



Trail's End®

BLACK SWAMP AREA COUNCIL

POPCORN KERNEL GUIDEBOOK

Everything You Need to Know About the 2020 Popcorn Sale

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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on the choice to have your unit fund its Scouting 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 Scouting program. Less out-of-pocket expenses for families equals better equipped Scouts and more Scout participation.

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

KEY CONTACTS

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Contact Trail's End Support

Visit our website:

www.trails-end.com

Email us:

support@trails-end.com

Join our Facebook

Group:

[Trail's End](#)

[Popcorn Community](#)

Message us on Twitter:

[@trailsendsnacks](#)

Need Help? Visit FAQs:

support.trails-end.com



Black Swamp Area Council

BOY SCOUTS OF AMERICA

Hello Scouts, families, and unit leaders,

The council popcorn committee has been working diligently to prepare for this year's popcorn sale. We are very excited to get the sale underway; however, we have taken into consideration the unusual challenges that our current situation has presented. Black Swamp Area Council and Trail's End are committed to support Scouting during these uncertain times, and we are taking steps to protect all during the sale.

Trail's End has helped usher in many areas of change to ensure a successful sale. With in-person fundraising being a possible challenge, they made changes to allow for contactless fundraising. Online Direct is the safest method of sales for Scouts and volunteers to minimize both health and financial risks.

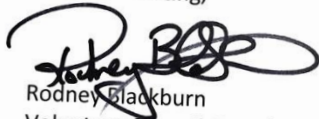
- The Online Direct store will now include the traditional products sold at the traditional prices.
- Scouts can record an Online Direct sale in the Trail's End App while selling door to door or over the phone. For added safety, Scouts can start a sale and send a text message link to the customer so they can fill in their credit card and shipping information.
- Online Direct orders will be popped fresh to order, ensuring the popcorn is minimally handled and delivered directly to the customer's door.

While selling with product on hand is preferred, we must consider the financial risks this year. To reduce this risk, Trail's End has limited council's initial orders, but has offered frequent replenishment throughout the sale. This year's sale will have a Take Order focus with the Show & Sell element coming mid-sale. Details on the council popcorn page at www.BlackSwampBSA.org.

Because of limited supply and production reasons, some products will only be available online direct to customer. They include Unbelievable Butter Microwave, Chocolatey Caramel Crunch, and Chocolate Lovers available Online Direct only. However, a ready-to-eat "BIG BAG" of Unbelievable Butter, is available during in-person sales. Unfortunately, Kettle Corn has been delayed to 2021.

We understand we cannot meet every need, but we are trying our best to ensure we have the best and safest sale possible. We are facing unprecedented challenges, and our council is pleased that Trail's End has listened to your needs and is committed to help overcome those challenges and improve the sale. Trail's End has scheduled more than 200 Webinars for Popcorn Kernels, and they are available 24/7 on Facebook. Together, we will navigate these changes, keep our Scout families safe, and raise the money needed for your Scouting program.

Yours in Scouting,


Rodney Blackburn
Volunteer Council Kernel


Jim Mason
Popcorn Staff Advisor

More on council popcorn page at www.BlackSwampBSA.org/program/popcorn



Findlay Service Center, 2100 Broad Ave., Findlay, OH 45840, 419-422-4356, Fax 419-422-4681
Lima Service Center, 752 W. Robb Ave., Lima, OH 45801, 419-227-2107 Fax 419-229-2811
www.BlackSwampBSA.org



POPCORN HELPS YOUR SCOUTS



Become
Decision Makers



Learn Money
Management



Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Over 73% supports our local Scouts*
- Personal growth program with direct correlations to rank advancement and merit badges.
- Earn Amazon.com Gift Cards**
 - Millions of prize choices
 - Scouts buy the prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skills

**Average return to local councils, units and Scouts based on all Trail's End product sales. **Participating Councils only*

