



2023 MAC Popcorn Sale

Training Outline

- Welcome to Popcorn Land!
- How the Sale Works
- Ordering Popcorn
- Returning Popcorn
- Rewards
- Tips & Tricks
- Taking it Back to the Unit



The image features a light beige background with four decorative arcs in the corners. Each arc is composed of several colored segments: purple, blue, green, yellow, orange, and red. The top-left arc is partially cut off by the edge. The bottom-left arc is also partially cut off. The bottom-right arc is partially cut off. The top-right arc is partially cut off.

Welcome to Popcorn Land

Welcome to Popcorn Land!

- Theme this year is “Popcorn Land” – a play on Candy Land!
- Best Advice: Be Excited! The families will feed off your attitude towards popcorn – positive or negative.
- Second Best Advice: It’s just popcorn and it’s just Scouting! We can find a solution/answer/fix to anything.
- **Important Information –**
 - Commission will be 50% for traditional and 40% for online
 - Please look at our resources on the MAC Popcorn Landing page or the MAC Popcorn Google Drive



Popcorn T-Shirt

- Anyone can order a t-shirt for the popcorn sale!
- Order deadline: August 14th at 11:59PM
- T-shirts will be ready for pick up September 1st
- <https://scoutingevent.com/326-23PopcornTShirt>

Pricing

\$15 YS – AXL

\$18 A2XL

\$20 A3XL



Key Popcorn Dates

July 1 | Online Sales Begin

August 23 | Initial Order due at NOON

August 23 | Home Delivery Sign Up deadline (metro only)

September 6-7 | Initial Order Distribution Dates (see slide for details)

September 8 | Sale Begins!

Sept/Oct | Replenishment Orders (see slide for details)

October 1 | All Amnesty Day Returns due in System

October 30 | Final Order due by 11:59PM

Full list of popcorn dates can be found on the [MAC Popcorn Landing Page](#)



Why Popcorn?

- Fund your units adventures
 - Plan your Calendar & Budget with Popcorn sale in mind
- Scouts Learn
 - The value of hard work
 - How to earn their own way
 - **Public speaking**
 - Salesmanship & people skills
 - Setting and achieving goals



Commission Breakdown

MAC gives 50% of commission – 1 of 2 councils in the nation.
Where does this go?

- For every \$100 sold:
 - \$50 – back to unit
 - \$30 – to Trail's End
 - \$20 – to Council
 - This includes:
 - District Prizes
 - Council Prizes
 - Popcorn Ball
 - TE Rewards
 - National Licensing Fee
 - Credit Cards/Shipping



The image features a light beige background with four decorative arcs of colored segments in the corners. The top-left arc consists of segments in purple, blue, green, yellow, orange, and red. The top-right arc consists of segments in purple, blue, green, yellow, orange, and red. The bottom-left arc consists of segments in purple, blue, green, yellow, orange, and red. The bottom-right arc consists of segments in purple, blue, green, yellow, orange, and red.

How the Sale Works & Technology

Ways to Sell

Storefront Sales

- Reserve storefronts (either via Trail's End or at the unit level) and then set up booths of product to sell to foot traffic customers of that location

Wagon Sales

- Go door to door in your neighborhood, or out to friends and family. They can either buy product on the spot or place an order for delivery later.

Online Direct

- Each Scout has a link that they can give out for their online store. Anything ordered via this link will be shipped directly to the customer. Online assortment may differ from on hand inventory. Free shipping with orders \$65+, otherwise \$10.99 plus \$3 for select items.



Use the Technology!

Trail's End App for Scouts

- Text APP to 62771 to download/register your Scout
- Record sales and accept credit cards
- Sign up for storefront shifts
- Track your goal
- Record when you've delivered product
- Share your online sales link
- Claim rewards!

Unit Leader Portal

- Online web page – NOT AN APP
- www.trails-end.com/leader
- Manage your unit's sale – inventory, storefronts, scouts, etc
- Mobile-friendly via your phone's browser
- When your Scouts use their app, leaders can:
 - Track progress towards goals
 - Monitor inventory
 - Manage storefront shifts
 - Manage accounting
 - And more!

