THANK YOU!
for participating in the Greater Alabama Council’s 2019 Fall Popcorn Sale. Each year this sale achieves 3 main objectives for our Scouting program. 1st – our Scouts sell popcorn raising the funds needed for them to have a great year in Scouting; 2nd – a portion of the sale helps support our Council, allowing us to invest in our camps, programs, and in growing the Scouting movement; Lastly – the sale instills a strong work ethic in participating youth, encouraging them to earn their way to activities and events.

The annual popcorn sale is a huge resource for our local Scouting programs. Thank you for your leadership and involvement in this important program.

UNIT SIGN-UP
https://1bsa.org/popcorn

2019 CALENDAR

**Popcorn Kick-off: Birmingham**
Saturday, Aug 10th

**Popcorn Kick-off: Guntersville**
Monday, Aug 12th

**Popcorn Kick-off: Huntsville**
Saturday, Aug 17th

**Popcorn Kick-off: Westmoreland**
Monday, Aug 19th

**Popcorn Kick-off: Anniston**
Monday, Aug 26th

**Show & Sell Orders Due:**
Friday, Aug 30th

**Units hold Popcorn Kick-offs**
Sept 2nd – 12th

**Show & Sell Unit Pickup**
Friday, Sept 13th

**Sale Begins**
Saturday, Sept 14th

**Sale Ends**
**Wednesday, Oct 30th**

**Show & Sell Returns Deadline**
Friday, Nov 1st

**Take Orders & Prize Orders Due**
Friday, Nov 1st

**Take Order Unit Pickup**
Friday, Nov 15th

**Final Payments Due**
Friday, Nov 22nd

**New Sales Calendar:**
- Show-n-sell, Take-Order, Wagon Sales, & Online sales all happen at the same time
- 7 Weekends to Sell! (Up from 4 last year)
- Sale starts after fall recruitment
- Dedicated time-period for Unit Kick-offs!

COMMISSION STRUCTURE

- **30% - Base Rate**
- **3% - Attend Kickoff Training & Pay On-Time**
- **3% - Unit Mentorship Program (see below)**
- **1% - Volume Bonus #1, Sell more than $5,000**
- **2% - Volume Bonus #2, Sell more than $7,500**
- **3% - Volume Bonus #3, Sell more than $10,000**
- **4% - Volume Bonus #4, Sell more than $20,000**
- **5% - Volume Bonus #5, Sell more than $30,000**
- **6% - Volume Bonus #6, Sell more than $40,000**

(Volume Bonuses DO NOT stack)

UNIT MENTORSHIP PROGRAM:
Help our sale grow by convincing another Unit to participate and support them along their journey and both your Unit and the new Unit selling will receive an additional 3% commission. (The new Unit selling must not have sold last year and sell a minimum of $1,500 to qualify. Speak with your District Popcorn Kernel for more information)

COUNCIL KICK-OFFS

Attend any one of the popcorn kick-offs to get trained, learned about the 2019 sale, and complete the 1st step in earning your additional 3% commission.

- **Birmingham** – Saturday, Aug 10th, 9:00am
  Scout Office - 516 Liberty Parkway 35242
- **Guntersville** – Monday, Aug 12th, 6:30pm
  Henryville Methodist - 22520 US-431
- **Huntsville** – Saturday, Aug 17th, 9:00am
  1st United Methodist - 120 Green St.
- **Westmoreland** – Monday, Aug 19th, 6:30pm
  Camp Westmoreland
- **Anniston** – Monday, Aug 26th, 6:30pm
  St. Mark Methodist - 1320 Golden Springs

2018 TOP SELLING UNITS!
The 20 top selling units from 2018 will be invited to a Top Selling Unit Recognition Dinner on August 8th at The Club in Birmingham. This is an RSVP only event. Top selling units will get everything they need for the 2019 sale at this Dinner.
CONTACTS:

