WHY DO WE SELL POPCORN?

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

UNITS EARN 50% COMMISSION ON ALL ORDERS!!!
MAC UPDATES

- 50% Commission for all units; both online and traditional!
  - Program Service Fee – for more information: https://mac-bsa.org/scouting-tools/iyos/
- Smaller Pre-Order Allowance from Trail’s End
  - IYOS Calendars and Budgets will be HUGE when deciding Pre-Order.
  - Turn them in at the link above
  - Metro Units will be able to pre-order up to 50% of last year’s order
    - Be Cautious!
    - Touch base with families before placing pre-order
- T-Shirts
  - If you want a popcorn t-shirt, please place your order here.
IMPORTANT SALE DATES

July 1st: Online Sales Begin
August 20th: Unit Pre-Orders Due at Noon in the Popcorn System
September 9th-12th: Pre-Order Distribution
September 12th: Sale Begins!
September 17th, 24th, October 1st, 8th: Replenishment Dates (Tentative)
October 31st: Unit to Unit transfer complete in system
October 30th and 31st: Returns
November 2nd: All Returns Due at Noon in the Popcorn System
November 2nd: Final Order Due at Noon in the Popcorn System
November 13th-19th: Final Order Distribution (Tentative)
December 4th: Postmarked checks cashed

RETURNS: maximum of 10% and in full, unopened cases.
Technology and Resources
**Key Benefits**

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing

**Proven Results**

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download the App.

Text **APPGUIDE** to 62771 to download the App Quick Start Guide.
Only Scout accounts can log into the app. Leader accounts will not allow access.
Login at: www.Trails-End.com with your Trail’s End Leader account.

One Platform to Manage Your Fundraiser

• **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
• **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
• **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
• **Place Popcorn Orders** - Order popcorn for your council’s scheduled pick-ups.
• **Submit Rewards** - Submit Trail’s End Reward orders for Scouts.
TRAIL’S END IMPROVEMENTS

App Improvements
• Faster, more intuitive Scout registration
• Faster checkout (From 9 to 4 clicks)
• List, grid and product detail views
• Record online orders directly in app
• Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
• New undelivered logic for Wagon Sales so Scouts enter them correctly
• Credit payment option for parents to pay cash owed to unit
• Improved Trail’s End Rewards focused on reaching next level and goal

Unit Leader Portal Improvements
• Onscreen guides to help leaders learn Unit Leader Portal features
• Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
• Robust products table to easily view inventory at storefronts and with Scouts
• Ability to convert orders between Wagon to Storefront
• Ability to change the shift credited to a storefront order
ACCEPTING CREDIT/DEBIT

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 and Popcorn Kernels don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry

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
ONLINE DIRECT

Best & Preferred Way to Sell
• Safest way for Scouts to sell
• Scouts earn Double Points for TE Rewards
• Traditional products and prices
  • $10 opening price point
• No handling of products/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 – shipped direct to customer.

Text MYPLAN to 62771 to download:
How to Sell $1,000 Social Distancing
ONLINE DIRECT

HOW IT WORKS

TWO WAYS TO SELL

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click you 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.
This year's theme for Popcorn is “Power Up for Popcorn!” In the Metro, Scouts will have an opportunity to Power Up to different levels! Scouts will receive patches or prizes for different levels! The Levels are:

1. Attend a Trail’s End Scout Webinar
2. Watch Trail’s End Youth Selling Videos
3. Make a Sale Out of State
4. Submit a Fill-a-Sheet
5. Put Stickies on or Knock on 50 Doors
6. Put Stickies on or Knock on 100 Doors
7. Make an Online Sale
8. Take a Popcorn Selfie and Tag MAC
9. Fully Fill Out Your Popcorn Profile
10. Participate in Your Unit’s Popcorn Kick Off

More Details on this in your Kernel Guide
IDEAS DURING COVID

• Show-N-Sell/Booth Alternatives:
  • Drive Thru or Booth at back of parking lot
  • Canvas parking lots (with permission)
  • Set Up by Food Trucks

• Door-to-Door/Wagon Alternatives:
  • Sticky Notes
  • Online
  • How to Sell $1000 Social Distancing
Product Line Up
OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

$35
Cheese Lover's Collection
Over $22 to local Scouts*
Contains Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn
Comes in a gift box.