Reminder: ALL credit card fees paid for by TE/Council when sales are recorded via the app



Credit Cards

- Many consumers prefer credit or debit card transactions
- All Credit Cards transaction fees are covered when recorded via the app
- Earn 1.25 reward points for every \$1 sold in the app via credit card
- No cash handling for Scouts/Unit
- Square readers are compatible with the TE app
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on Wagon Sale Screen



Storefronts

- Set your defaults
 - “Calculation methods” with change for the entire season, including past sales
 - “Setup Defaults” will only change for new sites.
- More user-friendly navigation
- Use your search for store names, districts, etc.
- Creating a New Site - NEW address selection powered by google
- If you get a flag/error, please do not try to get around it.
- Put your stores in AS SOON as they are scheduled.

- **What happens if the store is double booked?**
 - Do not involve store management
 - If the store has two doors, can each unit take one?
 - Council will help settle this by looking at what is booked in the app – double check this on site as well.

End of Sale Tip: Thank your storefronts! Have the Scouts write a card and drop off with some extra popcorn at the end of the sale.



Trail's End Managed Storefronts

Black Hawk | Iron Horse | Trailblazer | Wagon Wheel.

- See “Storefront Training” for more information on Popcorn Landing Page
- KEEP CHECKING BACK THROUGHOUT THE SALE
- Do not hold onto shifts you cannot fill, release back to other units.

Sunday JULY 9 2 CLAIMS STOREFRONT INCENTIVE IN DISTRICT	Monday JULY 10 2 CLAIMS \$10k+ IN 2022 SALES IN DISTRICT	Tuesday JULY 11 4 CLAIMS \$10k+ IN 2022 SALES IN DISTRICT
Wednesday JULY 12 2 CLAIMS \$0+ IN 2022 SALES IN DISTRICT	Thursday JULY 13 4 CLAIMS \$0+ IN 2022 SALES IN DISTRICT	Friday JULY 14 UNLIMITED CLAIMS FOR ALL METRO UNITS \$0k+ IN 2022 SALES COUNCIL WIDE



The image features a light beige background with the title "Ordering Popcorn" centered in a black serif font. Four decorative arcs, each composed of seven colored segments (purple, blue, green, yellow, orange, red, purple), are positioned in the corners: top-left, top-right, bottom-left, and bottom-right.

Ordering Popcorn

Products

Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$17



White Cheddar
Popcorn

\$20



S'mores
Popcorn

\$25



Unbelievable
Butter Microwave
Popcorn

\$25



Salted
Caramel Corn

\$25



Chocolatey
Pretzels

\$30



Sea Salt
Popcorn

\$50



Products

- S'mores will ship at a maximum of 10% (retail) of your orders.
 - For every \$3,000 ordered, units can only order 1 case (12 bags) of S'mores.
- Chocolately Pretzels will be available approximately our second or third replenishment order. We will announce the date as soon as we know.
- Online and on hand inventory may differ in availability and pricing
- White Cheddar is a new recipe!
- Sea Salt (snack bag box) is not to be opened and sold separately.



I received a damaged bag/case, what do I do? Take a picture of the damage and email it to MAC@scouting.org. Please include your unit number and district. The damaged product will be removed from your order.



Ordering Popcorn

- **Initial Order (aka pre-order or take order)**
 - This order is for units who want popcorn in their hands when the sale begins on September 8th. This product will be received September 6th or 7th.
 - If you are planning to do any storefronts, you need to place an initial order.
 - You may only order full cases.
 - Units can pre-order up to 100% of their total 2022 sale.
 - If your unit did not sell in 2022, please send your proposed order to popcorn@macscouts.org and it will be reviewed.
 - Orders must be submitted online by August 23rd at Noon.
 - If your unit is not committed to the sale, your order will not be placed.
- **Final Order**
 - This is the end of sale order. You will order the same way as Initial Order.
 - Review all your “Undelivered” Wagon orders
 - Orders must be submitted online by October 30th at 11:59PM
 - For this order, you can order by case **or** container
 - Heroes and Helpers



Ordering Popcorn

- **To Submit an Order:**
 - Log in to Trail's End leader portal
 - Click "Order Popcorn" button
 - Click "Choose Delivery..." button and select the order you are placing
 - These options would include "Initial Order", "Replenishment Order "x"", or "Final Order."
 - Enter the dollar amount of product you want to order and TE will auto populate an order based on regional averages. You can edit as needed and this will only auto fill on your initial order.
 - Click SUBMIT when you are finished with your order.
 - You will receive an order confirmation to your email address once your order is approved by council. Council will not approve any orders before the order deadline.
- This is how you will order for any order – initial, replenishments, or final.