<table>
<thead>
<tr>
<th>Council Popcorn Specialist</th>
<th>Carol Ashworth</th>
<th>205-969-4250</th>
<th><a href="mailto:Carol.ashworth@scouting.org">Carol.ashworth@scouting.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Popcorn Advisor</td>
<td>Nathan Dutson</td>
<td>205-969-4248</td>
<td><a href="mailto:Nathan.dutson@scouting.org">Nathan.dutson@scouting.org</a></td>
</tr>
<tr>
<td>Council Popcorn Asst Advisor</td>
<td>Derrick Russaw</td>
<td>205-969-4247</td>
<td><a href="mailto:Derrick.Russaw@scouting.org">Derrick.Russaw@scouting.org</a></td>
</tr>
<tr>
<td>Council Popcorn Asst Advisor</td>
<td>Carson Comer</td>
<td>205-969-4258</td>
<td><a href="mailto:Carson.comer@scouting.org">Carson.comer@scouting.org</a></td>
</tr>
<tr>
<td>Arrowhead District Popcorn Kernel</td>
<td>Vicki Rosengarten</td>
<td>256-272-3523</td>
<td><a href="mailto:Vicki.rosengarten@scouting.org">Vicki.rosengarten@scouting.org</a></td>
</tr>
<tr>
<td>Cheaha District Popcorn Kernel</td>
<td>Wendy Ligon</td>
<td>256-276-1934</td>
<td><a href="mailto:Ccs50@gmail.com">Ccs50@gmail.com</a></td>
</tr>
<tr>
<td>Cherokee District Popcorn Kernel</td>
<td>Cyndi LaFond</td>
<td>205-296-8987</td>
<td><a href="mailto:Jackets6912@yahoo.com">Jackets6912@yahoo.com</a></td>
</tr>
<tr>
<td>Choccolocco District Popcorn Kernel</td>
<td>Wendell Jenson</td>
<td>256-454-1892</td>
<td><a href="mailto:Jensonwm51@gmail.com">Jensonwm51@gmail.com</a></td>
</tr>
<tr>
<td>Etowah District Popcorn Kernel</td>
<td>Angel Athney</td>
<td>941-661-8523</td>
<td><a href="mailto:Angelathey67@aol.com">Angelathey67@aol.com</a></td>
</tr>
<tr>
<td>Mountain Lakes District Popcorn Kernel</td>
<td>Sharon Price</td>
<td>256-293-1213</td>
<td><a href="mailto:mamagooseskitchen@gmail.com">mamagooseskitchen@gmail.com</a></td>
</tr>
<tr>
<td>Mulberry District Popcorn Kernel</td>
<td>Lenore Collins</td>
<td>256-506-0326</td>
<td><a href="mailto:Lenore.Collins@bbva.com">Lenore.Collins@bbva.com</a></td>
</tr>
<tr>
<td>Sequoyah District Popcorn Kernel</td>
<td>Sharon Price</td>
<td>256-293-1213</td>
<td><a href="mailto:mamagooseskitchen@gmail.com">mamagooseskitchen@gmail.com</a></td>
</tr>
<tr>
<td>Shelby District Popcorn Kernel</td>
<td>Logan Black</td>
<td>205-969-4290</td>
<td><a href="mailto:Logan.black@scouting.org">Logan.black@scouting.org</a></td>
</tr>
<tr>
<td>Talakto District Popcorn Kernel</td>
<td>Renee Hilt</td>
<td>270-307-8135</td>
<td><a href="mailto:sreneehilt@gmail.com">sreneehilt@gmail.com</a></td>
</tr>
<tr>
<td>Three Rivers District Popcorn Kernel</td>
<td>Linda Park</td>
<td>205-616-5516</td>
<td><a href="mailto:cielindo@windstream.net">cielindo@windstream.net</a></td>
</tr>
<tr>
<td>Vulcan District Popcorn Kernel</td>
<td>Stephen Creed</td>
<td>205-783-1151</td>
<td><a href="mailto:Screed0703@yahoo.com">Screed0703@yahoo.com</a></td>
</tr>
<tr>
<td>Westmoreland District Popcorn Kernel</td>
<td>Ali Hunt</td>
<td>205-970-0251</td>
<td><a href="mailto:Alexandria.Bratcher@scouting.org">Alexandria.Bratcher@scouting.org</a></td>
</tr>
</tbody>
</table>

COUNCIL INFO:

https://www.facebook.com/GACpopcorn/
https://1bsa.org/popcorn
GAC Popcorn eNewsletter sign-up link found at https://1bsa.org/popcorn

TRAILS-END INFO:

http://sell.trails-end.com/
https://mobileapp.trails-end.com/ - Information on the App & Free Credit Card Processing
https://www.trails-end.com/training-angular - Online Training information

GETTING STARTED:

1. **Unit Commitment & Set up your Trail’s End Popcorn System account**
   - Sign your unit up for the sale at https://1bsa.org/popcorn.
   - Then set your unit up in the Popcorn system https://trails-end.com/. This is the administration site for the sale where you can place Unit orders, track sales, view your invoice and run reports to get sale data.

