



POPCORN SALE

2023 GAC Popcorn Sale Council Information

THANK YOU!

For participating in the Greater Alabama Council's Fall Popcorn Sale. Each year this sale achieves 3 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.

COMMISSION STRUCTURE

- 30% - Base Rate
 - +1% - Attend the Virtual Unit Leader Training
 - +2% - 75% Club Bonus (see below)
 - +2% - Volume Bonus 1, Sell more than \$5,000
 - +2% - Volume Bonus 2, Sell more than \$10,000
 - +1% - Volume Bonus 3, Sell more than \$15,000
- Online Direct Sales are 30%

PROGRAM PLANNING BONUS:

Achieved by having at least 75% of your unit's Scouts participate and sell at least one item. The percentage is based on recorded sales in the app and the number of registered youth on July 31st. (New youth that join Scouting in the fall and participate in the sale will only help your %)

CALENDAR

Virtual Leader Training:	9:30am on Saturday, July 15th
Huntsville Scout Kick-off:	6pm, Thursday, Aug 10th
Birmingham Scout Kick-off:	6pm, Tuesday, Aug 15th

Orders Due:	Friday, Aug 4
Order Pickup:	Aug 17-18
Continuous replenishment offered as needed	
Final Order Due:	Monday, Oct 23
Order Pickup:	Nov 9

Final Payments Due:	Friday, Nov 17
BIG SPIN PARTY:	Saturday, Jan 20

The sale does not have an official start and stop. Units can begin selling online as early as they would like, and they can continue to sell popcorn as long as they'd like. This includes show-n-sell. Unit's must pay for any product that have by Nov 19th, even though they can continue to sell product after this date. Points earned for Amazon prizes work on an annual basis and reset on January 1st.



BOY SCOUTS OF AMERICA
GREATER ALABAMA COUNCIL

www.1bsa.org/popcorn



CONGRATULATIONS TO OUR 2022 TOP SELLING SCOUTS!

Rank	Scout	Sales	Unit	District	Rank	Scout	Sales	Unit	District
1	Wyatt M	\$6,008	Troop 0216	Three Rivers	26	Daniel F	\$2,003	Pack 7350	Talakto
2	Landon H	\$5,677	Pack 3556	Shelby	27	Brooks P	\$1,894	Pack 3532	Shelby
3	Wyatt S	\$4,871	Pack 7361	Talakto	28	Joseph F	\$1,878	Pack 7350	Talakto
4	Max P	\$3,851	Pack 7361	Talakto	29	Andrew F	\$1,837	Troop 7201	Talakto
5	Xavier W	\$3,609	Troop 7094	Talakto	30	Dmaraion J	\$1,731	Pack 7156	Talakto
6	Zachary D	\$3,379	Pack 7361	Talakto	31	Sean K	\$1,715	Troop 7094	Talakto
7	Walker H	\$3,346	Pack 7094	Talakto	32	Evan O	\$1,682	Troop 7094	Talakto
8	Brayden M	\$3,342	Pack 7350	Talakto	33	Omarion K	\$1,666	Troop 7156	Talakto
9	Logan W	\$3,309	Pack 3556	Shelby	34	Brian E	\$1,641	Pack 3556	Shelby
10	Kameron Y	\$3,042	Pack 7094	Talakto	35	Joshua D	\$1,554	Pack 7156	Talakto
11	Joel W	\$2,746	Pack 7343	Talakto	36	Cooper B	\$1,522	Pack 7343	Talakto
12	Van G	\$2,730	Troop 0216	Three Rivers	37	Rhett B	\$1,522	Pack 7343	Talakto
13	Corey R	\$2,669	Pack 3532	Shelby	38	Sean B	\$1,508	Pack 7351	Talakto
14	Wynter M	\$2,582	Pack 3397	Vulcan	39	Gabriel D	\$1,484	Pack 7156	Talakto
15	Maurice T	\$2,520	Pack 7156	Talakto	40	Lawson H	\$1,481	Pack 7350	Talakto
16	Parker M	\$2,418	Pack 7350	Talakto	41	peter B	\$1,425	Pack 3326	Vulcan
17	Wyatt T	\$2,356	Troop 0002	Shelby	42	Parker S	\$1,395	Pack 7201	Talakto
18	Jonah M	\$2,245	Troop 0216	Three Rivers	43	Thomas S	\$1,366	Troop 7094	Talakto
19	Scott R	\$2,187	Pack 7451	Talakto	44	Woody E	\$1,336	Troop 0216	Three Rivers
20	Anthony H	\$2,139	Troop 7156	Talakto	45	Easton J	\$1,317	Pack 7094	Talakto
21	Noah G	\$2,082	Troop 0216	Three Rivers	46	Ian W	\$1,316	Pack 7083	Talakto
22	Ben W	\$2,065	Pack 3095	Vulcan	47	Noah M	\$1,296	Pack 3556	Shelby
23	Xavier D	\$2,033	Pack 7361	Talakto	48	Joshua H	\$1,280	Pack 7083	Talakto
24	Blake D	\$2,019	Pack 7361	Talakto	49	Edison C	\$1,278	Pack 7351	Talakto
25	Taven D	\$2,009	Troop 0023	Vulcan	50	Adelaide S	\$1,262	Pack 7201	Talakto

CONGRATULATIONS TO OUR 2022 TOP SELLING UNITS!



