



Mid-America Council
Popcorn 2024

Popcorn Kernel Playbook 2024

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Council Information



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2024 Popcorn Dates to Remember

June 30	Popcorn Commitments Due
July 1	Online Sales Begin
July/August	Popcorn Trainings
August 21	Unit Initial Order due at noon in Trail's End Popcorn System
August 23	Home Delivery Sign Up (Metro Only)
September 4	Metro Home Deliveries
September 4-5	Initial Order Distribution Dates
September 6	Sale Begins
September 8	Replenishment #1 Order Due
September 12	Replenishment #1 Order Pick Up
September 15	Replenishment #2 Order Due
September 19	Replenishment #2 Order Pick Up
September 22	Replenishment #3 Order Due
September 26	Replenishment #3 Order Pick Up
September 29	Replenishment #4 Order Due
September 29	Rural Replenishment Orders Due
September 29	All Amnesty Returns Due in System
September 30	Amnesty Day (Metro)
October 1	Tuesday RT Rural Replenishment Pick Up
October 1	Tuesday RT Rural Amnesty Returns
October 3	Replenishment #4 Order Pick Up
October 3	Thursday RT Rural Replenishment Pick Up
October 3	Thursday RT Rural Amnesty Returns
October 6	Replenishment #5 Order Due
October 10	Replenishment #5 Order Pick Up
October 28	Unit to Unit transfers complete in System*
October 28	Final returns submitted in the system*
October 29	Unit Final Order submitted in the system*
October 29-30	Metro Returns
November 5	Tuesday RT Rural Returns
November 7	Thursday RT Rural Returns
November 15-17	Final Popcorn Delivery
November 20	Final Unit Payment Due

*Must be submitted in the Trails End System by 11:59PM

Tuesday RT - NE, OH, GR

Thursday RT - TB, WE, NWI

Unit Payment: All popcorn payment is due November 25th

Return Policy: Return maximum of 10% and in full cases. Cases can be previously opened but need to be a full case of same product when returned. No chocolate returns are permitted.

Sale Information



COMMISSION

Units earn 50% commission for traditional sales and 40% for online sales.



PRE ORDER

Units can order up to 100% of their 2023 total sale. If your unit did not sell last year, reach out to your district team for help with your order.



RETURN POLICY

Return max of 10% & in full cases of like product. Cases can be previously opened but need to be a full case of like product when returned. No chocolate returns.



AMNESTY DAY

During Amnesty Day, the council will take returns that will not count against your 10%. See our Returns section for more information.



THEME

Our theme for 2024 is Mission POP-able - think detectives, spy, etc. Look for the theme throughout our sale.



COUNCIL INCENTIVES

Our Council continues to add on to commission and TE prizes with additional council incentives.



STOREFRONT

This year we are spreading our Storefront Program council wide! Keep an eye out for more information and specific Storefront Training.



MORE INFORMATION

For more information on the sale please visit the Trail's End website or the Popcorn Landing page on MAC-BSA.org

