcorn)

## 2023 Popcorn Timeline

COUNCIL POPCORN KICK-OFF  
PRE-ORDER DEADLINE  
POPCORN SALE STARTS  
PRE-ORDER HOME DELIVERY  
DEKALB CO. UNIT DISTRIBUTION  
PRE-ORDER DISTRIBUTION  
BONUS ORDERS DUE  
BONUS DISTRIBUTION & RETURN  
PRIZE ORDERS DUE  
SUPER SATURDAY

JULY 15  
AUGUST 9  
AUGUST 15  
AUGUST 22-25  
AUGUST 25  
AUGUST 26  
SEPTEMBER 14  
SEPTEMBER 23  
NOVEMBER 4  
NOVEMBER 4

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

**12 p.m. to 1 p.m.** Units dropping off final orders 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  
DEKALB CO. UNIT DISTRIBUTION  
FINAL ORDER DISTRIBUTION  
FINAL PAYMENT PROCESSED

NOVEMBER 16-17  
NOVEMBER 17  
NOVEMBER 18  
DECEMBER 1

# 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

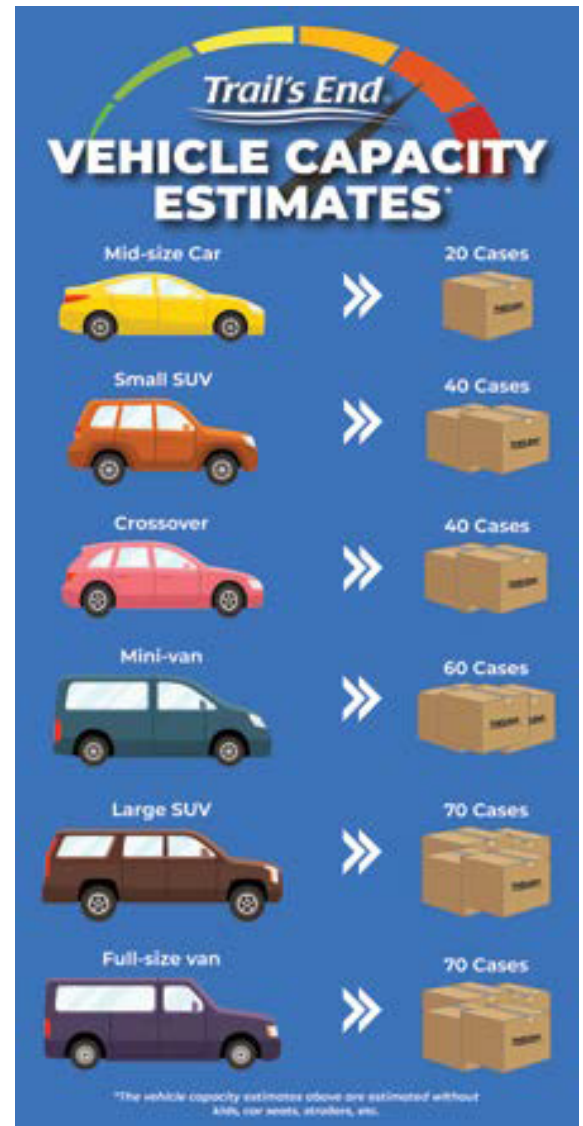
### PLACING ORDERS

1. Contact [support@trails-end.com](mailto:support@trails-end.com) if you do not know your username and password.
2. Login at [www.trails-end.com](http://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. This year, your order will auto populate right away and you may make changes 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.**



