

**2021**  
**Mid-America Council**  
**Popcorn Unit Kernel Guide**

Updated: 8/17



# Key Contacts

Thundercloud	Christa Butler	<a href="mailto:C_Butler@live.com">C_Butler@live.com</a>
Twin Lakes	Jobina Kirby	<a href="mailto:kirbygj@yahoo.com">kirbygj@yahoo.com</a>
War Eagle	Bill Splitter	<a href="mailto:williamsplitter@yahoo.com">williamsplitter@yahoo.com</a>
Ohwahnasee	Allison Streufert	<a href="mailto:allisonstreufert@yahoo.com">allisonstreufert@yahoo.com</a>
Trailblazer	Angie Awe/Carole Krause	<a href="mailto:Angie-awe@hotmail.com">Angie-awe@hotmail.com</a> <a href="mailto:silverstylinkrause@gmail.com">silverstylinkrause@gmail.com</a>
Diamond Dick	Regan Rodriguez	<a href="mailto:diamonddickpopcorn@gmail.com">diamonddickpopcorn@gmail.com</a>
Goldenrod	Chad Adams	<a href="mailto:goldenrodpopcorn@gmail.com">goldenrodpopcorn@gmail.com</a>
Petah La Shauro	Julie Reiff	<a href="mailto:plspopcorn@gmail.com">plspopcorn@gmail.com</a>
Iron Horse	Lisa Hayford, John Sutton	<a href="mailto:Ironhorsepopcorn@gmail.com">Ironhorsepopcorn@gmail.com</a>
Black Hawk	Tina Weiler	<a href="mailto:blackhawkpopcorn@gmail.com">blackhawkpopcorn@gmail.com</a>
Wagon Wheel	Gary Bittner/Keri Gradoville	<a href="mailto:wwdpopcorn@gmail.com">wwdpopcorn@gmail.com</a>

## Council Information:

[MAC-BSA.org/Scouting-Tools/Popcorn](http://MAC-BSA.org/Scouting-Tools/Popcorn)

[MACpopcorn360@gmail.com](mailto:MACpopcorn360@gmail.com)

[MAC@Scouting.org](mailto:MAC@Scouting.org)

**Please reach out to Trails End Support for questions regarding the popcorn system or app**

**[Support@trails-end.com](mailto:Support@trails-end.com)**

**Trail's End Webinars go to [www.trails-end.com](http://www.trails-end.com)**

## 2021 Popcorn Dates to Remember

(subject to change)

### Sale Dates

July 1 Online sales begin  
September 11 Sale begins (end date is decided by the unit. Please see the Final order/returns)

### Sign-up / Training

July 1 Popcorn commitments are due  
July - August Training 2 adults from the unit attend a popcorn training

### Pre-Order (Show and Sell) Deadlines

August 19 Unit Pre-Orders due at noon in popcorn system  
August 25 Home Delivery sign up closes at 11:59PM. (Metro Only) Sign Up [Here](#).  
September 8-9 Metro Home Deliveries  
September 8-9 Pre-order (show and sell) distribution

### Replenishment Dates

September 16 Orders due in popcorn system by the **Sunday by 7:00PM** to pick up current week.  
September 16 Metro Warehouse (Due Sep 12)  
September 23, 30 Metro Warehouse (Due Sep 19/Sep 26)  
October 7 Metro Warehouse (Due Oct 3)  
October 5\* TL, PLS, WE, TB East – before Roundtable (Orders due Sept 26)  
October 7\* GR, DD, TC, OH – before Roundtable (These orders due by Sep 26)  
\*Some districts may occur at other times due to roundtable changes

### Final Order/Returns Deadlines

October 29 Unit to unit transfers must be marked as completed in system  
October 29 TB west units, IH, WW, BH – All returns at metro warehouse  
October 29 Unit final order due at NOON in popcorn system  
November 2 Unit returns due in the system at NOON for those not returning to metro warehouse  
November 2\* GR, DD, TC, OH – before Roundtable  
November 4\* TL, PLS, WE, TB East –before Roundtable  
\*please be prepared to take all of your final order at returns  
November 18-19 Final popcorn delivered product to districts (district specific info to come)

