



BOY SCOUTS OF AMERICA®

Fall 2019 Popcorn Sale!

BLACK SWAMP AREA COUNCIL



BOY SCOUTS OF AMERICA®

Hello, thanks for coming!

Let's meet the Arrowwood District

Popcorn Kernel

Jim Mason

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BOY SCOUTS OF AMERICA®

POPCORN SALE REVIEW

DISTRICT	2018 SALES	2019 DISTRICT GOAL
Arrowwood	\$224,820.00	\$250,000.00
Chinquapin	\$289,761.00	\$290,000.00
Great Oaks	\$151,295.00	\$168,000.00
Old Sycamore	\$141,715.00	\$142,000.00
Total	\$807,756.00	\$850,000.00

Goals based on past results/averages

Thank you Thank you THANK YOU Thank you
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Thank you !



WHY DO WE SELL POPCORN?



- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Improve our camps and council resources





WHAT IS OUR SCOUTING PROGRAM?

Fund all your Scouting related expenses and activities you want your Scouts to enjoy this year through Popcorn.

- Yearly Membership Dues
- Boys Life Magazine
- Advancements & Awards
- Camping Trips
- Hikes
- Christmas Party
- Blue & Gold Banquet
- Pinewood Derby
- & More!

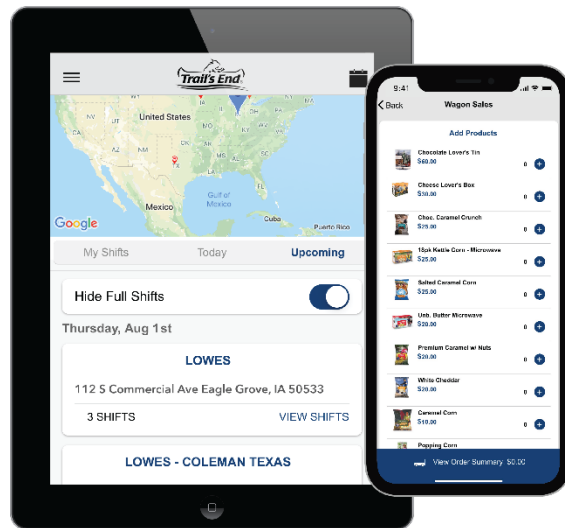




HOW DO WE SELL?

Download and sell with the Trail's End App. The app supports all the ways our unit sells.

- Grocery Stores
- Other Storefronts
- Wagon Sales / Door-to-Door
- Friends & Family
- At the Office
- Online



Learn more at App.trails-end.com/Scouts



HOW TO SELL WITH THE APP?

Please go to
<https://youtu.be/SqyzkaqBmfM> to
view the video on “How To Sell with
the App” from Trail’s End



HOW TO SELL WITH THE APP



Form Fillable by Unit Leader:
Council: _____
District: _____
Unit: _____

Reach Your Goal Faster with the New Trail's End App



BENEFITS

- ☒ Accept Credit Cards Anytime, Anywhere for FREE
- ☒ Track All Your Popcorn and Sales in One Place
- ☒ Share Your Online Fundraising Page from Your Phone
- ☒ A Chance to Win Weekly Mt. Adventure Rewards

Start Selling Today!

1. Download the Trail's End App and Register a Scout Account
2. Set your goal, setup your online fundraising page, and share
3. Head out the door. Start funding your Scouting adventures and earning rewards!

Text APP to 62771 to get a link to download.







READY TO EAT



White Cheddar Cheese



Premium Caramel Corn
with Almonds, Cashews &
Pecans



Salted Caramel
Corn



Chocolatey Caramel
Crunch



Popping Corn



Classic Caramel Corn





MICROWAVABLE



Kettle Corn – 18 Pack



Unbelievable Butter – 18 Pack



COLLECTIONS



Chocolate Lover's Collection Tin



Cheese Lover's Collection Box



MILITARY DONATIONS

**Over \$45 million worth of popcorn donated to U.S. Troops
from Trails End!**

\$30 Silver Level Donation

\$50 Gold Level Donation





OUR GOAL

We want to fund our Scouting program entirely with popcorn!