$25
Salted Caramel Popcorn
Over $17 to local Scouts*
Contains Milk and Soy

$20
Blazin' Hot Popcorn
Over $14 to local Scouts*

$20
White Cheddar Popcorn
Over $14 to local Scouts*
Contains Milk

$15
Unbelievable Butter™
Over $10 to local Scouts*

$15
Popping Corn Jar
Over $10 to local Scouts*

$10
Caramel Corn
Over $7 to local Scouts*
Contains Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

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

Donation Levels

$50
$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
ONLINE DIRECT

$35 Chocolatey Caramel Crunch Tin
$30 Chocolatey Caramel Crunch
$30 Dark Chocolate Salted Caramels
$25 Salted Caramel Popcorn
$25 Unbelievable Butter 12pk

$20 White Cheddar Popcorn
$20 Blazin’ Hot Popcorn
$15 Unbelievable Butter Popcorn
$15 Popping Corn Jar
$10 Caramel Corn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
$70 Chocolate Lover's Tin
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

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

$50 Caramel Lover's Bundle
- (1) Dark Chocolate Salted Caramels
- (1) Salted Caramel Popcorn

$35 Cheese Lover’s Bundle
- (1) White Cheddar Popcorn
- (1) Blazin’ Hot Popcorn

$40 Sweet & Savory Bundle
- (1) White Cheddar Popcorn
- (1) Salted Caramel Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
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 129,000 Military Donations
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states
Rewards
TRAIL’S END REWARDS

New in 2020

• Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
• With changes to the way they sell, Scouts can earn more Rewards faster!
Why do Scouts love Trail’s End Rewards?
- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail’s End Rewards?
- The Trail’s End leader portal is a one-stop shop for everything, including Rewards 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.
DISTRICT REWARDS

The Districts will have opportunities for our Scouts to earn more prizes!

• Weekly Drawings for Fill It Up
  • To qualify Scout sells 30 door to door or wagon sales
  • Scout (or parent) will need to submit a screen shot of the 30 sales to the metroomahapopcorn@gmail.com by Monday at 9AM to be submitted in the drawing
  • Scouts could win any of the following prizes and more:

At the end of the sale, everyone who has entered for the weekly drawings will be put into one big Grand Prize Drawing with a HUGE PRIZE!
DISTRICT REWARDS

• Weekly Drawings for Online Sales
  • To qualify Scout sells $100 online
  • Scout (or parent) will need to submit a screen shot of $100 worth of online orders and submit to metroomahapopcorn@gmail.com by Monday at 9AM to be submitted in the drawing
  • Prize will be a gift card to Let’s Go Putt!
    • Accepted at Prehistoric Putt, Pirate Putt and Medieval Putt

• Top Unit Prizes
  • Top 3 Units in Each District
  • Units with highest increase of per Scout Average of sales

Council Rewards
$1000 Popcorn Ball
$1700 VIP Experience

These activities are subject to change based on local guidelines and availability
COUNCIL BONUS AWARDS

• $1000 Popcorn Ball
• $1700 VIP Experience

• These activities are subject to change based on local guidelines and availability
Popcorn Ordering and Distribution
Placing Orders

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
4. Click the “Choose Delivery…” button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the council

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.
GETTING YOUR POPCORN

• Our Warehouse for the Metro is:
  
  Ford Storage
  10364 S. 136th Street
  Omaha, NE 68138

• Pre-Order Distribution: September 9-12
• Final Order Distribution: November 13-19 (TENTATIVE)
  • Your payments will be due at this time. You can post mark a check to December 4th
• You will need to sign up for a date/time when picking up – these links will be sent out
• Be prepared to count and load your order (please bring your own manpower).
• Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit’s behalf.
• No children under the age of 18 are allowed in the warehouses due to safety reasons.
Home Delivery is an option in the metro area!

- Delivery will be September 9 and September 10
- You must register for home delivery by 11:59PM on Wed, Aug 26th
- Limited to 40 units
- Price (continued online):

<table>
<thead>
<tr>
<th>Pre-Order Retail Value</th>
<th>Cost</th>
</tr>
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<tbody>
<tr>
<td>$1 - $4,000</td>
<td>$75</td>
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<tr>
<td>$4,001 - $8,000</td>
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<tr>
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<td>$125</td>
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<tr>
<td>$12,001 - $16,000</td>
<td>$150</td>
</tr>
<tr>
<td>$16,001 - $20,000</td>
<td>$175</td>
</tr>
<tr>
<td>$20,001 - $24,000</td>
<td>$200</td>
</tr>
</tbody>
</table>

- For more information or to register: [https://scoutingevent.com/326-38980](https://scoutingevent.com/326-38980)
GETTING MORE POPCORN

Extra Popcorn will be available at Ford Storage on Thursdays during the sale from 2:00-7:00pm (tentative)

To Pick up extra popcorn at ford

- Place your replenishment order on [www.trails-end.com](http://www.trails-end.com), click “Order Popcorn” and submit by **Sunday at 9:00PM**
- Any reservations not picked up by 7:00PM will be canceled and re-entered into the council’s general inventory. A new order would be necessary for the next pickup date
- For any product being returned on replenishment days, please enter your returns through the Unit Leader Dashboard at trails-end.com
  - *This product will count towards your overall 10%*

|-----------------|-----------|-----------|-----------|-----------|
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