Warehouse Information

- No youth allowed at the warehouses.
- Please arrive on-time and ready to take your product
- If you have questions about how much will fit in your car, please see the chart in the popcorn playbook for a guesstimate.

District	Warehouse	Address	City
PLS	AG Park	822 15 th St.	Columbus, NE
DD	Kaup Seeds	2001 Riverside Blvd	Norfolk, NE
TB East	United Presbyterian Church	1500 Industrial Ave	Bedford, IA
WE	Van Meter, Inc.	901 Cunningham Dr.	Sioux City, IA
NWI – Spencer	Spencer AG Center	1901 E. 8 th St	Spencer, IA
NWI – Ft. Dodge	White Transfer & Storage	1834 US 20 Business	Ft. Dodge, IA
BH/IH/WW/TB West	Metro Warehouse (Ford Storage)	10364 South 136 th St	Omaha, NE
GR	Charleston, Inc	1150 S. Union St.	Fremont, NE
OH	James Sheehan Warehouse	911 7 th St.	Harlan, IA



Warehouse Information

Initial Order Pick Up Schedule:

September 6th – BH, IH, WW, TB West, PLS, and DD

September 7th – BH, IH, WW, TB West, TB East, WE, NWI, OH

September 8th – GR

Exact timing and sign ups will be communicated to units by your district team after initial orders are placed.

Final Order Pick Up will be November 15-17 (approximately). More information/specific details will be communicated as we are closer and see what is ordered.



Home Delivery

Metro Only

- Home Delivery is where council will deliver your popcorn directly to your house September 6th or 7th.
- Limited to first 40 units in the Metro Only
- Fee based on amount of product ordered
- Sign up here: <https://scoutingevent.com/326-71345>
- You must register by August 23rd at 11:59PM.



Replenishment Orders


Throughout the sale, MAC will have opportunities to order additional popcorn. These happen weekly in the metro and once in our rural districts. Anyone can drive to Omaha to pick up a replenishment at anytime during the sale if they've placed the order on time.

- Replenishment orders will be picked up on Thursdays between 2PM and 6PM.
- Orders must be placed in the system by 7PM the Sunday before.
- Any orders not picked up by 6PM will be canceled.

Order Due	9/10/23	9/17/23	9/24/23	10/1/23	10/8/23
Pick Up	9/14/23	9/21/23	9/28/23	10/5/23	10/12/23

Rural Replenishment – We will have a replenishment brought out to the rural district roundtables the week of 10/3 and 10/5. These orders will need to be in the system by 10/1 at 7PM to receive your product.



The image features a light beige background with four decorative arcs of colorful segments in the corners. The top-left arc consists of segments in purple, blue, green, yellow, orange, and red. The bottom-left arc consists of segments in purple, red, orange, yellow, green, blue, and red. The bottom-right arc consists of segments in orange, yellow, green, blue, purple, and red. The central text is in a black serif font.

Returning Popcorn

Amnesty Day

Amnesty day is an opportunity for units who have either over ordered, or their sale isn't going as planned, to return product without it counting towards their 10%. These returns must be submitted into the system by October 1st at 7PM and brought back to council on time to be considered accepted.

October 2 | Metro Amnesty Day

October 3 | Tuesday RT Rural Amnesty Day

October 5 | Thursday RT Rural Amnesty Day

*All amnesty returns must be in the system by October 1st at 7PM

Both Amnesty Day and Final Returns are by case only



Final Returns

MAC allows returns up to 10% of your total pre-ordered popcorn. This includes your initial order and any replenishment orders. All returns must be in the system by October 30th at 11:59PM and returned on time to be accepted.

October 29-31 | Metro Returns (a sign up will be sent out)

November 2 | Thursday RT Rural Returns

November 7 | Tuesday RT Rural Returns

To enter a return in the system –

- Under the popcorn orders page, click “view” next to your approved unit order with the inventory to be returned.
- Choose which return you are placing (amnesty or final)
- Click the “Return Inventory to Council” button
- Enter the number of cases to be returned for each product
- Click the “Submit Return Request” to complete the form
- Once the council has accepted the product return, adjustments will be made to your popcorn invoice statement to reflect the returned products.