Each Scout will work 5 storefront shifts (2 hours each)
OR sell a minimum of \$1,000 in popcorn.

Scouts can work additional storefront shifts, sell door-to-door with a wagon, sell at their parents' workplace, and online to friends and family.

The more Scouts sell, the bigger the prize they earn!
Last year Scouts averaged \$125/hr in sales.



OUR GOAL

Go to
<https://youtu.be/RsYY3uMkFwU> to
see a Trail's End video explaining
setting a goal for your popcorn sale



KEY DATES

Date	Event
Saturday, August 3, 2019	New Unit Kernel & Online Sale Training Lima Scout Office, 752 W. Robb Ave., Lima, 9 – 11 am
Thursday, August 8, 2019	POPCORN SALE STARTS
Thursday, August 8, 2019	Arrowwood Kickoff Camp Berry, 11716 CR 40, Findlay, 7 – 9 pm
Thursday, August 8, 2019	Chinquapin Kickoff St. Paul's Methodist Church, 400 Wayne Ave., Defiance
Thursday, August 8, 2019	Great Oaks Kickoff Lima Scout Office, 752 W. Robb Ave., Lima
Friday, August 9, 2019	Show & Sell Unit Orders due to Council
Tuesday, August 13, 2019	Old Sycamore Kickoff St. John Lutheran Church, 1100 N Main St, Celina
Friday & Saturday, August 23 & 24, 2019	Show & Sell Unit Order Pickup at District Warehouse
Saturday, October 26, 2019	POPCORN SELL ENDS
Saturday, October 26, 2019	Unit Take Order due either online or sent to Kim Davis Popcorn Return Day Prize Orders due either online or sent to Kim Davis
Saturday, October 26, 2019	Show & Sell payment due to Council
Friday & Saturday, November 8 & 9, 2019	Take Order Sales Unit Order pickup at District Warehouse
Thursday, December 5, 2019	Take Order Sales payment due to council, outstanding balances after this date will forfeit bonus
Friday, December 20, 2019	Unit commissions deposited into Unit account
Saturday, January 4, 2020	Seller's Club movie event

NOTE:

Dates also listed in
Kernel guidebook





2019 Show & Sell

Thursday, August 8, 2019

POPCORN SALE STARTS

Friday, August 9, 2019

Show & Sell Unit Orders due to Council

Friday & Saturday, August 23 & 24, 2019

Show & Sell Unit Order Pickup at District Warehouse

Monday, September 9, 2019

Mid-season order including chocolate products due to Council

Friday & Saturday, September 20 & 21, 2019

Mid-season Unit Order Pickup at Warehouse

Saturday, October 26, 2019

POPCORN SELL ENDS

Saturday, October 26, 2019

Show & Sell payment due to Council





Popcorn on Demand

NEED MORE popcorn? WE GOT IT!

**Show & Sell Sale
and Popcorn On Demand**

**Call Kim at the Findlay Office 567-208-5284 to
make an appointment to request more popcorn**





Return of Show & Sell Popcorn

Show & Sell Sale:

Popcorn Return day Saturday October 26, 2019

District location in Kernels Guidebook

Returns:

- ****Open cases of product will not be accepted back at returns.****
- Products will be returned to District warehouses.
- Re-Sellable Quality: melted/damaged product, dented items, ripped boxes, single item cases with NO box, etc. will **NOT** be accepted.