Once the receiving unit has accepted the transfers, each unit’s invoice will be updated. The last day to complete Unit to Unit Transfers in the system is October 31st.
• Units MUST report returns in the system by **November 2\(^{nd}\) at Noon**
• Products may be returned in **full, unopened cases.** They must be free of writing/stickers/etc.
• Units may return up to 10% of the total retail on what was **pre-ordered** by the unit. For example, if a unit’s total preorder is $25K, the unit may return up to $2,500 in retail of returnable product

<table>
<thead>
<tr>
<th>Product</th>
<th>Containers/Cases</th>
<th>Retail Price</th>
<th>Returnable?</th>
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<tbody>
<tr>
<td>$50 Military Donation</td>
<td>NA</td>
<td>$50</td>
<td>NA</td>
</tr>
<tr>
<td>$30 Military Donation</td>
<td>NA</td>
<td>$30</td>
<td>NA</td>
</tr>
<tr>
<td>Cheese Lover’s Collection</td>
<td>1:1</td>
<td>$35</td>
<td>Yes</td>
</tr>
<tr>
<td>Salted Caramel Popcorn</td>
<td>12:1</td>
<td>$25</td>
<td>Yes</td>
</tr>
<tr>
<td>Blazin’ Hot Popcorn</td>
<td>8:1</td>
<td>$20</td>
<td>Yes</td>
</tr>
<tr>
<td>White Cheddar Popcorn</td>
<td>8:1</td>
<td>$20</td>
<td>Yes</td>
</tr>
<tr>
<td>Unbelievable Butter Popcorn Bag</td>
<td>8:1</td>
<td>$15</td>
<td>Yes</td>
</tr>
<tr>
<td>Popping Corn Jar</td>
<td>9:1</td>
<td>$15</td>
<td>Yes</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>12:1</td>
<td>$10</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Metro Returns will be October 30\(^{th}\) and 31\(^{st}\) from 7:00am – 1:00pm. These will happen at Ford Storage.
Units will not receive any product for final order at this time.
Trail’s End Support
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

For a schedule and to get registered go to:
https://www.trails-end.com/webinars
or text WEBINAR to 62771
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.

Text **FACEBOOK** to 62771 to join!
Reasons to Start Selling in July & August

• Uncertainty of COVID-19 return
• Trail’s End Online Direct 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.

• Scout Online Direct Entrepreneur Challenge
  • To help Scouts explore new ways of selling Online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce.
## Resources

Text the keywords below to 62771 to Download.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaders</strong></td>
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<tr>
<td>KERNELGUIDE</td>
<td>Popcorn Kernel Guide (PDF)</td>
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<tr>
<td>KICKOFF</td>
<td>Unit Kickoff Presentation (PPT)</td>
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<tr>
<td>WEBINAR</td>
<td>Link to Webinar Registration Portal</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>Link to join the Trail's End Facebook Group</td>
</tr>
<tr>
<td><strong>Scouts</strong></td>
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<td>APP</td>
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<td>SCOUTFB</td>
<td>Link to join the Trail's End Scout Parents Facebook Group</td>
</tr>
<tr>
<td>REWARDS</td>
<td>Trail's End Rewards Flyer (PDF)</td>
</tr>
<tr>
<td>ORDERFORM</td>
<td>Take Order Form (PDF)</td>
</tr>
</tbody>
</table>
CONTACTING SUPPORT

CONTACT TRAIL’S END SUPPORT

JOIN OUR FACEBOOK GROUP
Trail’s End Popcorn Community

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQS:
www.Support.Trails-End.com

DISTRICT CONTACT INFO

Black Hawk Kernel | Tina Weiler, blackhawkpopcorn@gmail.com
Black Hawk DE | Tina Douglas, Tina.Douglas@scouting.org

Iron Horse Kernel | John Sutton, ironhorsepopcorn@gmail.com
Iron Horse DE | Shauna Mullally, Shauna.Mullally@scouting.org

Wagon Wheel Kernel | Gary Bittner, wwdpopcorn@gmail.com
Wagon Wheel DE | Daniel Kilby, Daniel.Kilby@scouting.org

For general popcorn questions: metroomahapopcorn@gmail.com
or council at MAC@scouting.org.

Council FB Popcorn Page:
https://www.facebook.com/BSAMACpopcorn
Metro FB Popcorn Page:
https://www.facebook.com/groups/644597036403274/?source_id=101067446683681
THANK YOU

Any Questions?