IMPORTANT DATES & SALE OVERVIEW

2020 Popcorn sale calendar overview

Bonus Week 1	Bonus Week 2	Bonus Week 3	Bonus Week 4	Bonus Week 5	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Nov. 6 & 7	Nov. 20
July 1 to August 15					Aug. 15		Aug. 31		Sept. 18 & 19					Oct. 19		
Online Direct					Local Sale Begins		Order 1 Due		Order 1 Delivered					Order 2 Due	Order 2 Delivered	Final Payment
Learn more about the Online Direct sale at www.trails-end.com/online-direct					Take Order, Online, App										Last order from T-E delivered to council	
					Show & Sell Sale											

July 1 - Aug. 15	Online Direct sale - more info at www.trails-end.com/online-direct
Aug. 4	Popcorn Virtual Unit Kernel Training No. 1 on Zoom
Aug. 10	Popcorn Virtual Unit Kernel Training No. 2 on Zoom
Aug. 15	Local Sale begins with Take Order, App & Online sale
Aug. 31	First Order due: Take Order #1 & Show & Sell orders submitted on Trail's End website via unit portal
Sept. 18 & Sept. 19	First Order distribution: Take Order #1 & Show & Sell pickup at district warehouses
Sept. 18	Show & Sell Sale begins; Take Order Sale continues
Sept. 30	First Payment Due to Council (40% Current amount "Due to Council")
Oct. 19	Second Order due: Take Order #2 submitted on Trail's End website via unit portal
Oct. 30	Second Payment Due to Council (40% Current amount "Due to Council")
Nov. 6 & Nov. 7	Second Order distribution at district warehouses
Nov. 20	Final Payment Due (Balance amount "Due to Council"); outstanding balances after this date forfeit bonus. Youth Prize submissions due online via Trail's End website
Dec. 14	Unit bonus commissions deposited into unit accounts

WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return - Over 73% Returned to Local Scouting*

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, Camporees, etc.

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



Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year



Recruitment

- "Recruit a Scout" is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **472,500** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations

Donation Level

\$50

\$30

POPCORN YOUR CUSTOMERS WILL LOVE!



The most popular popcorn products your customers love to buy every day and provide the highest return for your fundraiser.

Proven Product Quality

- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive microwave popcorn, chocolates and coffee.

SHOP NOW: www.trails-end.com/shop

**PRODUCT OFFERINGS VARY BY COUNCIL*

OUR TECHNOLOGY MAKES FUNDRAISING EASIER



THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End and council
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as a way to fundraise while social distancing



UNIT LEADER PORTAL

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from Scouts for the cashowed



ONLINE DIRECT

- SAFE for Scouts - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards* - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units

**Council participation in Trail's End Rewards may vary*



TRAIL'S END REWARDS

- Bigger prizes for Scouts. Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the Scout
- Earn Double Points with Online Direct



New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

**Unit must be registered to sell by no later than August 15, 2020 to qualify.*

COMMIT NOW: www.trails-end.com/unit-registration

FROM YOUR UNIT SITE GO TO:

Unit Info: This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

GO TO: Unit Team Members: View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

The image shows two parts of the Popcorn Kernel interface. On the left is a sidebar menu with options: Unit's Goal, Scout Roster, Storefront Sales Calculation Method, App Settings, Unit Team Members (circled in red), About My Unit, and Manage Unit Bank Account. A red arrow points from 'Unit Team Members' to a dropdown menu. This menu has options: Set Primary, Edit Leader, Delete Leader (circled in red), and Resend Login. Another red arrow points from 'Delete Leader' to the 'Actions' section at the bottom. The 'Actions' section shows 'Delete Leader' with a dropdown arrow and a blue 'GO' button. On the right is the 'Editing a Unit Leader' form. It contains fields for: Leader Title (dropdown), First Name (A), Last Name (Example), Username (A.Example), Email (examplepopcorn@gmail.com), Confirm Email, Primary Phone, Address Line 1 (1 Main Street), Address Line 2, City (Anywhere), State (Michigan), Zip (48000), and Country Code (United States). At the bottom of the form are 'SAVE' and 'CANCEL' buttons.