2. **Get Trained**
   - This Popcorn Resource Guide will help guide you through the entire popcorn sale.
   - Attend any one of our Council popcorn kick-offs and earn your additional 3% commission *see page 1*
   - Watch Trail’s End’s online training videos for Leaders and Youth designed by Trail’s End and top selling Units and Scouts across the country. https://www.trails-end.com/training

3. **Share what you Know**
   - Teach the Scouts in your Unit about goals, products and sale details & get them excited!
   - Show them how this is possible through their popcorn sale.
TRAIL’S END APP
Mobile app for Scouts to track and report real-time sales, accept credit cards and payments, schedule booth locations, track inventories, and select and order their prizes. All Scouts/Families MUST set up an account via the app. Once it’s set up, the Popcorn Kernel can manage the Scouts sale via the Unit Leader Portal, even if the Scout is not using the app.

Benefit for Unit: No Credit Card Fees – powered by Square (Compatible with your Square readers)
The ENTIRE sale, including prizes, is managed in ONE location, the new app. Automatically communicates and tracks sales for prizes and inventory management.

Benefit for Scout: Accepting credit cards significantly increases your sale
Scout sets sales goal with prize level and gets real-time tracking of sales
Can see how close they are to reaching their goal and desired prizes

DEVICE VIEWS:

New app functionality will be launched end of June 2019.

ONLINE SCOUT PORTAL VIEWS:

The app is only for Scout use. Leaders will not be able to access the app but the Unit Leader Portal will provide tools for sale tracking, inventory management and booth management. Trail’s End multiple online training videos available.
ONLINE SALES
Online sales are product that is ordered online and shipped directly to the customer by Trails-End. The base commission for all online sales is 35%. These sales are tracked in the app and count toward youth prize goals and non-online sale volume bonus commissions.

Improved Online Sales:
- Product is shipped directly to the customer
- FREE SHIPPING on all orders!
- Easy social-share buttons in the Trails End app
- Sales will show up automatically in the app and count toward the Scouts & Unit sales goals
- Online sales offer: Trail-mix, Pecan Clusters, Ground and K-Cup Coffee.

UNIT LEADER PORTAL
Unit Leader Portal will provide tools for sale tracking, inventory management and booth management. Every part of the sale is tracked in one location.
- Get all your Scouts to use the App and it will save you hours of work!
- Trail’s End multiple online training videos available.

Screnshots:

FREE CREDIT CARD PROCESSING
All Units/Scouts are eligible for Free Credit Card Processing through the Trail’s End App powered by Square. Unit’s DO NOT need to attach Unit Bank accounts to accept credit card payments.

How it Works:
1. Scout logs into the Trail’s End App from any handheld device
2. Select products being purchased
3. Totals the sale and selects credit for the purchase type
4. Use any attached Square reader or key in the card information on the device
5. Scouts may also accept Apple Pay & Google Pay if their device offers those functions

All credit card payments are paid directly to Trail’s End and are deducted from the Unit invoice.

Splitting Sales
If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail’s End App to process sales. At the end of the booth, the Unit Kernel can log into the sale portal and use the Split Sales feature to split the sales.

RECEIVING COMMISSIONS
New in 2019 Unit invoices are all inclusive. This means Unit Leaders will see all parts of the sale on one invoice and in their online portal. All Credit Card sale & Online Sale Commissions will be applied to Unit invoice as payment received by Trail’s End.

Credit Card & Online Sales exceed your Cash Sales?
That’s ok. If this happens, then your Unit will receive a payment from Trails-End.

You will enter the Unit bank account information into the Square portal to receive payment from Trail’s End just weeks after the sale ends.

How to add unit’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
DELIVERY INFORMATION

Place your order at [www.trail-end.com](http://www.trail-end.com). The Greater Alabama is proud to provide multiple locations for popcorn pick-up. Warehouse locations are assigned by District/location, if a different warehouse works better for you, please let us know. Both Show & Sell and Take Order Delivery locations will be at the same locations. Show & Sell Orders are by the Case.

**Show & Sell Delivery – Sept 13th**
**Take Order Delivery – Nov 15th**

**Birmingham:** Christian Service Mission
3600 3rd Ave S
Birmingham, AL 35222

**Huntsville:** 1435 Paramount Dr.
Huntsville, AL 35806

**Florence:** Tallman Plumbing
625 Veterans Dr.
Florence, AL 35630

**Anniston:** Civilian Marksmanship Program
1401 Commerce Blvd.
Anniston, AL 36207

**PICK UP TIMES**

Popcorn Pick-up times will be set up in advance using an online sign-up portal. This information will be sent out via the popcorn eNewsletter, so ensure your unit has signed-up and you are getting our correspondence.