**Unit Payment:** Popcorn payment is due at your final distribution

**Return Policy:** Return maximum of 10% and in full, unopened cases.

## Why Sell Popcorn?

- Turn-Key unit fundraiser – no upfront money required, no risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local scouting programs.
- High quality products
- Multiple ways to sell – Online Direct, Booth/Storefront Sales, Wagon Sales and Take Order.



- **UNITS EARN 50% COMMISSION for traditional sales 40% ONLINE!**

## Best Ways to Sell

<p>ONLINE DIRECT</p>	<p>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 set up 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!</p>
<p>WAGON SALES Undelivered/ Take Order</p>	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered later. 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, though up front payment is recommended.</p>
<p>WAGON SALES Door to Door with Product</p>	<p>Involves the Scout brining product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods closer to home. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. Project is carried with the Scouts in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p>STOREFRONT SALES</p>	<p>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.</p>

# Show-N-Sell/Wagon Sales

Preorder limits for the 2021 Popcorn Sale:

Units That Attend a Council Hosted Training:

- Units that sold in 2021 can pre-order up to 90% of 2019 or 2020 total sales (Units Choice)
- Units that did NOT sell in 2020 can pre-order up to 75% of 2019 total sales

Units That DO NOT Attend a Council Hosted Training:

- Can Pre-Order up to 50% of the 2019 or 2020 total sales
- 

## Our Technology is Here to Help!

### 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 cash owed

### 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
- Get Funds Quickly - Requested funds are paid weekly to units

### TRAIL'S END REWARDS



- Earn points with all selling methods!
- 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 MORE Points with Online Direct

# Trail's End Rewards

Scouts buy the prizes they want when they earn Amazon.com gift cards!



LEVEL	POINTS	GIFT CARD
18	17,500 OR MORE	10% OF TOTAL POINTS
17	15,000	\$1,250
16	12,500	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$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
- Bigger and better prizes than ever before
- Get your prizes faster and delivered directly to you.

**EARN MORE WITH ONLINE DIRECT AND CREDIT CARD**

**1.5PTS** PER EVERY \$1 SOLD ONLINE DIRECT & CREDIT/DEBIT

**1PT** PER EVERY \$1 SOLD CASH

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.

Why do leaders love Trail's End Rewards?

- Less Work! No collecting or distributing prize orders!
- Simplified Sale Management
  - The TE 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 communication and manage because face-to-face and online sales count towards rewards
  - TE helps train and motivate Scouts through the app
- Leaders can wrap up the fundraiser and get back to Scouting faster!

# Popcorn Ordering and Distribution

## Placing Orders

1. Contact [support@trails-end.com](mailto:support@trails-end.com) if you do not know your username and password.
2. Login at [www.trails-end.com](http://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

## Getting Your Popcorn

Your district will have a local warehouse for distribution for the September 9-10 pick-up and November 18-19 pick-up. Exact dates, locations, and times will be communicated by your District Kernel. 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.

## Getting MORE Popcorn

Extra Popcorn will be available on the following Thursdays during the sale at the following locations from 2:00-7:00pm (Please see 2021 Popcorn Dates to Remember, for non-Metro districts)