The image features a light beige background with the word "Rewards" centered in a black, serif font. Four decorative arcs, composed of segments in purple, blue, green, yellow, orange, and red, are positioned in the corners: top-left, bottom-left, and bottom-right. A partial arc is also visible on the left edge.

Rewards

Trail's End

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

- Record all sales via the app to qualify
- Scouts earn points
 - 1.25 points for every \$1 sold app credit card and online
 - 1 point for every \$1 sold app cash
- Receive an Amazon e-gift card and then choose your prizes from Amazon!




















Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Unit dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!*

*All sales must be recorded in the app to qualify for any Trail's End rewards



Council

Each year the council offers additional rewards for our scouts! See below for this year's details. All prizes are based on sales recorded in the app by 10/30 at 11:59PM.

	Patch	Medal	Popcorn Ball	T-Shirt	Spin Party	Trophy
All Sellers						
\$1500 Club						
\$3000 Club						
Top 50						
Top 10						

To qualify for any of the rewards provided by council, sales must be recorded in the app. All prizes not picked up/received by January 31st, 2024 are forfeited.



Council

Popcorn Ball:


- Scout who sells over \$1,500
- 4 FREE tickets
- UNO Men's Basketball Game
- 12/29 (Time TBD)
- Extra tickets available for purchase, \$10 each.
- Must register to attend.

Spin Party:

- Top 50 sellers, who sell over \$3K.
- A spin is earned for every \$3K sold per Scout.
- At Camp Cedars on 12/16
- Each spin earns a prize like electronics, a nerf gun, gift cards, etc.

To qualify for any of the rewards provided by council, sales must be recorded in the app.
All prizes not picked up/received by January 31st, 2024 are forfeited.




The image features a light beige background with four decorative arcs of colored segments in the corners. The top-left arc consists of segments in purple, blue, green, yellow, orange, and red. The bottom-left arc consists of segments in purple, red, orange, yellow, green, blue, and red. The bottom-right arc consists of segments in orange, yellow, green, blue, purple, and red. The central text is in a black, serif font.

Tips & Tricks

Tips & Tricks

- If you are having issues placing an order, confirm you are on the correct year.
- If you receive a damaged case or damaged bag, please take pictures and email to mac@scouting.org. You will have the damaged items removed from your invoice.
- Following our social media is a great way to stay up to date on information
 - BOTH your District and the Council pages
- Please make sure you have MAC@Scouting.org and Popcorn@MacScouts.org as approved emails.
 - Make sure you have your district kernels email approved as well
- Again, it's just popcorn and it's just Scouting. Everything is fixable!
- Open communication is key – unit level, district level, council level
 - We can't fix what we don't know about
- The TE “Training Tab” has a ton of great resources, especially for “logistical/system” questions



The image features a light beige background with four decorative arcs of colored segments in the corners. The top-left arc consists of segments in purple, blue, green, yellow, orange, and red. The top-right arc consists of segments in purple, blue, green, yellow, orange, and red. The bottom-left arc consists of segments in purple, blue, green, yellow, orange, and red. The bottom-right arc consists of segments in purple, blue, green, yellow, orange, and red.

Taking this Back to Your Unit

Steps for a Successful Sale

Step 1: Unit Leader Preparation

- Attend Council Training (woohoo! You're already crushing this!)
- Attend a TE Webinar and their Training Tab
- Plan your program year and budget. Use this to then set your Popcorn goal.
- Reserve your storefronts or storefront claims
- Obtain supplies needed:
 - Square readers
 - Storefront supplies (tablecloth, product, cash box/bag, etc)
 - Unit incentives/fun!
- Plan and prepare for your Unit Kick Off!

Step 2: Prepare your Scouts & Families

- Encourage all Scouts to download the TE App
 - EACH scout should have their OWN registration
- Encourage Scouts to review the training tab
- Motivate with incentives and how funds will be used
- Communicate key dates and stay excited throughout the sale
- Educate your families, new and returning, about what the popcorn sale is, how it works, what to expect, etc.