**Early Product Pick-up for Show-n-Sell**

Units that provide volunteers to stage popcorn at the warehouse (minimum of 4 hours) will be allowed to pick up their product early, including on Thursday. Please contact us to setup your volunteers.

**Large Unit Orders – Show & Sell**

Unit orders greater than $30,000 are eligible for direct delivery. Product will be trucked from the Council warehouse to a facility of your Unit’s choosing. Units MUST be able to unload pallets from a dock height truck in a reasonable amount of time. Contact us to arrange a time and location. Deliveries will be September 12th & 13th and Nov 14th & 15th.

---

### 2019 PRODUCT LINE

#### SHOW & SELL / WAGON SALES

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price/Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese Lover’s Collection (Tin)</td>
<td>$35 each / 1 per case</td>
</tr>
<tr>
<td>Salted Caramel (20 oz.)</td>
<td>$25 each / $300 case (12)</td>
</tr>
<tr>
<td>18 Pack Kettle Corn Microwave</td>
<td>$25 each / $150 case (6)</td>
</tr>
<tr>
<td>18 Pack Unbelievable Butter Microwave</td>
<td>$20 each / $120 case (6)</td>
</tr>
<tr>
<td>Premium Caramel Corn with nuts (18 oz)</td>
<td>$20 each / $240 case (12)</td>
</tr>
<tr>
<td>White Cheddar Cheese (9 oz)</td>
<td>$10 each / $120 case (12)</td>
</tr>
<tr>
<td>Classic Caramel Corn (11 oz.)</td>
<td>Any denomination through the App</td>
</tr>
</tbody>
</table>

#### TAKE ORDER (all the above plus the following)

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price/Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate Lover’s Collection (Tin)</td>
<td>$60 each / 1 per case</td>
</tr>
<tr>
<td>Chocolatey Caramel Crunch</td>
<td>$30 each / $180 case (6)</td>
</tr>
</tbody>
</table>

#### ONLINE SALES:

In addition to the products above, Trail’s End offers a variety of popcorn, trail-mix, coffee, chocolates and other products through the Online Sale. Sizes and prices will differ from the list above as the online items are set at the National price. Online sale commission is 35%.
SELLING METHODS:
Successful Popcorn sales are a mixture of the following 4 selling methods: Show & Sell, Wagon Sales, Take-Order, Online Sales. Units should utilize all 4 methods to get the most out of their sale and better deliver the Scouting program in their Unit.

SHOW & SELL
The unit pre-orders popcorn by Aug 30th and picks up the popcorn on Sept 13th. The unit consigns the popcorn from the Greater Alabama Council, meaning you don’t have to pay for it upfront. The Unit takes the popcorn and sells it to the customer at the location of your choice, typically in front of local retailers, grocery stores, Walmarts, hardware stores etc. Many units find this method of selling to be the best as it puts actual product in front of the customer and the money is collected on the spot. Using the new App, Scouts can take credit card payments and hand the customer the product on the spot.

A Unit Leaders Steps to Show & Sell Success:
1. Order your Popcorn. (Work with your District Popcorn Kernel for help on how much to order).
2. Set up your selling locations.
   a. Looking up a business on Google will tell you their highest traffic times
   b. If requested by the location, a proof of insurance form can be found on our Council website. Please fill out and e-mail your request and we’ll send it back to you.
3. Assign Scouts and Parents to each location for 2-hour shifts (suggested)
4. Make sure your Scouts enter each sale in their online app for easy tracking and inventory management.

A Scout’s Steps to Show & Sell Success:
1. Wear your Scout Uniform.
2. Stack the product on the ground to the side of the storefront. (Don’t bring a table, don’t sit behind a table)
3. Holding a bag of popcorn, stand in front of your stack of product.
4. Smile and make eye contact with the consumer, and don’t lose EYE CONTACT!
5. When they are close enough say:
   o “Hi, my name is _________________, I’m with Pack ______.
   o I’m earning my way to participate in Scouting and a college scholarship.
   o I have many delicious flavors of popcorn and Unbelievable Butter is my favorite!
   o Can I count on your support to help fund my Scouting Adventures?
     ▪ If they say, “Sorry, I don’t have any cash on me”, Respond: “That’s Ok, we take credit”

Popcorn from Show & Sell is returnable if the unit is unable to sell it (must be returned in sellable condition). If you have excess popcorn from the Show and Sell sale, please try and roll it over into your Take Order Sale. If you find you have too much product or not enough product, please let us know so we can move the product around. NOTE: The Greater Alabama Council reserves the right to require payment for past product, prior to receiving additional popcorn.