### Ford Storage

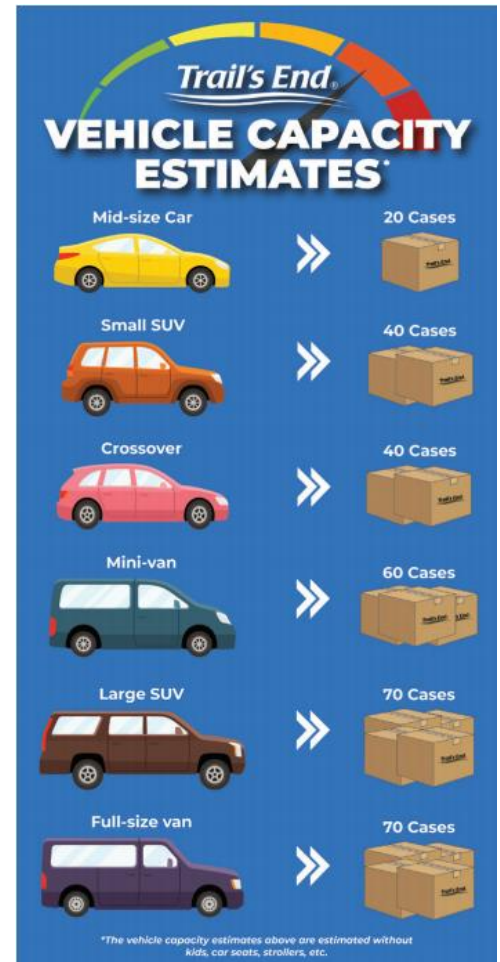
10364 S. 136<sup>th</sup> Street  
Omaha, NE 68138

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 7:00PM**

-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



Order Due	9/12/2021	9/19/2021	9/26/2021	10/3/2021
Order Pick Up	9/16/2021	9/23/2021	9/30/2021	10/7/2021

# 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](http://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](http://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

# Wrapping Up the Sale

- Ensure all Scouts sales have been entered into the system. Run Undelivered report.
- Use leftover popcorn from your previous orders to fill take orders if possible. Prepare any unused projects for. See “Returning unsold Projects” for more details
- Use the table in the Unit Leader Portal to track sales by each Scout. This is how Trails 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 by October 29<sup>th</sup>, by NOON
- Pay the Unit’s statement at final distribution. The amount due will be the total sales less the unit’s commission – this will be on the unit invoice, located in the acct. summary.
- Submit Scout Rewards after balance to Council is cleared. \*Scouts will claim them from their own accounts; available to claim approx. 5 days after submitting.
- Pick up final popcorn order at your district warehouse on the assigned date (See 2021 Popcorn Dates to Remember)
- Check is payable to “MAC” – units paying by check must send ONE check (checks made out to unit’s cannot be accepted), please have payment ready no later than final pick up.
- Hold a celebration for a job well done – have Scouts bring the prizes they bought on amazon! Thank Scouts, Parents and leadership.
- Hold a session to discuss sale pros and cons to improve next year.



# Returning Unsold Products

Products may be returned in full, unopened cases. Returned products will be credited to the unit if in excellent condition, returned in the original packaging, and do not contain any writing or stickers. Unblemished products are required in order to repurpose the popcorn to another unit or sell to another council at the end of the sale.

**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 pre-ordered is \$25,000, the unit may return up to \$2,500 retail of the returnable product below.**

<u>Product</u>	<u>Containers/Cases</u>	<u>Retail Price</u>	<u>Returnable?</u>
\$50 Military Donation	NA	\$50	NA
\$30 Military Donation	NA	\$30	NA
Sweet & Savory Collection	1:1	\$40	Yes
Salted Caramel Popcorn	12:1	\$25	Yes
White Cheddar Popcorn	8:1	\$20	Yes
Kettle Popcorn	12:1	\$20	Yes
Popping Corn Jar	9:1	\$15	Yes
Caramel Corn	12:1	\$10	Yes
MW Butter	6:1	\$20	Yes
Chocolately Pretzels	12:1	\$25	No

# Final Payments

**Popcorn payment is due at your final distribution.**

To view your unit invoice statement, log into [www.trails-end.com](http://www.trails-end.com) and click on the "Account Summary" tab. Units may pay with one check (from the unit's checking account). Checks need to be made out to MAC.

For more tools, please visit your training tab. There you will find, The Quick App guide, Videos, and more!