# DISTRIBUTION INFORMATION

## Popcorn Distribution

When you come 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.**

## DeKalb County Preorder Distribution

August 25

Assigned unit between 5 pm and 6 pm

### Ideal Industries

1101 Park Ave.

Sycamore, IL 60178

## Preorder Distribution

August 26

Assigned unit between 7 am and 10 am

### Midwest Wharehouse/Jel-Sert

2380 Diehl Road

Aurora, IL 60502

## Bonus Supplemental Distribution

August 26

Assigned unit between 7 am and 10 am

### Demar Logistics

376 E Lies Road

Carol Stream, IL 60188

## Super Saturday

November 4

### Batavia Public Works

200 N Radant Road

Batavia, IL 60510

## DeKalb Final Distribution

November 18

Assigned Times between 5 pm and 6 pm

### Ideal Industries

1101 Park Ave.

Sycamore, IL 60178

## Final Distribution

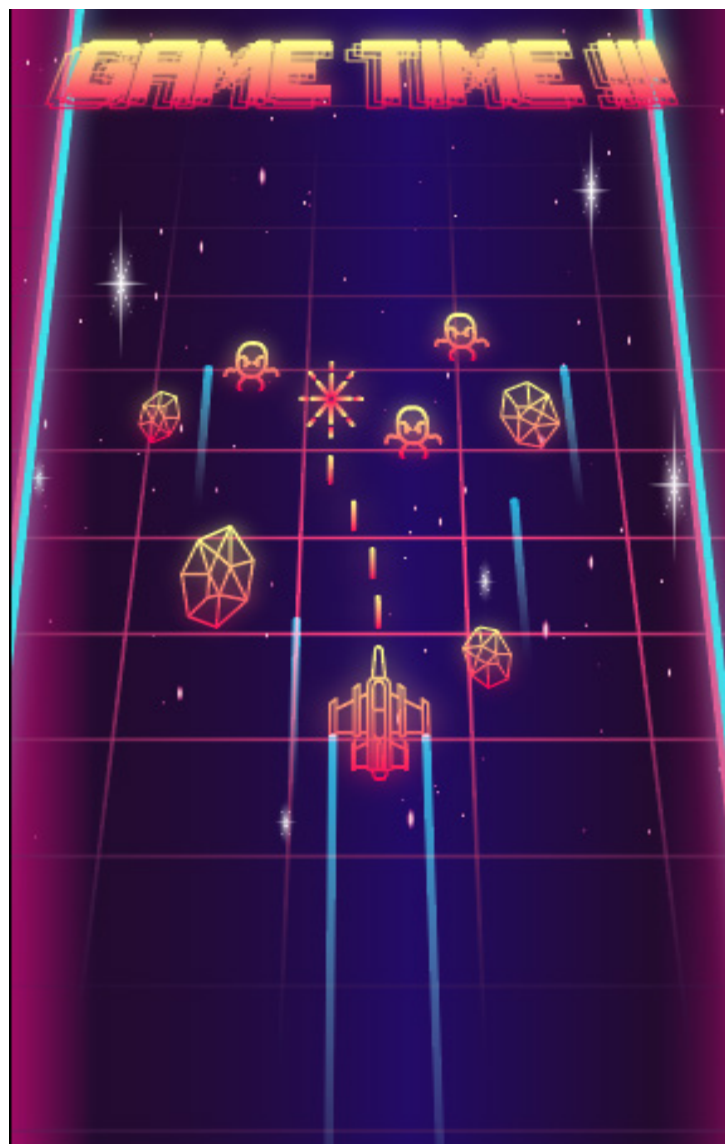
November 18

Assigned unit between 7 am and 10 am

### Demar Logistics

376 E Lies Road

Carol Stream, IL 60188





# 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 Trails End App. Send communication to all families instructing them to download the app.
- ▶ Remind them this is an individual Scout prize system. Each Scout should have their own account.
- ▶ 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.
- ▶ In the Unit Leader Portal, claim some pre-arranged storefront sale dates to improve your sales.
- ▶ 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 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.
- ▶ Arrange two-deep parental supervision at "high traffic" and "blitz-day" activities so Scouts do not make errors.
- ▶ Encourage Scouts to sell \$1000
- ▶ 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.
- ▶ Enter any product your unit will be returning into the Leader Portal to be approved. You may return up to 15% of your orders.
- ▶ Collect and recheck the Den/Patrol Checklist.
- ▶ Print your unit invoice for Super Saturday. We will use this invoice to verify the returns entered and your final order.  
\* No Settlement Form This Year!
- ▶ Approve Prize Order online through unit portal.
- ▶ Attend Super Saturday to turn everything in, return any leftover product, 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.
- ▶ Encourage Scouts to claim a spot as a Council Top 50 Seller so they are invited to the celebration event in January.