Rank	Unit	Sales	District	Rank	Unit	Sales	District
1	Pack 7350	\$37,632	Talakto	6	Troop 7094	\$15,118	Talakto
2	Troop 216	\$27,123	Three Rivers	7	Pack 3532	\$14,064	Shelby
3	Pack 7361	\$24,593	Talakto	8	Pack 7094	\$13,797	Talakto
4	Pack 7343	\$21,033	Talakto	9	Pack 3556	\$11,922	Shelby
5	Pack 7351	\$16,772	Talakto	10	Pack 3393	\$10,799	Vulcan

COUNCIL SALES INCENTIVES!

In addition to the Trails End Amazon Gift Card Prize Program, our Council will be offering the following prizes to our Scouts. Scout MUST track their sales in the Trail's End App to qualify for prizes and incentives, including the Amazon Gift Cards. Unit Kernels can assist in tracking missed sales or paper sales through the Trail's End Unit Leader Portal.



TOP SELLING SCOUTS!

Our top 50 selling Scouts will be invited to the BIG SPIN Party on Saturday morning, January 20th. Scouts will spin the PRIZE WHEEL to earn fabulous prizes! For every \$1,500 of product sold, a Scout will earn a spin.

Examples:

\$3,000 in popcorn = 2 spins and 2 prizes,
\$4,500 = 3 spins and 3 prizes

TOP SELLING UNITS!

The top 5 selling units council-wide & top selling unit in each District will be recognized and WIN a pizza party! (Minimum sales of \$4,000)

POPCORN PARTICIPATION PATCH

All Scouts that sell at least 1 item will receive the participation patch. Patches will be distributed at the end of the sale. Please ensure that every Scout has their own individual account set up in the Trails-End app, this will ensure that they are recognized properly.

AMERICAN HEROES PATCH

Scouts will earn a special patch for \$250 in Heroes Donations. Patches will be distributed at the end of the sale.

GETTING STARTED

Step 1: Register for the Popcorn Sale

- Visit www.trails-end.com/unit-registration

Step 2: Get Trained

- Attend the Virtual Unit Leader Training to earn your additional 1% commission!
- Promote the in-person Scout Kick-off Parties with your Scouts!
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Visit www.trails-end.com for additional information about online selling and additional selling tips.

Step 3: Storefront Sales

- Trail's End will secure many storefront locations throughout our Council. Lowes, Walmart, Kroger, etc.
- These are typically 4 hour-long shifts. (1 shift on Friday evening, 2 on Saturday, and 2 on Sunday)
- Within the Unit Leader Portal, use **"Storefront Reservations"** to reserve shifts for locations secured by Trail's End.

*(Units can secure additional locations in addition to these. Within the Unit Leader Portal, use **"Storefront Management"** to set-up and manage.)*

Step 4: Share what you know

- Hold your Unit Popcorn Kick-off and teach your Scouts about goals, storefront sales, products, and get them excited!

DELIVERY & PICK UP INFORMATION

Our Council provides multiple locations for pick-up which are assigned by District and pick-up times are set up in advance. This information will be sent out prior to delivery. If a different pick-up location works better for you, please let us know. The First Sales Order is by the Case/Box, not individual bags.

- If the product you receive during pick-up is damaged, please let us know, take pictures of the damaged boxes/ bags, and then exchange the product at our office.

PRODUCT INVENTORY & RETURNS

- Popcorn is purchased by our Council and cannot be returned to Trail's End.
- We will monitor unit popcorn inventories throughout the sale. We may ask your unit to return unsold product early based on your unit's sales plan.
- Please be helpful by informing us early and by returning unwanted product as soon as possible. We can then pass this along to other units.
- Returned product must be in good condition.
- Please work with your District Popcorn Kernel to set up a return or to get more product.
- We reserve the right to limit the unit's sales commission to 30% for:
 - Refusing to return unsold popcorn early and then returning a high amount of product at the end of the sale.
 - Not making final payment on-time (Nov 17th).

Ways to reduce returns:

- Make informed orders for popcorn based on last year's sale, changes in youth membership, and your unit's sales plan.
- Use all 3 types of sales: Storefront, Wagon, & Online Direct.
- Give your families about 30% of the product needed to achieve their goal at the start of the sale.
- Follow up with your families weekly, provide more product as needed.
- Throughout the sale, have pickup/return and money turn-in days to help you see who is actively selling and redistribute the popcorn to the families who need more product.
- Fill family and close friend orders last. This will give you more product for storefront and wagon sales. Family orders can be placed through the Scout's app and the product can be delivered at the end of the sale.