2024 Product Line Up



Kettle Corn | \$15



Popping Corn | \$17



White Cheddar | \$20



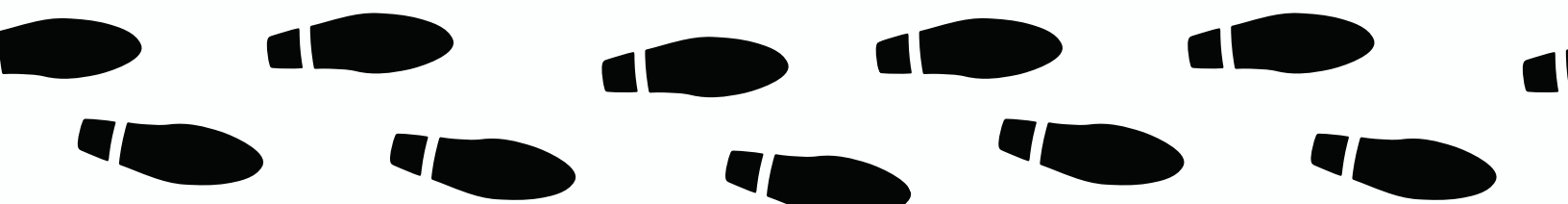
Microwave Butter | \$25



Salted Caramel | \$25



S'mores Popcorn | \$25



2024 Product Information

Product	Containers:Cases	Retail Price	Returnable?
\$50 Heroes & Helpers Donation	NA	\$50	NA
\$30 Heroes & Helpers Donation	NA	\$30	NA
Chocolatey Pretzels	12:1	\$30	No
Salted Caramel	12:1	\$25	Yes
S'mores	12:1	\$25	Yes
Microwave Buttter	6:1	\$25	Yes
White Cheddar	12:1	\$20	Yes
Popping Corn	9:1	\$17	Yes
Kettle Corn	12:1	\$15	Yes

For nutritional information on these products, please visit the popcorn landing page at MAC-BSA.org or on Trails-End.com

Popcorn Trainings


MAC hosts multiple training opportunities to prep you for the sale! This year we will have both in person and zoom options. It is highly recommended that two people from each unit attend a training. See below for the list of training dates and registration link.

In Person Options:

- Saturday, July 27th, from 9AM - 11AM at Durham Scout Center
- Tuesday, July 30th, from 7PM-9PM at Omaha (TBD)
- Saturday, August 3rd, from 9 AM - 11 AM at Grand Island Service Center

Zoom Only Options:

- Wednesday, August 7th, from 7PM - 9PM
- Saturday, August 17th, from 9AM-11AM
- Monday, August 19th, from 7PM-9PM



**You can register for any of these trainings
at the [link here.](#)**

Trail's End also offers different trainings as well:

- Trail's End Webinars - these are scheduled, live trainings to walk you through the system and answer any questions you may have. To see the schedule of webinars and register, click [here](#).
- Trail's End Training Videos - these are videos on specific topics that you can find anytime in your Leader Portal. Some of these videos can be shown to youth as training as well.

Ways to Sell Popcorn

There are four ways to sell popcorn in the Mid-America Council. Most units will do a combination of all to optimize their sale.

- **Storefront** - this involves coordinating and booking booths in high foot traffic locations throughout your community. It is best practice to have ONE scout and ONE parent at each shift to cover more shifts during the sale.
 - Storefront Reservations - Council participates in the TE Storefront Reservations. This is where TE calls stores in our communities on our behalf and then those are put into the system. See the "Storefront Reservations" page below.
- **Door to Door** - This is similar to Wagon but you have product with you when you go door-to-door. This method is preferred for neighborhoods close to home.
- **Wagon** - Scouts collect orders in the app & 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.
- **Online** - Online direct sales are easier than ever with product shipping directly to the customer. Scouts set up their Trail's End account by downloading the app and then they can share their fundraising page via email, social media, and text message.

Storefront Note: If your unit is using storefronts, please make sure you update your settings.

- Set your storefront defaults in your "Unit Info" tab. Choose one of the 4 "split methods"
 - NOTE: This split method is for the full year and recalculates sales when/if made at any time
- Set the time zone to "Central" and set shift hours to the most commonly used length of time in your Unit
- Set your number for most commonly used "max Scouts"
- Set your default release date.
- The information like number of scouts, hours, etc can be changed within each storefront itself under the site or shift information as needed.

STOREFRONT RESERVATIONS

For 2024, Trail's End has partnered with MAC to provide Units with storefront booking by contacting storefronts in our area which you can claim starting in July- see schedule below for exact details. As a Kernel, all you will need to do is sign in, sign up, and encourage your Scouts to claim and sell!

- TE has booked over XXXXX hours throughout the Council.
- Units will be able to "claim" storefronts according to a set schedule (see below), in the "Storefronts Reservations" tab.
- Once the Storefront Reservation is claimed, it will move to the "Storefront Management" tab and will be managed like any other storefront
- All stores will be listed in the system for your reference
- For the step-by-step guide, please see "Storefront Claiming Guide 2024"
- For more information on MAC specifics, including the claiming schedule, visit our MAC Landing Page under "Storefront Reservation"

TRAINING

We will have a special storefront specific training this year. Please plan to attend to find out more information and get your questions answered. Register [here](#).