# UNIT KERNEL CHECKLIST



- ☐ Plan the sale with your Unit Committee following the Ideal Year of Scouting.
- ☐ Set a unit, den and Scout sales goals!
- ☐ Determine your pre-order by using the pre-order guide built into Trails-End.com.
- ☐ Sign up parents to help.
- ☐ Schedule Neighborhood Blitz Days.
- ☐ Secure storefronts in the Unit Leader Portal.
- ☐ Promote your Storefront sales - Scouts can sign up for times in their app!
- ☐ Communicate important dates to parents and Scouts.
- ☐ Encourage all Scouts and families to download the Trails End app.
- ☐ Submit Pre-Order online by August 9.
- ☐ Submit online Home Delivery form to the Council office by August 9 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 earn Chicago Wolves tickets.
- ☐ 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.
- ☐ Enter any product your unit will be returning into the Leader Portal to be approved. You may return up to 15% of your orders.
- ☐ Print your unit invoice from your Trail's End Unit Leader Portal, for Super Saturday. We will use this invoice to verify the returns entered and your final order.  
\* No Settlement Form This Year!
- ☐ Fill out all forms that are due at Super Saturday.
- ☐ Enter your prize order through the unit portal.
- ☐ 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 check(s) will be processed November 6th and December 1. This year you have the option to write one check for payment to council.

# 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:

- Participate and support 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.
  - **Top 50 Sellers Club**
  - **\$1000 Club!**
- Encourage Scouts to sign up for Storefront 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 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 \$250 per delivery.

**Submit the online form at  
[ThreeFiresCouncil.org/HomeDelivery](https://ThreeFiresCouncil.org/HomeDelivery)**

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 9 for pre-order or Super Saturday, November 4 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.

**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.

**Scan here to  
Request Home  
Delivery!**



## **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.



## Popcorn Distribution

When you come 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.**

## Transfers and Returns

- All Transfers of product from unit to unit need to be completed and logged in the unit portal through the Trails End system.
- All Returns (up to 15% of your units total order) need to be logged in the unit portal through the Trails End system.
- All transfers and returns must be completed in the Trails End system by midnight on Wednesday November 1st.
- This allows for final documents to be prepared and reviewed for accuracy for your unit and ready for Super Saturday on November 4th.

## 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.
- Confirm the written dollar amount matches the number dollar amount.

**Throughout your sale:** Credit cards can be accepted for all sales through the Trail's End app. Set a deadline well before your payment is due to Council (Nov. 4). 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. 4). 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 4. 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](https://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.

Can be used for contactless pickup of product.

Scout's Name: \_\_\_\_\_ Parent Name: \_\_\_\_\_ Den/Patrol: \_\_\_\_\_

Product Rec'd by: \_\_\_\_\_ Phone: (H): \_\_\_\_\_ (W or C): \_\_\_\_\_

(Sign &amp; Date)

Returned Packages MUST be sealed.

Work or Cell

# of Cases	# Units /Case	Total Units	Value per Unit	Total Value Received	Description	# Units Returned	# Units Sold	Value per Unit	Total Due	Total Received
	1		\$50		Sea Salt Popcorn			\$50		
	12		\$30		Chocolate Pretzels			\$30		
	12		\$25		Salted Caramel Corn			\$25		
	12		\$25		S'Mores Popcorn			\$25		
	6		\$25		Unbelievable Butter Microwave			\$25		
	12		\$20		White Cheddar Popcorn			\$20		
	9		\$17		Popping Corn			\$17		
	12		\$15		Sweet & Salty Kettle Corn			\$15		

These Columns Should Balance

I have counted my order and it is correct. I understand that all checks should be made out to our pack/troop. I understand that **ALL money** and **UNSOLD PRODUCT** are due back to the Popcorn Kernel by \_\_\_\_\_, 2023, at the drop off location (\_\_\_\_\_). I understand that I cannot drop off money or product without verification. I understand that **I must pay** for any product not returned by the due date listed above.