ONLINE POPCORN KERNEL TRAININGS

UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019



Register to attend one of the webinars:

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:
www.trails-end.com/webinars

FACEBOOK COMMUNITIES

A COMMUNITY OF SUPPORT FOR LEADERS

Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

JOIN TODAY AT www.facebook.com/groups/TEPopcornCommunity



HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

BUDGET WORKSHEET EXAMPLE

<div>\$9,800</div>	/	<div>28</div>	=	<div>\$350</div>
Annual Budget		Number of Scouts		Budget Per Scout
<div>\$350</div>	/	<div>35%</div>	=	<div>\$1,000</div>
Budget Per Scout		Average Commission		Scout Sales Goal

Scouts can fund their entire year of Scouting in only 8 - 10 hours (on avg).

BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:
Sales-Minded, Detail-Oriented, and Outgoing Personality.

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**

MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and Scouts can fundraise year-round!
WAGON SALES Take Order	Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.
WAGON SALES/SHOW & SELL Door to Door with Product	Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.
STOREFRONT SALES	Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.

ONLINE DIRECT PROMOTIONS

- **Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15***
 - *Unit must be registered to sell by no later than August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Pledge**
 - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 - August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
 - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
 - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

PLAN YOUR UNIT KICKOFF

1. Text **KICKOFF** to **62771** to download the kickoff presentation template or go to <http://www.blackswampbsa.org/program/popcorn/63338> to view and download.
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App**.
 - a. Registration takes less than one minute to create their Scout's account.
 - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts what prizes they can earn by hitting their sales goal.
 - a. Review Trail's End Rewards.
 - b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with Scouts to train them how to sell.
 - a. Practice their popcorn sales speech.
 - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

MAKE IT FUN!!!



WHY DO SCOUTS SELL POPCORN?

Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Camp Upkeep

The popcorn fundraiser has also enabled Scouts to fund their Eagle and other service projects in their community!

#poweredbypopcorn



SCOUT SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
 - a. Introduce yourself (first name only) and where you are from.

"Hi Sir, my name is Brian and I am from Cub Scout Pack 38."
 - b. Let people know what you are doing.

"I'm earning my way to NASA Space Camp. All of the popcorn is delicious and you'll help fund my many adventures in Scouting."
 - c. Close the sale.

"Can I count on your support?"
4. Credit card sales are best for Scouts. Tell your customers, "We prefer credit/debit!"
5. Be polite and always say "Thank You", even if the customer does not buy.
6. **Online Direct is the preferred way to sell & can be used for face-to-face selling. Products ship to the customer, you don't have to handle products or cash.**
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have mom and/or dad take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, two out of three people will buy when asked at their door.

SHARE WHAT YOU'RE DOING IN SCOUTING AND HOW YOU'RE HELPING OTHERS THROUGH SCOUTING!



TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they want!
 - The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

SCOUTS EARN **DOUBLE** ONLINE

2PTS

PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS

PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT

PER EVERY \$1 SOLD
CASH

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
 - No collecting orders from Scouts or distributing prizes.
- Simplified Sale Management
 - The Trail's End leader portal is a one-stop shop for everything, including prize ordering.
 - Orders are tracked automatically for leaders when Scouts sell with the App and online.
 - It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
 - Trail's End helps train and motivate Scouts through the App.
- Leaders can wrap up the fundraiser and get back to Scouting faster!

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
 - Share their personalized fundraising page via Social Media, Email, Text and more.
 - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

STEP

1

Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
 - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goal based on your unit commission.

STEP

2

For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
 - 4 hours: 15+ orders from friends & family.
 - 4 hours: 15+ orders from their local neighborhood(s).