June 22nd at 9AM on Zoom

June 25th at 7PM on Zoom

Storefront Reservations

Storefront claims will start on July 20th. Each day the claim cycle will open up at 11AM central time. You can go in and make your selections at that time. If you miss a day, your number of available claims will move to the next day.

Saturday

JULY 20

4 CLAIMS

\$20k+ IN 2023 SALES

Sunday

JULY 21

3 CLAIMS

\$15k+ IN 2023 SALES

Monday

JULY 22

2 CLAIMS

\$10k+ IN 2023 SALES

Tuesday

JULY 23

Unlimited Claims

All Units

ORDERING POPCORN

The MAC popcorn sale really starts when units order their popcorn! We have a few different ways to do this that we will cover in this section. We have our Initial Order, Replenishment Orders, and Final Orders. For all orders, how to place them happens the same way. Any orders not placed in the Trail's End System will not be fulfilled.

- Login at www.trails-end.com
 - Contact support@trails-end.com if you are unable to sign in
- Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
- Click the "Choose Delivery..." button and choose the order you are placing
 - These options would include "Initial Order", "Replenishment Order #X" or "Final Order"
- Enter the quantities that you wish to order in the adjustment column
- 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 the council

All orders (except Final Order) are done by the case.

INITIAL ORDER

For Units who want popcorn in their hands when the sale starts on September 6th, including those planning on doing any storefronts, will need to place an "Initial Order." This order is due in the Trails End System on August 21st and will be available for pick up at your local Popcorn Warehouse on September 4th or 5th.

FINAL ORDER

For the end of sale order or Final Order, the process is the same as initial order. This order will need to be placed by October 29th and will be available for pick up at your local Popcorn Warehouse on November 15th, 16th, or 17th. Dates will be finalized closer to that date. On this order, you can order by bag/container - you do not need to order a full case.

REPLENISHMENT ORDERS

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

Popcorn will be available for pick up on the following Thursdays at the Metro Warehouse from 2PM-6PM. Orders must be in the system the Sunday before by 7PM.

Metro Warehouse
Ford Storage
10364 S. 136th St
Omaha, NE 68138

Order Due	9/8/24	9/15/24	9/22/24	9/29/24	10/6/24
Order Pick Up	9/12/24	9/19/24	9/26/24	10/3/24	10/10/24

Any orders not picked up by 6PM on the specified Thursday will be canceled. A new order would be necessary for the next pick up date.

Rural Replenishment -We will have replenishment brought out to the Rural District Roundtables the week of 10/1 and 10/3. These orders will need to be in the system by 9/29 to receive your product.

WAREHOUSE INFORMATION

COMING SOON!

RETURNING POPCORN

Units will have two opportunities to return popcorn during the sale. For both returns, products must be in full cases and no chocolate will be accepted. Returned products will be credited to the unit if in excellent condition and in original packaging. See below for more information on each opportunity.

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.

September 30 | Metro Amnesty Day

October 1 | Tuesday RT Rural Amnesty Day

October 3 | Thursday RT Rural Amnesty Day

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 28th at 11:59PM and returned on time to be accepted.

October 29-30 | Metro Returns

November 7 | Tuesday RT Rural Returns

November 5 | Thursday 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 vs 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.

UNIT TO UNIT TRANSFER

There are two ways units can help out other units during popcorn. Firstly, units can transfer product between units. This is helpful if units have too much product or if a unit is needing more product before a council order. These can be done at any time during the sale. Please make sure that these are entered in the system in a timely manner. The council cannot help fix disputes of who owes for what popcorn if it is not done properly in the leader portal.

How to Transfer Popcorn to Another Unit

- 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 and 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, the receiving unit will be notified via email.
- On your Trail's End account, go to the “Transfers & Returns” tab
- 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

POP SWAPS

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. The council is not associated with any transfers that happen at these events and are just hosting the location to make it easier for units. All units are invited and are encouraged to bring product to transfer out and a list of what products they need!