PICK UP: \_\_\_\_\_

RETURN: \_\_\_\_\_

Parent Signature &amp; Date

Verifier's Initial &amp; Date

Parent Signature &amp; Date

Verifier's Initial &amp; Date

Questions? Call your Unit Popcorn Kernel \_\_\_\_\_ Phone: \_\_\_\_\_

# HOME DELIVERY REQUEST



Scan here to  
Request Home  
Delivery!



District: \_\_\_\_\_ Unit #: \_\_\_\_\_

Unit type:

Pack      Troop      Crew      Post

Kernel Name: \_\_\_\_\_

This form is due by:  
Pre-Order - August 9  
Final Order - November 4  
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 9 or November 4.

## 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 \$250 fee for this delivery**, and that will be included in our settlement form due with our payment on Super Saturday, November 4.

# HOW DOES YOUR FUNDRAISER STACK UP?

See how your current fundraiser stacks up against Trails End Popcorn. For more information about the Popcorn sale contact the team at [TFCPopcorn@Scouting.org](mailto:TFCPopcorn@Scouting.org)



	Trails End Popcorn	Wreaths	Candy Bars
Average commission per product	30%—Packs 30%—Troops & Crews	35-45%	50%
Support for council programs from each sale	30%	0%	0%
Average numbers of items sold to raise \$100 profit	14	12	100
Ability to have product in hand during sale	Yes	No	Yes
Ability to return unsold product	Yes	No	No
Youth prize program Incentives	Yes	No	No
Case order requirements	No	Yes	Yes
Sell online to friends and family out of state	Yes	Yes	No
Shipping charge to unit for inventory	No	Yes	Yes
Covers bounced checks from buyers	Yes	No	No

Three Fires Council and Trails End want to help your Unit do ONE fundraiser this fall. Spend more time having FUN in Scouting, sell popcorn. To hear how your unit can benefit from the Popcorn sale, please contact the popcorn office at the information listed above.

\*10% of sales cover costs: permits, shipping, printing, prizes, Kickoff, training and other logistical support.

Comparison information was taken from company and local unit websites during Winter 2022





THREE FIRES COUNCIL  
BOY SCOUTS OF AMERICA

# 2023 POPCORN SALE



## 6 WEEK POPCORN CHALLENGE!

Scouts and their parents are challenged to post a photo of their Scout selling a popcorn product to the Council Facebook Page: [facebook.com/TFCBSA](https://facebook.com/TFCBSA). Scouts will be entered into a contest to win their choice of a \$20 Scout Shop Gift Card or a prize of equal value per week of the sale. Drawing will be held the Monday after each week of the sale!

### KETTLE CORN



Week 1  
8/26-9/3

### S'MORES



Week 2  
9/4-9/10

### UNBELIEVABLE BUTTER



Week 3  
9/11-9/17

### SNACK PACKS



Week 4  
9/18-9/24

### WHITE CHEDDAR



Week 5  
9/25-10/1

### SALTED CARAMEL



Week 6  
10/2-10/8

## Double your efforts with Storefront Sales!

Throughout the 6 Week Popcorn Challenge, Scouts will receive an extra contest entry for every photo they post of a store front sale! You can even double up! If you submit a photo selling Unbelievable Butter at a storefront during week 3, that's not just one, but TWO entries! Get out in front of your customers this popcorn season, submit your photo to our Council Facebook page, and win! [Facebook.com/TFCBSA](https://facebook.com/TFCBSA)



# HEROES AND HELPERS INCENTIVE

## Scout Incentive

Sell \$150 and earn a patch!



## Unit Incentive

### Red Ribbon

For \$250 in Heroes Orders

### White Ribbon

For \$500 in Heroes Orders

### Blue Ribbon

For \$1,000 in Heroes Orders

### Tri-Color Ribbon

For \$1,500 in Heroes Orders

# TOP 50 SELLERS EVENT!

*Scheduled for Saturday, January 27, 2024*

Right before the Popcorn Night Wolves Game!