STEP

3

Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
 - How the money raised benefits each Scout family
 - Unit & Scout sales goals
 - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
 - Everyone downloads the Trail's End App! Text APP to 62771.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

STEP

4

Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

**Unit must be registered to sell by no later than August 15, 2020 to qualify. **Online Direct commission varies by council.*



How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP
1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP
2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP
3

Draft your Scout's sales pitch.

- Example: Hi **customer's name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP
4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP
5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP
6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.

CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
- Safer – Scouts don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT

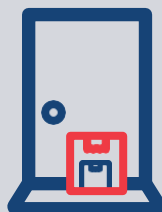
The safest way of fundraising for Scouts!



Safe for Scouts
Fundraise from
the safety of home.



Product Variety
Traditional products
& prices plus more.**



No Handling
Products ship to your
customers and all sales are credit.



Trail's End Rewards*
Earn double points for
Amazon.com gift cards.

*Council participation in Trail's End Rewards may vary.

**Subject to change.

HOW IT WORKS

TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER IN JULY?

- Uncertainty of COVID-19 return
 - Fund your popcorn order pre-payment
 - Trail's End unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
- *Unit must be registered by August 15, 2020 to qualify.

HOW CAN MY UNIT FUND A POPCORN PRE-PAYMENT?

- Start selling EARLY with existing Scouts (July & August)
 - **Best & Preferred Option: Sell Online Direct**
 - Safest way for Scouts to sell
 - Scouts earn **Double Points** for TERewards
 - Traditional products and prices (\$10 opening price point*) *Subject to change
 - No handling of products or cash for Scout or unit
 - New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
 - Products popped fresh to order
 - Text MYPLAN to 62771 to download: How to Sell \$1,000 Social Distancing
 - **Backup Option: Sell Take Order before your first product order**
 - Ask customers to pay with CREDIT/DEBIT to avoid handling cash
 - Scouts earn 1.5pts for CREDIT/DEBIT orders for TE Rewards
 - Require Scouts to record UNDELIVERED Wagon sales in the TE App
 - Require customers to pay at time of order, NOT on delivery

FUNDING A 30% PRODUCT PRE-PAYMENT EXAMPLE:

- Let's say your unit sells \$10,000, and has been primarily show & sell, here's what to do:
 - Sell \$3,000 Online Direct: Unit makes \$1,000
 - Sell \$1,000 Take Order with Credit Card: Unit has \$1,000 in credit
 - You've sold \$4,000 and can prepay \$2,000 to order \$6,000 in popcorn
- *Tip: Online Direct and CREDIT/DEBIT sales automatically credit your popcorn invoice with council, eliminating the need to collect payments from Scouts.*
- *Tip: Require Scout families to turn in any cash payments using the NEW parent credit payment feature in the TE App.*

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

Contact support@trails-end.com if you do not know your username and password.

1. Login at www.trails-end.com
2. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
3. Click the "Choose Delivery..." button and choose the order you are placing
4. Enter the quantities that you wish to order in the adjustment column
5. Click SUBMIT when you are finished with your order
6. You will receive an order confirmation to your email address once your order is approved by the Council

SHOW & SELL

- **Units are limited to ordering 50% of last year's actual Show & Sell total.** The current economic situation and production limitations have forced Trails End to limit councils and units on how much popcorn they are permitted to order during the sale, cancelling all returns and changing payment schedules. If you find yourself needing additional popcorn after the 50%, the council will require payment of 40% of the "due to council" amount shown on unit dashboard on the Trail's End website. Additional product can be requested once payment of original allotment is finalized. Please remember, Trail's End and the council are not accepting returns.
- For new units interested in Show & Sell, consider the following items: 1 case of caramel corn, 1 case of popping corn and 1 case of white cheddar popcorn. Out of the line-up this year, these tend to be the most popular. Contact Kim Davis at the council office, she can work to help new units with this process.

UNIT INCENTIVES

For 2020, council has added an additional bonus percent giving units a possible 38% return for selling.