Wagon Sales
Sometimes called Show & Deliver, this is the best way to increase your popcorn sale. It is very similar to Show & Sell, except the product is sold directly to the customer by going door-to-door through your neighborhood, at your church, or directly to family and friends. Your unit may plan “Blitz Days” and go to neighborhoods as Den’s or groups. This is more favorable than Take-Order sales because the customer immediately receives the product rather than having it delivered later.
SELLING METHODS CONT.

Take Order Sales
This method is the most well-known way for your unit to raise funds. Scouts use the take-order section in the mobile App to sell popcorn to be delivered in November. The Unit Popcorn Kernel collects all the take-orders and placed a final order with our Council. The popcorn is picked up on Nov 15th and the Scouts return to the customer to deliver the product. Money is collected from the customer at the time of the order, with customer being given a receipt.

Online Sales
Online sales are product that is ordered online and shipped directly to the customer by Trails-End. New this year is FREE SHIPPING on all orders. Every Scout can sell online to friends, family, and others. The Scout, with their parents, creates an online fundraising page that is linked to the Scout’s App. (These are 2 different things, the Scouts online fundraising page and the Scout’s App account). Using the built-in sharing capabilities via e-mail, social, and txt message the Scout and parents can share their link with others. With the new App, all online sales automatically show up and count toward the Scout’s goal.

Scouts can use their online site to sell product to in-person customers from their phone. For example, a customer doesn’t want popcorn but wants trail-mix, the scout can open safari, or another web browser, go to his online fundraising page and order trail-mix for the customer. The customer would receive the trail-mix in the mail a few days later and the Scout’s sale would show up on his App’s dashboard.

MILITARY DONATIONS
For 13 years Trail’s End has sent popcorn treats to the U.S. Military on behalf of the Boy Scouts of America. Popcorn is sent to veterans’ organizations, U.S. troops stationed in Afghanistan and Iraq, all other U. S. Military Bases overseas, domestic U.S. Military Bases, and families of U.S. servicemen and women.

Be sure to promote POPCORN FOR OUR TROOPS. The Unit earns the same commission on Military Donations as any other product but does not receive or deliver any popcorn product as Trails-End handles that. A Military Donation can be for any amount and the new Trail’s End App will allow you to enter any denomination.

Cash Donations
Per BSA Policy on Fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. Donated cash should be submitted in the form of Military Donations. This will allow the Scout to receive credit toward his sale goal for the donation, while abiding by BSA fiscal policies.

Military Patch Program
New this year! Scouts will earn a special patch for achieving $50 in Military Donations and they will earn a device/pin for every additional $50 of Military donations they receive. Military donations are tracked via the Scout’s App. Devices/pins go on the patch. This is an INSTANT RECOGNITION program, pick up the patch or device from the Scout office or your District Popcorn Kernel as soon as the Scout achieves it and where it on your uniform!

How many devices will be on your Patch?
TRAILS END PRIZE PROGRAM!

The entire popcorn sale is now handled through the Trail’s End App, including prizes. Scouts will design their own prize program when they create their account at the start of the sale. They will select from their choice of camping gear, sports equipment, LEGO’s, toys, or anything else they can find on Amazon.com. Don’t worry if a Scout changes interest between August and November, they can shop again when they are ready to redeem their Amazon e-giftcard. Prizes are shipped directly to the Scout’s home. Plus, families with Amazon prime can get free 2-day shipping and many items ship free for all customers.

With this change the Unit Kernel will no longer need to meet with Scouts to get their prize choices, place the order(shop) or shuffle through the delivery. Amazon e-giftcard rewards are managed and digitally redeemed by the Scout through the Trail’s End App. Prize levels are uncapped for top sellers.