Only the Top 50 Sellers

Event will include dinner, a special Council Shoulder Patch, recognition, and a spin of the wheel for more great prizes.





# MOTIVATE YOUR SCOUTS!

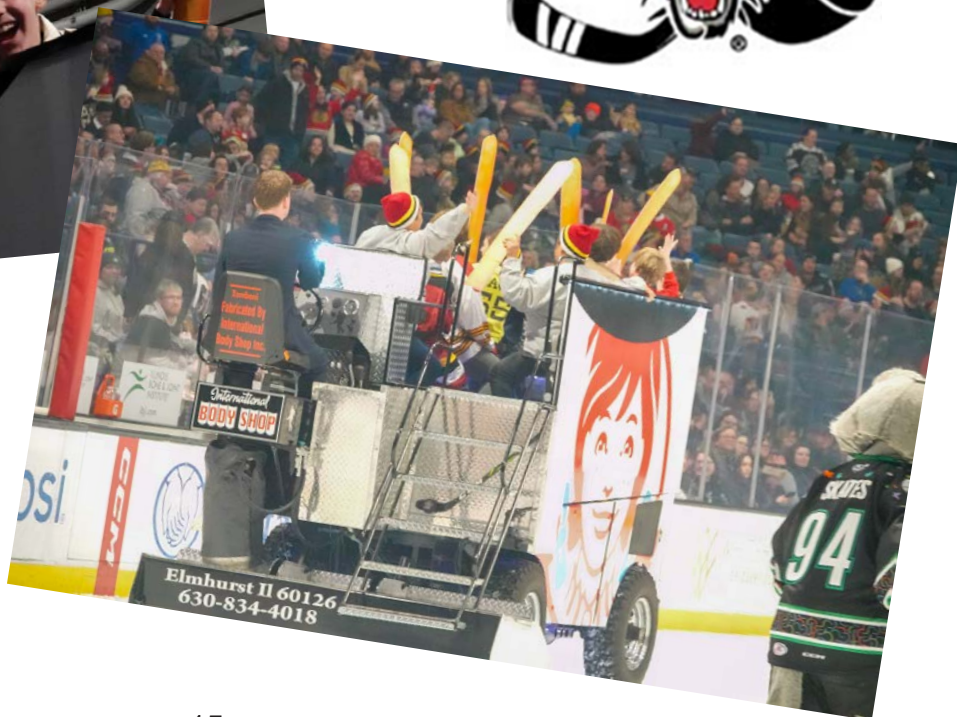
## BUILD YOUR OWN UNIT INCENTIVES

- Top Seller Prizes
- 50 State Challenge
- Be Creative

## CHICAGO WOLVES POPCORN NIGHT

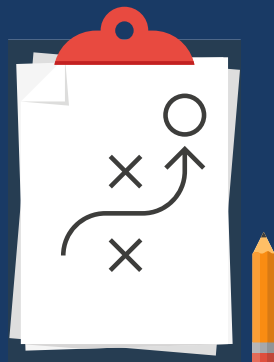
- \$300 sellers get one free ticket
- \$1,000 sellers get two free tickets and a Wolves hat
- \$2,500 sellers get two free premium tickets and a Wolves hat
- \$5,000 sellers get two premium tickets, Wolves replica jersey, Wolves hat, pre-game dinner, participate in the on-ice color guard, name recognition on matrix board.

**WOLVES GAME SCHEDULED FOR  
SATURDAY, JANUARY 27, 2024**



NAME: \_\_\_\_\_

COUNCIL: \_\_\_\_\_



# 2023 SUCCESS PLAYBOOK

*Ideal Year of Scouting*

## PROGRAM PLAN COMPLETED: Y | N

KEY ADVENTURES / EXPENSES TO SHARE WITH SCOUT FAMILIES AT YOUR POPCORN KICKOFF

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

## UNIT BUDGET COMPLETED: Y | N

UNIT BUDGET FOR THE SCOUTING YEAR \$ \_\_\_\_\_

UNIT SALES GOAL (BUDGET ABOVE X POPCORN COMMISSION) \_\_\_\_\_

STOREFRONTS SALES GOAL: \_\_\_\_\_

WAGON SALES GOAL: \_\_\_\_\_

ONLINE SALES GOAL: \_\_\_\_\_

\*STOREFRONT, WAGON, AND ONLINE GOALS NEED TO SUM TO THE UNIT'S OVERALL SALES GOAL

## SCOUT SALES GOALS

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL? (EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP)