** This has been set by Trail's End





2019 Take Order

Saturday, October 26, 2019

Unit Take Order due either online or sent to Kim Davis

Friday & Saturday, Nov. 8 & 9, 2019

Take Order Sales Unit Order pickup at District Warehouse

Thursday, December 5, 2019

Take Order Sales payment due to council, outstanding balances after this date will forfeit bonus





UNIT COMMISSIONS

Base Commission	Pct.
Base Commission	25
Bonus when Unit Membership Champion attends membership training session at August Kickoff, and unit conducts and/or actively participates in a Join Scouting Night.	2
Bonus when Unit Popcorn Kernel attends a popcorn training session	3
Basic Commission Maximum	30
Performance Bonus Commission (PBC)	
50% of unit membership needs to have attended an official Black Swamp Area Council summer camp experience between May 30 and Oct. 31, 2019. (Example: Scout BSA summer camp; Cub day camp; Cub Ultimate Camp; Cub Resident camp; a Cub family weekend.) Unit membership based on July 30 registration.	1
Bonus for payment to council for Show & Sell balance by Oct. 26 & have Take Order paid by Dec. 5	1
\$350 per Scout sales average*	2
\$500 per Scout sales average*	3
Performance Bonus Commission Maximum	7
TOTAL COMMISSION Maximum (base plus bonus)	37

*NOTES: 1.) Unit can earn both PBC Scout sales average bonuses (5%). 2.) To be eligible for PBC, unit's orders must be submitted by due dates; product return dates AND all payments made to council by due dates. 3.) Unit Scout membership number, as of July 30.



Prizes For 2019

Patch:

Every Scout earns a patch for selling one item in the popcorn sale.

\$250 Prize Level: Scouts who sell at least \$250 will receive a \$5 coupon to use in one of our two Scout shops.

Bronze Sellers Club:

Selling \$900 will earn the Scout and a parent 1 ticket each to the Sellers Club private movie screening event on January 4, 2020.

Silver Sellers Club:

Selling \$1,200 will earn the Scout and a parent 1 ticket each to the Sellers Club private movie screening event on January 4, 2020 along with a movie snack pack to share.

Gold Sellers Club:

Selling \$2,500 will earn the Scout and a parent 1 ticket each to the Sellers Club private movie screening event on January 4, 2020 along with a movie snack pack for each person. The Scout will also earn a special recognition prize. In addition, the Scout will qualify for the Trail's End Scholarship program in which 6% of the sales will count towards the scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Visit www.trails-end.com/scholarship for full program details.

Platinum Sellers Club:

Selling \$10,000 will earn the Scout and a parent 1 ticket each to the Sellers Club private movie screening event on January 4, 2020 along with a movie snack pack for each person. The Scout will also earn a special recognition medal. The Scout will also qualify for the Trail's End Scholarship program in which 6% of the sales will count towards the scholarship. The Scout will also earn a private pizza party for up to 25 guests.



Top Seller Pledge



- Pledge to Sell \$1,000, Earn 1 pie
- Each additional \$1,000 in sales earns an extra pie
- BONUS PIES!
 - Top Seller in your Den
 - #1 Military Donations
 - & More





TRAIL'S END REWARDS

TRAIL'S END REWARDS
EARN BIGGER REWARDS THAN EVER BEFORE

amazon.com gift cards

BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL'S END ACCOUNT.
SEE MORE PRIZES AT [REWARDS.TRAILS-END.COM](https://rewards.trails-end.com)

2018 TOP SELLERS

\$88,073
Beck
Virginia

\$88,017
Mason
Michigan

KEEP GOING!

REWARD IDEAS:

\$80,000
\$60,000
\$40,000
\$20,000

FAMILY VACATION!

NO LIMIT
Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card.

Sell \$15,000
Earn a \$1,200 Amazon.com Gift Card

REWARD IDEAS:

Sell \$10,000
Earn an \$800 Amazon.com Gift Card

REWARD IDEAS:

Sell \$7,500
Earn a \$550 Amazon.com Gift Card

REWARD IDEAS:

Sell \$5,000
Earn a \$350 Amazon.com Gift Card

REWARD IDEAS:

Sell \$3,500
Earn a \$225 Amazon.com Gift Card

REWARD IDEAS:

TRAIL'S END SCHOLARSHIP PROGRAM
Sell \$25,000 of qualifying Trail's End products in any calendar year and earn 8% of your total sales toward your own Trail's End Scholarship. Once awarded, 8% of your sales each year will go towards the scholarship. You only have to hit the \$25,000 minimum one time. Visit www.trails-end.com/scholarship for full program details.