<table>
<thead>
<tr>
<th>Sell</th>
<th>Earn</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350</td>
<td>$10 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$500</td>
<td>$20 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$750</td>
<td>$30 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$1,000</td>
<td>$45 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$1,500</td>
<td>$75 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$2,500</td>
<td>$150 Amazon.com Gift Card + 6% Trail’s End Scholarship</td>
</tr>
<tr>
<td>$3,500</td>
<td>$225 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$5,000</td>
<td>$350 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$7,500</td>
<td>$550 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$10,000</td>
<td>$800 Amazon.com Gift Card</td>
</tr>
<tr>
<td>$15,000</td>
<td>$1,200 Amazon.com Gift Card</td>
</tr>
<tr>
<td>NO LIMIT</td>
<td>Sell above $15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card!</td>
</tr>
</tbody>
</table>

TRAIL’S END SCHOLARSHIP PROGRAM

Scouts who sell at least $2,500 worth of popcorn in any calendar year will receive 6% of their total sales invested in their own college scholarship account. This is in addition to the other prizes they will receive.

They will continue to earn 6% of their sales each concurrent year, regardless of their sale total. You only must hit the $2,500 mini-mum one time. For more information visit: https://www.trails-end.com/scholarship-program

TRAIL’S END NATIONAL PRIZE DRAWINGS!

Nationally, Trail’s End will be holding multiple drawings for $20,000 worth of prizes each week! Scouts automatically earn one (1) entry for every $100 in sales as tracked in the App each week. Winners will receive notification via their App and e-mail.
COUNCIL SPECIFIC BONUS PRIZES

In addition to the Trails End Prize Program our Council will be offering the following prizes to our Scouts. Levels are cumulative and are calculated using all 4 methods of selling as tracked in the Scout’s Trail’s End App. All Scout in-person sales should be tracked in the Trail’s End App at the time of sale. Unit Kernels can assist in tracking missed sales or paper sales by using the SCOUT TRACKING tab in the Trail’s End Popcorn System.

$700 CLUB – SILVER SELLER PATCH & your choice of either a FIRETEK ROCKET or HAMMOCK

These are INSTANT RECOGNITION prizes, pick them up from the Scout office or your District Popcorn Kernel as soon as the Scout achieves it and where the patch on your uniform! (These prizes cannot be ordered via the Trail’s End app and may not be available after December 6th.)

$1,200 CLUB – GOLD SELLER PATCH & 2 TICKETS TO STAR WARS – EPISODE 9!

These are INSTANT RECOGNITION prizes, pick them up from the Scout office or your District Popcorn Kernel as soon as the Scout achieves it and where the patch on your uniform! (These prizes cannot be ordered via the Trail’s End app and may not be available after December 6th.)

DISTRICT TOP SELLER PRIZE – 2 SEASON PASSES!

The Top Selling Scout in each District (minimum $1,500 in sales) will receive 2 season-passes to Six-Flags of Georgia & Six-Flags Whitewater, with free parking! (additional passes will be available for purchase for family members)

5 WEEKLY MAJOR PRIZE DRAWINGS

Scouts automatically earn one (1) entry for every $100 in sales as tracked in the Trail’s End App. 5 weekly drawings will be held, and the winning Scout will get to choose one of the following major prizes (a $300 value). Scout sale data is collected in real-time through the Trail’s End App and Popcorn System. The Drawing’s will be held on Friday’s at 4:30pm with the winner being announced on our Facebook Pages and Popcorn eNewsletter.

$300 of legos!

Win & Pick Whatever PRIZE You want!

Free 2020 Summer Camp!

GoPro!

25,000 V Bucks!

$300 Gift Card

PlayStation Store

amazon $300

$300 Gift Card

FORTNITE
UNIT POPCORN KERNEL CHECKLIST

Date of my Unit Kick-off: _______________ Time: ______ Location: ________________________________

Unit Celebration Meeting: _______________ Time: ______ Location: ________________________________

☐ Council Kickoff: Attend & participate in the Council Popcorn Kickoff & bring other parents.

☐ Set Unit Goal: Work with the Unit Committee to set a goal that reflects the needs of your annual program plan.

☐ Formulate your Sales Plan: Include all 4 methods of selling. (see page 6)
  ☐ Create a timeline for the sale that includes your Kick-off, a Half-Way Pick-up/Return Day, and a Celebration.
  ☐ Secure your Show & Sell storefront locations. Have parents and other volunteers help with this.
  ☐ Show & Sell at community & school events.
  ☐ Scouts selling to friends, neighbors and relatives.
  ☐ Do a Parents sell at work week via take order forms.
  ☐ Set Unit Blitz day’s for Wagon Sales. Typically, in the evening Monday – Thursday.
  ☐ Include some Unit incentives, like “Pie in the leaders Face awards” etc.
  ☐ Inspire Competition – Award special prizes to the Den or Patrol that has the highest average sales per Scout etc.

☐ Lead with Enthusiasm: This is a motivating factor for both Scouts and their Parents.