Basic Commission & Training Bonus		Pct.
Base Commission		25
Bonus when Unit Membership Champion attends membership training session at its July/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. (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
Unit have at least 4 Scouts sell \$250 or more (New in 2020)		1
Bonus for payment of "Due To Council" by Sept. 30, Oct. 30 & Nov. 20		1
\$350 per Scout sales average*		2
\$500 per Scout sales average*		3
Performance Bonus Commission Maximum		8
TOTAL COMMISSION Maximum (basic plus bonus)		38

*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 and all payments made to council by due dates. 3.) Unit Scout membership number, as of July 30.

INDIVIDUAL SELLERS & SCHOLARSHIP INCENTIVES

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

SELLER'S CLUB: For 2020, there is not a movie event planned, but in place, we are offering a voucher for the National Scout Shop in Findlay. This voucher will be distributed to eligible Scouts and are not redeemable for cash, or if a purchase is less than coupon, the difference will not be refunded in cash. These vouchers must be used by March 1, 2021.

- **Platinum:** Selling \$10,000 earns a \$60.00 voucher. The Scout will also earn a special recognition medal and a private pizza party for up to 25 guests. **Gold:** Selling \$2,500 earns a \$15.00 voucher. **Silver:** Selling \$1,200 earns a \$7.00 voucher. **Bronze:** Selling \$900 earns a \$5.00 voucher.

SCHOLARSHIP PROGRAM: Scouts in the Scholarship Program who sell at least **\$2,500** (online, face-to-face, or combination) in any calendar year* ending on or before December 31, 2019 will have **6%** of their Qualified Sales count towards their own Trail's End Scholarship. Scouts accepted into the Scholarship Program for any calendar year* ending on or before December 31, 2019 will be eligible to have **4%** of their Qualified Sales in calendar years* 2020, 2021 and 2022 count towards their own Trail's End Scholarship. Once enrolled, 6% of their sales each calendar year* ending on or before December 31, 2019 will go towards the scholarship, and 4% of their sales in calendar years* 2020, 2021 and 2022 will go towards the scholarship. Reporting of sales is not automatic, and forms must be submitted to Trail's End each year. For further details, go to www.trails-end.com/scholarship.

GETTING YOUR POPCORN

Orders may be picked up at the warehouses listed below. Orders should be pre-sorted at pickup 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 unit's behalf.

Arrowwood District (Hancock/Seneca Counties): Ohio Logistics, 6000 Fostoria Ave. (E. State Route 12), Findlay OH 45840. East side, to right/rear of Wolfe Brothers.

Chinquapin District (Fulton/Henry/Defiance/Paulding/Williams Counties): Keller Warehousing & Distribution, 24862 Elliott Road, Defiance OH 43512

Great Oaks District (Allen/Hardin/Putnam Counties): Lane's Records & Storage, 245 E. Murphy St., Lima OH 45801

Old Sycamore District (Auglaize/Mercer/Van Wert Counties): First Order: Manco Mfg., 2411 Rolfes Road, Maria Stein OH 45860
Second Order: JD Construction, 435 W. Wayne, Celina OH 45822

- Please note "Additional Pickups" will only occur at the Scout Service Center in Findlay. Limited popcorn will be transferred to Camp Lakota in Defiance & Lima Service Center, as needed.

Vehicle Capacity Estimates*

Mid-size Car: 20 cases
Small SUV: 40 cases
Crossover: 40 cases
Mini-van: 60 cases
Large SUV: 70 cases
Full-size van: 70 cases

***Note: the Vehicle Capacity Estimates above are estimated without kids, car seats, strollers, etc**

NO RETURNS ACCEPTED BY TRAIL'S END OR COUNCIL

Once a unit has taken possession of product, it is their responsibility to sell product or arrange a unit-to-unit transfer of product. Units are financially responsible for all popcorn product they accept from the warehouse and must meet all payment deadlines.

UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

NOTE: Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

WRAPPING UP THE SALE

STEPS TO FOLLOW:

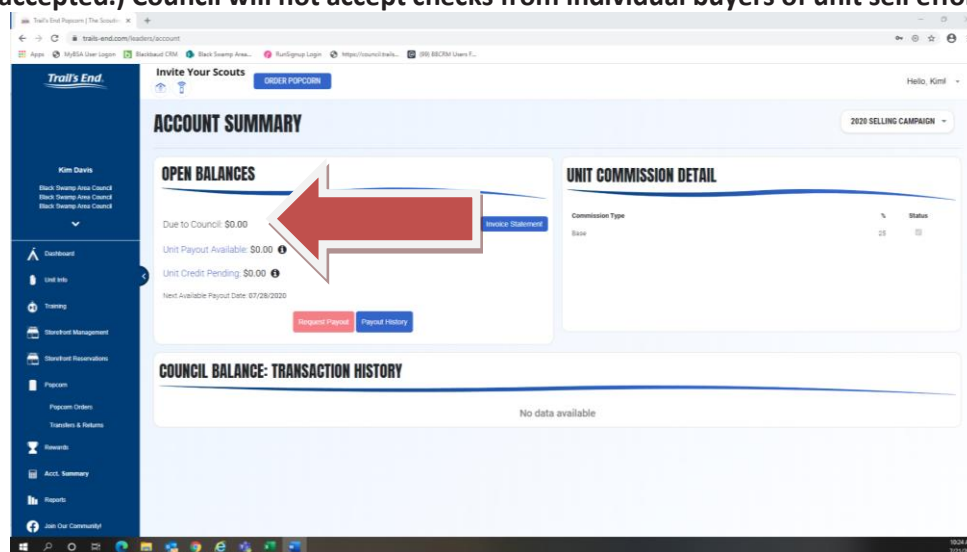
- Collect and add together all popcorn orders from your Scouts.
- Use the Scout table in the Unit Leader Portal to track sales by Scout. This is how Trail's End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final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

The last product order accepted to be processed is due by **Oct. 19, 2020**.

PAYMENT DETAILS

There are 3 payment dates this year: Sept. 30, Oct. 30 & Nov. 20. For the first two, units are only required to pay 40% of amount "Due to Council" as posted on unit dashboard. For Nov. 20 payment, the entire "Balance Due to Council," if applicable, is due at this time.

Check is payable to Black Swamp Area Council - units paying by check must send ONE check (checks made out to units cannot be accepted.) Council will not accept checks from individual buyers of unit sell efforts.





PATH TO ADVANCEMENT

Cub Scout Advancement Opportunities



TIGERS

	Curiosity, Intrigue and Magical Mysteries	Create a secret code to use during your Popcorn Sale (Req. 3)
	Stories in Shapes	Create an art piece advertising your Popcorn Sale (Req. 3)
	Tiger Tales	Create your own Tall Tale about your Popcorn Sale (Req. 2)



WOLVES

	Howling at the Moon	Show you can communicate in at least two different ways (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

	Roaring Laughter	Create your own short story about popcorn fundraising (Req. 3)
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WEBELOS & ARROW OF THE LIGHT

	Art Explosion	Create a Popcorn Sale poster on a computer (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. List all the tools you used to build it. Check which ones you've used for the first time (Req. 3)
	Movie Making	Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

Merit Badge Opportunities



Art

For requirements 5a – Produce a Popcorn Sale poster for display



Communication

For requirement 2b – Make a Popcorn Sales presentation to your counselor
For requirement 6 – Show your counselor how you would teach others to sell Popcorn



Digital Technology

For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn



Graphic Arts

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



Journalism

For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale



Movie Making

For requirement 2 – Create a storyboard and video designed to show how to sell popcorn



Personal Management

For requirements 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



Photography

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)**



Plant Science

With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed **(Requirements 8, Option 1, E1a –E1c)**



Public Speaking

For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop



Salesmanship

All requirements for this merit badge may be completed through the Popcorn Sale



Truck Transportation

For requirement 2 – 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

THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 62771 to download.