REWARDS | TRAIL'S END

TE will again be using the Amazon Gift Cards for their prize program. Each sale earns the Scout points towards different prize levels. Prizes are released through the app by the Unit Kernel at the end of the sale. Any unit invoice must be paid before this is allowed. Rewards earned in 2024 must be claimed in the app by the Scout by June 30, 2025.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack 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

POINTS	GIFT CARD
17,500+	10% of Points
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

REWARDS | COUNCIL

COMING SOON!

TIPS & TRICKS

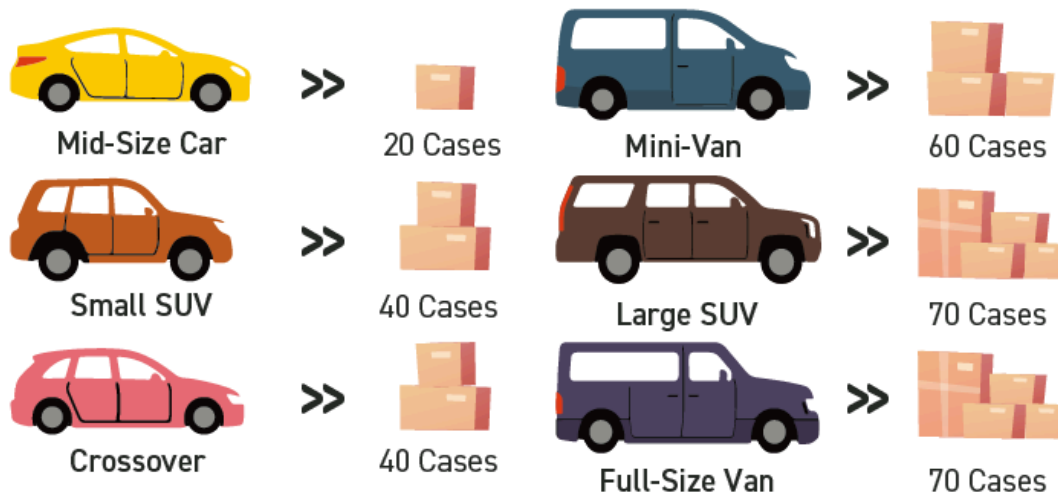
Here is some helpful information for the sale, especially if you are a new kernel!

Ordering Popcorn:

- If you are having issues placing an order, confirm you are on the correct year.
- Initial Order & any replenishment orders must be placed in full case. On the final take order, you may order by bags.

Picking Up Popcorn:

- No youth are allowed at the docks.
- Please arrive on-time and ready to take your product with a clear car. This helps keep the line moving for all.
- If you receive a damaged case or damaged bag, please take pictures and email them to MAC@scouting.org. We will credit your account for the product. In the email, include your district and unit.
- If you have questions about how much will fit in your car, please see the approximate sizing below:



**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

General:

- Following our social media sites is a great way to stay up to date on information.
- Please make sure you have MAC@scouting.org as an approved sender on your email.

SUPPLEMENTAL INFORMATION

The council popcorn team has worked on many resources for you to use as you see fit. Please follow the links below to download them for your use! Is there something missing you believe your unit could use? Let us know and we will try to make it happen!

\$1000 Sheet - This one pager shows a fun way to track how many products it will take to sell \$1000.

Graphics - Here is where you can find the graphics that we have access to. As we receive more, this will be updated

Parent Guide - This is a great information tool for units to give to parents.

Door Hanger - These are a great tool while going door to door. You can print these and leave on doors for anyone you missed.

Unit Kick Off Powerpoint - This is a great resource to help focus on what your families need to know at kick off!

CHECKLIST

One way to help make sure you are on track for the sale is to read this guide and follow this checklist. Feel free to add important dates/information related to your unit!

June

If your unit is not yet committed, commit to the sale TODAY!

Work with your Unit leadership to ensure your calendar and budget get submitted.

Attend Storefront Training

July

Attend Popcorn training

Plan your unit kick off

Claim Your Storefronts

August

Place your initial order by August 21st

Hold your unit kick off! Make sure your parents have the information they need.

Sign up for additional storefronts

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 10/28 and 10/29

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!