Steps for a Successful Sale

Step 3: Hold Unit Kick Off

- Make it fun! Get excited and use the theme (Popcorn Land!)
- Set stretch goals – as a unit AND per Scout!
- Have a help station for any questions about the sale or the app
- Talk about prizes – unit prizes, council prizes and TE prizes!
- Role play and let the Scouts practice going door to door, asking for a sale at a storefront, etc.
- Educate the parents!
- Have Scouts create and perfect their sales pitch!

Step 4: SELL!

- Go out and sell!
- Check back for Storefront Shifts other units are unable to fill throughout the sale (BH, IH, WW and TB)
- Encourage prizes throughout the sale.
- Keep your families motivated!



Unit Kick Off Ideas

- Make it fun and get excited!!
- Use the theme
- Keep it simple – make sure the families get the important information
- Agenda –
 - **Gathering/Opening**
 - **Why Popcorn**
 - Funding your unit? Dues? An event? All of the the above?!
 - What skills do they learn?
 - **What's the plan**
 - Provide important dates
 - Explain the sale – especially how we sell and what they are responsible for!
 - **What's the Goal?**
 - Communicate, communicate, communicate.
 - Unit and Scout goals!
 - **Other sale details**
 - Fun things that will happen along the way
 - **Technology**
 - Make sure they are on the app and understand how to use it!
 - **Q & A**
 - Stick around and answer any questions for new/returning parents



How to Help Other Units

Unit to Unit Transfers

- Go to the Popcorn Orders tab
- Click “view” next to the order with the inventory to be transferred
- Click the “Transfer Inventory” button and select the District and Unit from the dropdowns that is receiving the inventory
- Enter the quantities (Cases/Containers) to be transferred
- Click the “Submit Transfer Request” to complete the form

How to Receive Popcorn from Another Unit

- After the transferring unit submits the transfer request, you’ll be notified via email.
- One your TE account, go to the “Transfers & Returns” tab
- Review the pending product transfers. If correct, click the “approve” button and the “reject” button if incorrect
- Once the receiving unit has accepted the transfers, each unit’s invoice will be updated.

Pop Swap

Another way the council helps support unit to unit transfers is by hosting pop swaps. This is where units can all come together at the same location to make these transfers.



Kernel Checklist

July

- Attend Popcorn training
- Plan your unit kick off
- Metro Units: Claim your storefronts!

August

- Place your initial order by August 23rd
- Hold your unit kick off! Make sure parents have the information they need.

September

- Hold your unit kick off if you didn't in August.
- Pick up your popcorn
- Check in on your families to make sure their sale is going well
- Place any needed replenishment orders

October

- Place any needed replenishment orders
- Participate in Amnesty Day or Pop Swaps as needed
- Continue to check in on your families
- Wrap up your sale & make sure everything is final in the system by 10/30
- Complete any final returns

November

- Pick up any final order popcorn
- Pay your invoice or input your information to receive your payout
- Celebrate your awesome sale with your unit.



Contact List

DISTRICT

Black Hawk
Diamond Dick
Goldenrod
Iron Horse
NW Iowa
Ohwahnasee
Petah La Shauro
Trailblazer
War Eagle
Wagon Wheel

CONTACT NAME

Ernie Hemmer
Regan Rodriguez
Chad Adams
Lisa Hayford
Jobina Kirby
Becky Mahoney (DE)
Julie Reiff
Becky Mahoney (DE)
Bill Splitter
Amanda Lopez

CONTACT EMAIL

blackhawkpopcorn@gmail.com
diamonddickpopcorn@gmail.com
goldenrodpopcorn@gmail.com
ironhorsepopcorn@gmail.com
kibygj@yahoo.com
Becky.Mahoney@scouting.org
plspopcorn@gmail.com
Becky.Mahoney@scouting.org
williamsplitter@yahoo.com
wwdpopcorn@gmail.com

COUNCIL

Kernel
Staff Advisor

CONTACT NAME

Danessa Hemmer
Tina Douglas

CONTACT EMAIL

popcorn@macscouts.org
Tina.Douglas@scouting.org

[MAC Popcorn Landing Page](#)

[MAC Popcorn Facebook](#)



The image features a light beige background with the word "Questions?" centered in a large, black, serif font. Four decorative arcs, each composed of seven colored segments (purple, blue, green, yellow, orange, red, purple), are positioned in the corners: top-left, bottom-left, and bottom-right. A partial arc is also visible on the left edge.

Questions?