## UNIT POPCORN PRIZES

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

## UNIT POPCORN KICKOFF

DATE | LOCATION | TIME

SEND INVITES ON

MATERIALS NEEDED \_\_\_\_\_

RECOMMENDATION: AT KICKOFF, EVERY SCOUT DOWNLOADS THE TRAIL'S END AND CREATES THEIR ACCOUNT

## KEYS TO VICTORY

TRAILS-END.COM

PROPER PLANNING

SETTING GOALS

COMMUNICATION

TRAINING

TRAIL'S END APP

ONLINE SELLING

EMAIL LIBRARY

FOLLOW UP



**Trail's End**

NAME: \_\_\_\_\_

COUNCIL: \_\_\_\_\_



## Ideal Year of Scouting

### PROGRAM PLAN COMPLETED: Y | N

KEY ADVENTURES / EXPENSES TO SHARE WITH SCOUT FAMILIES AT YOUR POPCORN KICKOFF \_\_\_\_\_

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

### UNIT BUDGET COMPLETED: Y | N

UNIT BUDGET FOR THE SCOUTING YEAR \$ \_\_\_\_\_

UNIT SALES GOAL (BUDGET ABOVE X POPCORN COMMISSION) \_\_\_\_\_

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SELL \$ \_\_\_\_\_ AND EARN \_\_\_\_\_

### UNIT POPCORN KICKOFF

DATE | LOCATION | TIME \_\_\_\_\_

SEND INVITES ON \_\_\_\_\_

MATERIALS NEEDED \_\_\_\_\_

RECOMMENDATION: AT KICKOFF, EVERY SCOUT DOWNLOADS THE TRAIL'S END AND CREATES THEIR ACCOUNT

### SALE DATES:

UNIT POPCORN KICKOFF \_\_\_\_\_

RELEASE STOREFRONTS TO SCOUTS FOR SIGN-UP \_\_\_\_\_

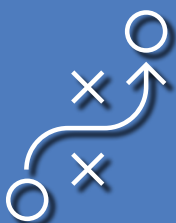
SHOW-N-SELL ORDER DUE TO COUNCIL \_\_\_\_\_

ORDER FORMS DUE FROM SCOUTS \_\_\_\_\_

TAKE ORDER DUE TO COUNCIL \_\_\_\_\_

REWARDS ORDER DUE \_\_\_\_\_

MONEY DUE FROM SCOUTS \_\_\_\_\_



CHECK OUT ALL OF THE RESOURCES IN THE TRAINING SECTION IN THE LEADER PORTAL!  
JOIN THE POPCORN COMMUNITY FACEBOOK GROUP FOR BEST PRACTICES AND SUPPORT!  
INCLUDE ALL OF THE 'TEXT' TO 62771 SHORTCUTS





# Trail's End

## 2023 KERNEL GUIDE

### Prepare.

- ☐ Encourage all Scouts to download and setup the Trail's End App (for Scouts only)  
*Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.*
- ☐ Complete Unit Leader Planner
- ☐ Attend Popcorn Kickoff
- ☐ Secure storefront locations
- ☐ Sign up for Trail's End Webinar
- ☐ Join the Facebook group

### Sell.

- ☐ Encourage early sales
- ☐ Place popcorn order with Council
- ☐ Distribute popcorn and ensure deliveries
- ☐ Communicate & keep families informed

### Wrap up.

- ☐ Submit Scout rewards  
*Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!*
- ☐ Pay Council invoice or request a payout
- ☐ Celebrate your success!

## IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



**CHECK OUT WHAT'S NEW!  
THE 2023 PRODUCT LINEUP!\***  
[bit.ly/Product-Lineup](http://bit.ly/Product-Lineup)



**ALLERGEN &  
NUTRITIONAL FACTS**  
[trails-end.com/nutrition](http://trails-end.com/nutrition)

\*Council's select their own product mix.

## REGISTRATION

- 🕒 Register your Unit. New Kernel's will receive their username via email once approved by their Council.



**GETTING STARTED IS EASY!  
REGISTER TODAY!**

[trails-end.com/unit-registration](http://trails-end.com/unit-registration)

## RESOURCES

- 🕒 Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



**VIEW THE FULL SCHEDULE  
& REGISTER HERE**

[trails-end.com/webinars](http://trails-end.com/webinars)

- 🕒 Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



**SEE WHAT OTHERS ARE  
SHARING & SAYING NOW!**

[facebook.com/groups/TEPopcornCommunity](https://facebook.com/groups/TEPopcornCommunity)

- 🕒 Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR  
YOUR SCOUTS!**

[bit.ly/Scout-Parent-Guide](http://bit.ly/Scout-Parent-Guide)

## PLANNING

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL  
YEAR OF SCOUTING!**

[bit.ly/UL-Planner](http://bit.ly/UL-Planner)

- 🕒 Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT  
KICKOFF POWERPOINT NOW!**

[trails-end.com/leaders/training](http://trails-end.com/leaders/training)

## UNIT LEADER PORTAL

- 🕒 Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR  
MANAGING YOUR SALE!**

[trails-end.com/leaders](http://trails-end.com/leaders)

# 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



## 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 in your Council.

**1.25 PTS PER \$1 SOLD**

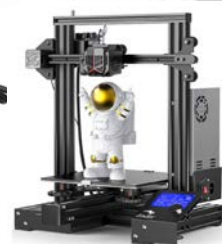
APP CREDIT / DEBIT CARD & ONLINE DIRECT

**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!\**



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

# UNIT LEADER PLANNER

## Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

## Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

## Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

## Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

## Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

## Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$		AND EARN	
SELL \$		AND EARN	
SELL \$		AND EARN	

## Step 7: Plan your Unit's popcorn kickoff event

DATE		LOCATION		TIME	
------	--	----------	--	------	--

## Step 8: Add Key Dates to Your Unit Calendar

	UNIT POPCORN KICKOFF
	STOREFRONTS AVAILABLE TO SIGN-UP
	STOREFRONT SALES BEGIN
	WAGON SALES BEGIN
	FINAL ORDERS DUE
	CASH COLLECTED DUE TO POPCORN KERNEL
	SUBMIT REWARDS

Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!





# TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



**DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download

## REQUIRED TO SIGN UP:

Council

District

Unit

## SIGN IN OR REGISTER AN ACCOUNT

- ⑦ Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- ⑦ Record ALL sales in the App & start selling today!
- ⑦ Each Scout needs a separate account, even siblings.
- ⑦ You can use the same email for multiple accounts.
- ⑦ To switch between accounts in the App, click the name dropdown at the top of the screen.

*Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!*

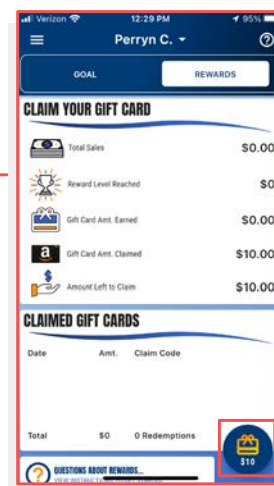
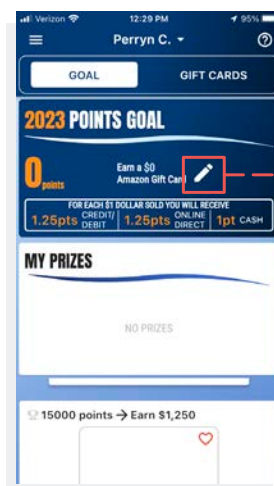
## ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- ⑦ **Manual Entry (no reader)** Type in the customer's card information.
- ⑦ **Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- ⑦ **Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- ⑦ **Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