REWARD IDEAS:

Sell \$2,500
Earn a \$150 Amazon.com Gift Card

REWARD IDEAS:

Sell \$1,500
Earn a \$75 Amazon.com Gift Card

REWARD IDEAS:

Sell \$1,000
Earn a \$45 Amazon.com Gift Card

REWARD IDEAS:

Sell \$750
Earn a \$30 Amazon.com Gift Card

REWARD IDEAS:

Sell \$500
Earn a \$20 Amazon.com Gift Card

REWARD IDEAS:

Sell \$350
Earn a \$18 Amazon.com Gift Card

- Buy the prizes YOU want with an Amazon.com Gift Card!
- Check out the prize flyer for ideas and then build your Amazon.com Wish List.
- Learn more at [Rewards.Trails-End.com](https://rewards.trails-end.com)

- August 12 – November 3
- Earn one entry for every \$100 in credit card sales (App + online sales) to qualify each week.
- Weekly vacation giveaways and \$10 Amazon.com Gift Cards.





TRAIL'S END REWARDS

Please watch the Trail's End Rewards system in this great video to help families and Scouts better understand. Go to

<https://youtu.be/Fq3pby76NCU>



SCOUTS GROW

- Character Development
- Gain Confidence
- Goal Setting
- Money Management
- Public Speaking
- Overcoming Fear & Rejection
- **Earn their way...**





WE'VE MADE IT EASY

We've made it easier than ever to sell popcorn this year...

- Trail's End App
 - Accept Credit Cards
 - Automatic Sales Tracking
- Weekend & Weekday Shifts Available
- Wagon Patrol Popcorn
- Online Sales
- Den Training Kit





STOREFRONT SETUP

We've got all the equipment you need!

- Table
- Banner
- Table Cloth
- Cashbox
- Popcorn
- Cooler
- Laminated Instructions,
 - Reminders, & Info
- Bring your own device





SHOW 'N SELL SALES

Boost your sales beyond Storefronts!

- Check-Out Popcorn
- Sell Door to Door
- Sell to Friend & Family
- Sell at Work
- Return Unsold Popcorn





ONLINE SALES

Share your online fundraising page from the app!

- Free Shipping!
- Average online order is \$73
- Create your fundraising page with your story, Scouting photos and videos
- Share your page every Sunday via:
 - Social (Facebook, Twitter, etc.)
 - Text Message
 - Email
- *Each share averages \$33 in sales*

**FREE SHIPPING ON
EVERY ONLINE ORDER!**

SCOUTS WHO SHARED THEIR FUNDRAISING
PAGE DURING FREE SHIPPING IN 2018
SAW 60% MORE SALES.





MAKE YOUR PLAN

How do you build a plan to achieve your goal? Let's say you want to sell \$1,500 in popcorn.

1. Scouts work five 2-hour solo storefront shifts. Scouts average \$125/hr.	\$1,250
2. Scouts each sell door-to-door to their neighbors for about an hour.	\$125
3. Scouts sell to two friends and family online. The average online sale is over \$73!	\$146
Goal	\$1,521



Q&A

Questions & Answers





TOP SELLER

What are the steps to being a Top Seller?

1. Scouts work 8 solo storefront shifts (2 hours each). Scouts average \$125/hr.	\$2,000
2. Scouts each sell door-to-door to their neighbors for about a two hours.	\$250
3. Scouts sell to four friends and family online. The average online sale is over \$73!	\$292
Goal	\$2,542



TOP SELLER PLEDGE

Thinking of being a Top Seller?

Sign the Pledge

Pie Face a Leader **TONIGHT!**

Top Seller Pledge

This year, I will be a Top Selling Scout to earn my way, and support my Unit and Council. My goal is to sell \$2,500 or more and earn my Trail's End College Scholarship. I will follow the Scout Law, and be Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean, and Reverent. I will always do my best.

Scout Name: _____

Scout Signature: _____

Parent Signature: _____

Den #: _____



**Thank You
Have a Great Sale!**