☐ Place Show & Sell Order: Work with your District Popcorn Kernel for help on how much to order (see page 5)

☐ Hold Unit Kickoff: Host a fun and Exciting Unit Kick-off for Scouts & Parents.
  ☐ Ensure all Scouts/Families download the Trail’s End app and set up their accounts.
  ☐ Ensure all Scouts set a goal and choose a prize (part of the account registration process)
  ☐ Train the Scouts on how to sell (see page 6, or www.1bsa.org/popcorn)
  ☐ Coach Scouts on creating a Customer Base – Contact Last year’s customers for this year’s sale.

☐ Pick up your Popcorn: Coordinate popcorn pick up for show & sell (see page 5)

☐ Distribute Show & Sell Popcorn: Give Scouts & Families about 60% of the product needed to achieve their goal.

☐ Cheer the Progress: Check in weekly with your families to see how their sale is going and how you can help.
  Celebrate your successes and big sales, monitor and measure your sale and chart your progress publicly. Praise Scouts that are excelling in their sales efforts.

☐ Keep Accurate Records: The sale is tracked through the Scouts’ App & the Scout Tracking tab in the Trail’s End Popcorn System. Ensure your records are up to date and that paper sales are input into the online system.

☐ Instant Prize Recognition: Make sure Scouts are immediately recognized when they earn one of the Council’s Instant Recognition Prizes (see page 9). Silver Seller Club Patch & Rocket or Hammock; Gold Seller Club Patch & Star Wars Tickets; Military Sales Patch and Devices.

☐ Half-Way Pick-up/Return Day: About half-way through the sale have a day to help you see who is actively selling and redistribute the popcorn to the families that need more product.

☐ Turn-in Party: Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.

☐ Place Final Order: Ensure your final order is entered into the popcorn system by Nov 1st
  ☐ Use leftover Show & Sell popcorn to fill Take Orders.
  ☐ Return any unsold product (in sellable condition).

☐ Pay on Time: Final payments are due by Nov. 22nd. Attend the Council Kick-off & Pay on time for 3% commission.

☐ Celebrate your Success!
PRODUCT INVENTORY

All popcorn ordered from Trail’s End cannot be returned to Trail’s end, so it becomes the property of the Greater Alabama Council. Returned popcorn is used to fill Take Orders. Unit returns are limited to no more than 10% of your original Show & Sell order. Additional popcorn may be available throughout the course of the sale.

Steps to reduce return amounts:

• **Informed Show & Sell Order:** Make an informed order for popcorn based on last year’s sale and account for growth and changes in unit membership. What is your sales plan? Do you have more or less sale sites lined up than you had last year?

• **60% Product upfront:** Do not give families all the popcorn needed to reach their goal at the start of the sale. Give them about 60% of the product needed to achieve their goal.

• **Hold a Pick-up/Return Day:** About half-way through the sale, have a pickup/return and money turn-in day to help you see who is actively selling and redistribute the popcorn to the families who need more product.

• **Fill Family Orders Last.** Ask the Scout families not to fill their personal family orders first, but to do so at the end of the sale. This will provide more product for storefront and neighborhood sales. Family orders can be placed through the Scout’s app with the popcorn being filled from returns or through take order.

POPCORN PICKUP VEHICLE SIZE ESTIMATES

Every Unit that orders Popcorn will need to pick up that product from a local warehouse. It is important that you bring enough vehicles and/or trailers for your entire order. Some units prefer to rent a U-Haul. (Multiple trips are not allowed)

- Mid-size car: 15 cases (backseat, trunk, etc.)
- Mini-Van: 50 cases (Folded down/removed seats)
- Pick-up Truck: 75 cases (reg. size)
- Jeep Cherokee: 30 cases
- Suburban / Explorer: 60 cases
- 5’ X 8’ Small Trailer: 150-200 cases

RETURN POLICY & PROCEDURES

- No Late Returns Accepted and returned product must be in SELLABLE condition.
- Before any returns are made, contact your District Popcorn Kernel for possible transfers.
- Return to Council requests and Unit to Unit transfers are submitted through the Trail’s End Popcorn System.
- No more than 10% of original Show & Sell order can be returned.
- Once the return has been approved you will receive an email with when and where to take the product.

PAYMENT POLICY & PROCEDURES

- Final Payments are Due Friday, Nov 22nd.
- Print your Trail’s End Unit invoice (available in the Popcorn System under reports) before you make a payment.
- Review for accuracy and contact Carol Ashworth if you find a discrepancy.
- For large payments, please submit payment via a check payable to the Greater Alabama Council.