Required to register: Council: _____ District: _____ Unit: _____



1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu.
- Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Scouts?

- Each Scout must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the Scout name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Every Scout can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader) - Type in the customer's card information.

Magstripe Reader (Android) - Swipe reader plugs into headphone jack.

Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC (contactless) cards, and Magstripe cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



TE REWARDS: SET A GOAL, CLAIM GIFT CARD



Set Goal: Scroll up or down and tap to select prizes at different levels or manually enter your goal.

Track Progress: Check how close you are to reaching the next rewards level in the app.

Claim Gift Card: Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to get your Amazon.com claim code.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct Wagon Storefront

Online Direct: Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Or, share your page with customers via email, text, and social media.

Wagon: Door-to-door, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

Storefront: Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Scout Parents Community www.facebook.com/groups/TEScoutParents/

*Screenshots subject to change

ONLINE DIRECT: SHIP TO CUSTOMER

Tip: Click Stream to text the car to the customer to complete the purchase on their phone.



Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront shifts are still available! It is managed by your link leader. Reach out to them if you believe information is missing or incorrect.

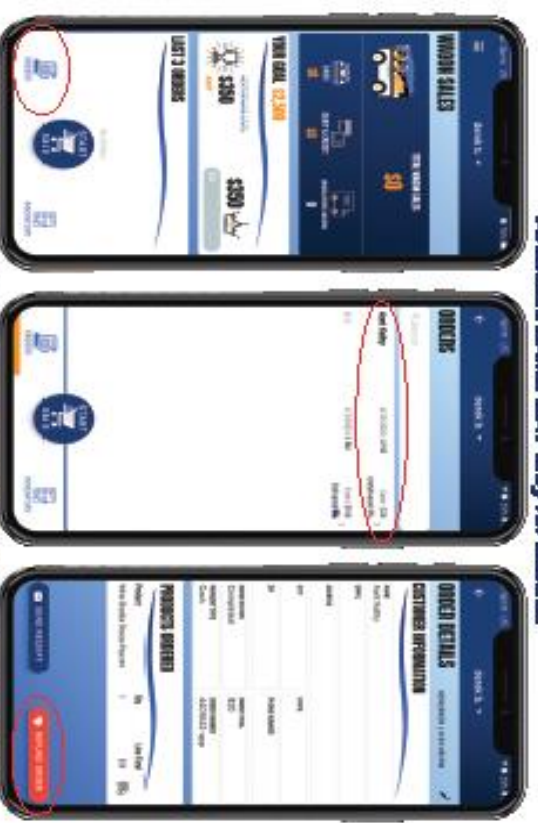
RECORD A WAGON SALE

Tip: Marking an item as "Unfulfilled" means you plan to return it with product later. Don't forget to update the status when delivered.



ISSUE A REFUND

Available same day only for Booths.



Tip: You can also edit customer information and re-send a receipt from the screen.

Screenshots subject to change

Trail's End® REWARDS

Earn  **amazon.com** Gift Cards
and choose the prize **YOU** want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS.
TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S
END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth **10%** of your total pts