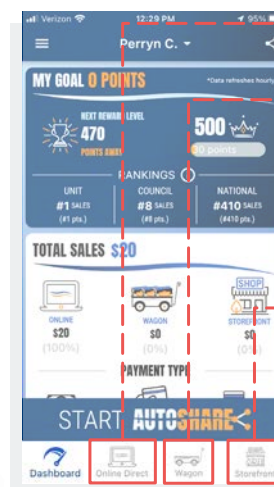
## SET A GOAL & START EARNING REWARDS



- ⑦ To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- ⑦ When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- ⑦ To track progress, check the App to see how close you are to reaching the next rewards level.

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!*



- Online Direct:** Sell online & ship directly to customers
- Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

*Did You Know? 2 out of 3 people will buy when asked at their door.*

- Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders

*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*



# STOREFRONT GUIDE

1. Within the Unit Leader Portal's "Storefront Reservations" tab.
2. The system defaults to display all storefront shifts booked by Trail's End. You may filter to look for a **specific date**, or use the **search bar** to search for a specific location.

You also have the option to hide storefront shifts that have been **reserved, are in processing, or past reservations**

3. Once a reservation has been claimed, the time block will be grayed out and labeled as **claimed**.

4. Click the **"Reserve"** button to reserve your desired storefront block.

5. Once a storefront reservation block has been claimed, you can manage that reservation by clicking on **"Manage"** in the upper left corner of the screen.

From the Manage screen, you can build out your shift schedule, assign inventory or Scouts to a shift, record a sale for the shift, and view how the storefront is performing. You can also delete any storefront you no longer need by clicking on the **"Release"** button on the bottom right.





## STOREFRONT SALES CODE OF CONDUCT

- Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing the Boy Scouts of America and must act accordingly at all times.
- Scouts shall wear their Class A Uniforms at all times. Parents should wear their Adult Leader Uniforms or Unit T-Shirts.
- Storefront tables will have a banner that clearly identifies that Scouts.
- Shopping Carts are for the use of store customers and are not to be used to transport / store Scout Popcorn.
- Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the Store has given us clear permission to do so.
- The Store has granted us permission to run our Popcorn Fundraiser, which means supplemental items like water, jerky, hot dogs, candy, car wash, etc. are not permitted to be sold.
- Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.
- Scouts shall be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.
- Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.
- There will not be more than four volunteers at the store at any given time, and at least one volunteer must be an adult.
- Samples of products shall **NOT** be given to customers, as it is a health code violation.
- Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.
- **Leave No Trace** – remove all empty boxes, trash, and other debris from the location after your sale.
- **Be respectful** and thankful to Store employees at all times. Remember that this is their Store, and we are only there because of their generosity.



ALLERGENS										OTHER	
PRODUCT	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	SESAME	VEGAN	KOSHER		
Sweet & Salty Kettle Corn	X	X	X	X	X	X	X		YES		
Popping Corn	X	X	X	X	X	X	X	YES	YES		
White Cheddar Popcorn	X	X	C	X	X	X	X		YES		
Salted Caramel Corn	X	X	C	X	X	X	X		YES		
S'mores Popcorn	X	X	X	X	X	X	X		YES		
Unb. Butter Microwave Popcorn	X	X	C	X	X	X	X		YES		
Chocolatey Pretzels	C	C	C	X	X	X	X		YES		
Sea Salt Popcorn	X	X	X	X	X	X	X		YES		
Beef Jerky*											
Dark Choc. Salted Caramels*	C	X	C	X	X	C			YES		
Honey Roasted Peanuts*				C	X						
Salted Virginia Peanuts				C	X						
Peppermint Bark*	C	X	C	X	X	X					
Frosted Snowflake Pretzels*	C	C	C	X	X	X					

**C** - Product contains allergen.

**X** - Product does **NOT** contain allergen, but is produced in a facility that handles the allergen.

**\*** - Available For Purchase Online Only

*70% back to future leaders\**

# WE ACCEPT CREDIT

 Square



\*Average return to local councils, units and youth based on all Trail's End product sales.

# NOTES

[illegible]