**Credit Card & Online sales exceed your Cash Sales?**

That’s ok. If this happens, then your Unit will not owe anything and will receive a payment from Trails-End. *(See page 4 for more details).*
UNIT POPCORN KICKOFF

The Unit Popcorn Kickoff is a great way to **ENGAGE** and **EXCITE** your Scouts. It is also the perfect opportunity to educate parents on the importance of selling popcorn to fund your Scouting program.

**TIP:** As the unit kernel, recruit help in planning the party!

**BEST PRACTICE STEPS TO SUCCESS**

1. **Promote Popcorn Program & Tips**
   - Let Scouts sample product and pick their favorite
   - Review Selling Methods, Tips, and Safety
   - Have Scouts practice and role play their sales pitch
   - Ensure all Scouts / Families download the Trails End App, set up their accounts and goals!

2. **Prizes & Giveaways**
   - Give out small prizes at the kickoff to excite the Scouts
   - Excite the Scouts with the Trail’s End prize programs
   - Show pictures of last year’s adventures that were paid for through popcorn
   - Promote unit and Scout specific incentives, such as free camp, pie in the face, or a top seller party
   - Excite the Scouts with the Council bonus prizes!

3. **Set The Stage**
   - Think of the last time you were at a pep rally
   - Have a podium with a stage or backdrop
   - Hang banners, posters, streamers, balloons
   - Play music!
   - Wear cornhead hats or costumes to fit a theme
   - Display your Unit Goal Poster and set a goal

4. **HAVE FUN!**
   - Bean bag toss
   - Silly string fight
   - Mystery box
   - Jumpin’ for George (money jump)
   - Ring toss
   - Bubble gum blowing contest

*Visit Sell.Trails-End.com or Trails-End.com for more information.*
# Cub Scout Advancement Opportunities

## TIGERS
- **Curiosity, Intrigue and Magical Mysteries**
  - Create a secret code to use during your Popcorn Sale (Req. 4)
- **Stories in Shapes**
  - Create an art piece advertising your Popcorn Sale (Req. 1b)
- **Tiger Tales**
  - Create your own Tail Tale about your Popcorn Sale (Req. 2)

## WOLVES
- **Howling at the Moon**
  - Pick one of the four forms of communication (Req. 1) and create a Popcorn Skit (Req. 2)
- **Paws on the Path**
  - Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)

## BEARS
- **Baloo the Builder**
  - Select and build one useful and one fun project for your Popcorn Sale (Req. 3)

## WEBELOS
- **Art Explosion**
  - Create a Popcorn Sale poster (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show ‘n’ Sell
- **Build It**
  - Create and build a carpentry project to advertise your Popcorn Sale (Req. 2)
  - List all the tools you used to build it (Req. 3)
  - Check which ones you’ve used for the first time (Req. 4)
- **Movie Making**
  - Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

# Merit Badge Opportunities

<table>
<thead>
<tr>
<th>Merit Badge Opportunity</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art</td>
<td>For requirements 5a – Produce a Popcorn Sale poster for display</td>
</tr>
<tr>
<td>Communication</td>
<td>For requirement 2b – Make a Popcorn Sales presentation to your counselor</td>
</tr>
<tr>
<td></td>
<td>For requirement 6 – Show your counselor how you would teach others to sell Popcorn</td>
</tr>
<tr>
<td>Digital Technology</td>
<td>For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn</td>
</tr>
<tr>
<td>Graphic Arts</td>
<td>For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster</td>
</tr>
<tr>
<td>Journalism</td>
<td>For requirement 3d – Create a 200 word article about your Troop’s Popcorn Sale</td>
</tr>
<tr>
<td>Movie Making</td>
<td>For requirement 2 – Create a storyboard and video designed to show how to sell popcorn</td>
</tr>
<tr>
<td>Personal Management</td>
<td>For requirements 5, 8, 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities</td>
</tr>
<tr>
<td>Photography</td>
<td>For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)</td>
</tr>
<tr>
<td>Plant Science</td>
<td>With Counselor permission, use Trail’s End educational materials to show how popcorn hybrids are grown and processed (Requirements 8a and 8b-Corn Option)</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop</td>
</tr>
<tr>
<td>Salesmanship</td>
<td>All requirements for this merit badge may be completed through the Popcorn Sale</td>
</tr>
<tr>
<td>Truck Transportation</td>
<td>For requirement 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment</td>
</tr>
</tbody>
</table>