SCOUTS EARN **DOUBLE ONLINE**

2PTS

PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS

PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT

PER EVERY \$1 SOLD
CASH

6,000 pts
Earn a \$450
Amazon.com Gift Card

REWARD IDEAS



1,750 pts
Earn a \$70
Amazon.com Gift Card

REWARD IDEAS



5,000 pts
Earn a \$375
Amazon.com Gift Card

REWARD IDEAS



1,500 pts
Earn a \$60
Amazon.com Gift Card

REWARD IDEAS



4,000 pts
Earn a \$300
Amazon.com Gift Card

REWARD IDEAS



1,250 pts
Earn a \$50
Amazon.com Gift Card

REWARD IDEAS



3,500 pts
Earn a \$250
Amazon.com Gift Card

REWARD IDEAS



1,000 pts
Earn a \$40
Amazon.com Gift Card

REWARD IDEAS



3,000 pts
Earn a \$200
Amazon.com Gift Card

REWARD IDEAS



800 pts
Earn a \$30
Amazon.com Gift Card

REWARD IDEAS



2,500 pts
Earn a \$100
Amazon.com Gift Card

REWARD IDEAS



600 pts
Earn a \$20
Amazon.com Gift Card

REWARD IDEAS



2,000 pts
Earn an \$80
Amazon.com Gift Card

REWARD IDEAS



400 pts
Earn a \$10
Amazon.com Gift Card

REWARD IDEAS



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app



The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates assent to program terms at: <https://www.trails-end.com/terms>.

POPCORN SALE CHECKLIST

- ☐ Register for the popcorn sale at www.trails-end.com/unit-registration
- ☐ Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- ☐ Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- ☐ Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting".
- ☐ Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- ☐ Calculate the amount of popcorn you need to sell to meet your budget need:
 - $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$
- ☐ Break the goal down to an individual Scout (family) goal.
 - $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$
- ☐ Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- ☐ Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
 - Make it a fun event; have food, snacks, games, door prizes, etc.
 - Do a virtual kickoff with games and online prizes
- ☐ Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- ☐ Create a communication plan developed to reach all Scouting families.
 - Highlight all the program activities the unit is planning on participating in.
 - Information on the sales goal per Scout so there are "no out of pocket expenses".
 - Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- ☐ Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- ☐ Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips.
 - Text APP to 62771 to download the Trail's End App.
- ☐ Encourage all Scouts to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sale territory for the Scouts.
 - Less than 20% of all households have been asked to purchase popcorn.
 - Have a parent(s) take the Trail's End App or order form to work.
- ☐ Secure your storefront location(s) several weeks in advance (if applicable).
 - Set up schedule for Scouts to sign up for shifts through the Trail's End App.
 - One Scout per two-hour block is ideal.
 - Remember the rules of two deep leadership.
- ☐ Coordinate assistance to pick up popcorn at designated warehouse.
- ☐ Distribute popcorn to Scouts, and ensure deliveries are made to customers.
- ☐ Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- ☐ Pay council invoice(s).
- ☐ Have a post-sale victory celebration.

Products on Take Order Forms



Cheese Lover's Collection
• White Cheddar Popcorn
• Blazin' Hot Popcorn
Comes in a gift box.



Salted Caramel Popcorn
Over \$17 to local Scouts®
Contains Milk and Soy



Blazin' Hot Popcorn
Over \$14 to local Scouts®



White Cheddar Popcorn
Over \$14 to local Scouts®
Contains Milk



Unbelievable Butter™ Popcorn
Over \$10 to local Scouts®



Popping Corn Jar
Over \$10 to local Scouts®



Caramel Corn
Over \$7 to local Scouts®
Contains Soy



Ohio State tin is available in limited quantities while supplies last. It will be available for ordering with Show & Sell order this year via unit portal online, and has a price of \$30 per item, with Salted Caramel Popcorn. The design is same as last year.

Products at traditional prices, available direct online



\$35 Chocolatey Caramel Crunch Tin



\$30 Chocolatey Caramel Crunch



\$30 Dark Chocolate Salted Caramels



\$25 Salted Caramel Popcorn



\$25 Unbelievable Butter 12pk



\$70 Chocolate Lover's Tin
• (2) Dark Chocolate Salted Caramels
• (1) Chocolatey Caramel Crunch



\$20 White Cheddar Popcorn



\$20 Blazin' Hot Popcorn



\$15 Unbelievable Butter Popcorn



\$15 Popping Corn Jar



\$10 Caramel Corn



\$35 Cheese Lover's Bundle
• (1) White Cheddar Popcorn
• (1) Blazin' Hot Popcorn



\$65 Chocolate Lover's Bundle
• (2) Dark Chocolate Salted Caramels
• (1) Chocolatey Caramel Crunch

SHIPPING

Customers pay shipping: \$7.99 plus \$0.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.