

# Storefront Training

2024

# 2024 SCHEDULE

- **COUNCIL WIDE!**

Feedback from Unit Leaders:

- Most Units that participating in Storefront Reservations, hit their Unit goals.
- Able to get into stores they weren't able to, previously.
- Easier to get families to participate and increased sales.
- Volunteers spent less time scheduling and more time focusing on the actual sale or other Scouting aspects, while having MORE storefront opportunities.
  - Most spent ZERO time booking their own stores.

<b>Saturday</b> JULY 20 <b>4 CLAIMS</b> \$20k+ IN 2023 SALES	<b>Sunday</b> JULY 21 <b>3 CLAIMS</b> \$15k+ IN 2023 SALES
<b>Monday</b> JULY 22 <b>2 CLAIMS</b> \$10k+ IN 2023 SALES	<b>Tuesday</b> JULY 23 <b>Unlimited Claims</b> All Units

\*Each day starts at 11am. If you miss the day before the selections roll over to the next day

# 2024 Schedule

## NEW 2024

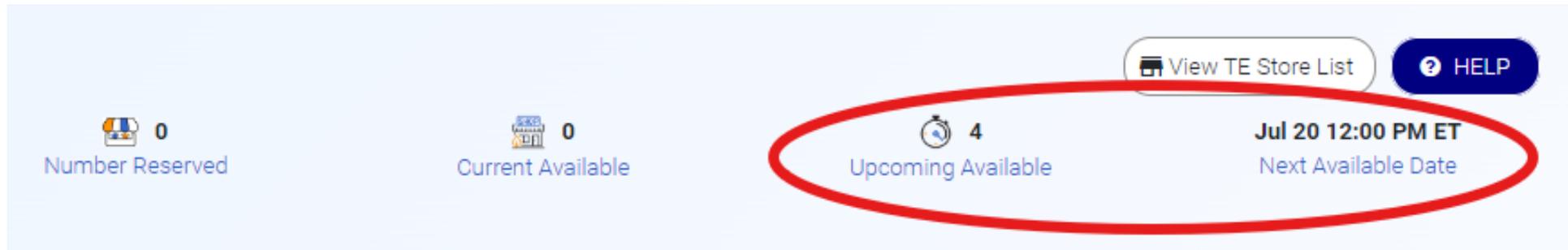
- No district boundaries.
  - Greater benefits to Units and the families we serve.
  - (as of early July) TE has updated MAC & OTC all under MAC.
- Claim schedule
  - See previous slide
- ALL storefronts through the TE system.
  - Hours/slots/store schedules dependent on PY stats.
  - Please ensure ALL Scouts are recording their storefront sales under the proper site at time of sale (i.e. do NOT record under wagon sales)
  - Sales recorded under storefronts impacts the next year's bookings.
- Some weekday selections available.
- Parents and Leaders can turn in cash for SF.
  - More information to come during popcorn training as we receive updates from TE.

Mid-America Council					
Release Dates	Sales Dollars	# of Picks	# of Units	Total slots on the day	Totals Slots
20-Jul	\$20K+	4	36	144	144
21-Jul	\$15K+	3	47	141	285
22-Jul	\$10K+	2	75	150	435
23-Jul	ALL	Unlimited	~200	Unlimited	Unlimited
2023 in 4 districts there were roughly 2.1K slots (14K+ Hours); Total 875 slots unclaimed slots during the season.					

Overland Trails Council					
Release Dates	Sales Dollars	# of Picks	# of Units	Total slots on the day	Totals Slots
20-Jul	\$20K+	4	1	4	4
21-Jul	\$15K+	3	2	6	10
22-Jul	\$10K+	2	11	22	32
23-Jul	ALL	Unlimited	~50	Unlimited	Unlimited
2023 1.1K+ slots (6.7K+ hours) available for the season; 1030 slots (4.7K+ hours) Unclaimed					

# PRO-TIPS

- Prep (before schedule release):
  - Be sure you can login BEFORE the day of.
  - Set up your Storefront defaults/settings.
  - Calculate storefronts needed. Scouts that work 8 hours typically sell more than \$1000\*
  - Go through the reservation options to see what's available.
  - Note when your selection day starts, based on PY sales (also found in "Storefront Reservation" tab).
  - Write down more than enough slots that you are looking at.
  - Get another Unit leader to register.
- During selection
  - Check your Unit "stats" to see when your Unit opens.
  - Use filters.
  - Don't feel discouraged if you're "top pick" is already taken.
  - Hit "refresh" if you think something hasn't moved/processed.
  - **If looking for a particular location, try using the address in the search bar.**



# SET YOUR DEFAULTS:

- Calculation Methods will change for the entire season, including past sales
- Setup Defaults will only change for new sites.
- **Data proven – Split by shift, over among day or entire year, yields higher averages, Scout and Unit sales.**
  - If using split by store by day OR entire year, you **MUST** communicate to families their sales will not be finalized until the store or year is finalized.
  - These 2 methods make it difficult for Scouts/families to track their sales, incentives, and reach goals.
  - For information about each split method, click the “i” button, as shown below.

**Trail's End**

Invite Your Scouts [ORDER POPCORN](#)

## UNIT INFO

Scout Roster

**Storefront Settings**

Calculation Method

Select how you want to allocate your Scouts' storefront sales.

- Scouts will receive credit for each sale recorded. ⓘ
- Sales will be split between all scouts that work the shift. ⓘ
- Sales will be split among scouts that work that store on that day. ⓘ
- Sales will be split among scouts during the entire year. ⓘ

Scouts will receive credit for Storefront sales only if the sale was recorded with their account. This system is ideal for the one Scout per shift model.

**Example:** John is selling at a storefront, and recorded all of the sales into his app. All of the sales credit will be applied to John, even if Steve is there helping to sell on the same shift

Setup Defaults

Choose a default timezone \_\_\_\_\_ ▾

Enter the duration for each shift (in hours)  ▾

Enter the number of scouts per shift  ▾

Choose a default release date \_\_\_\_\_ 📅

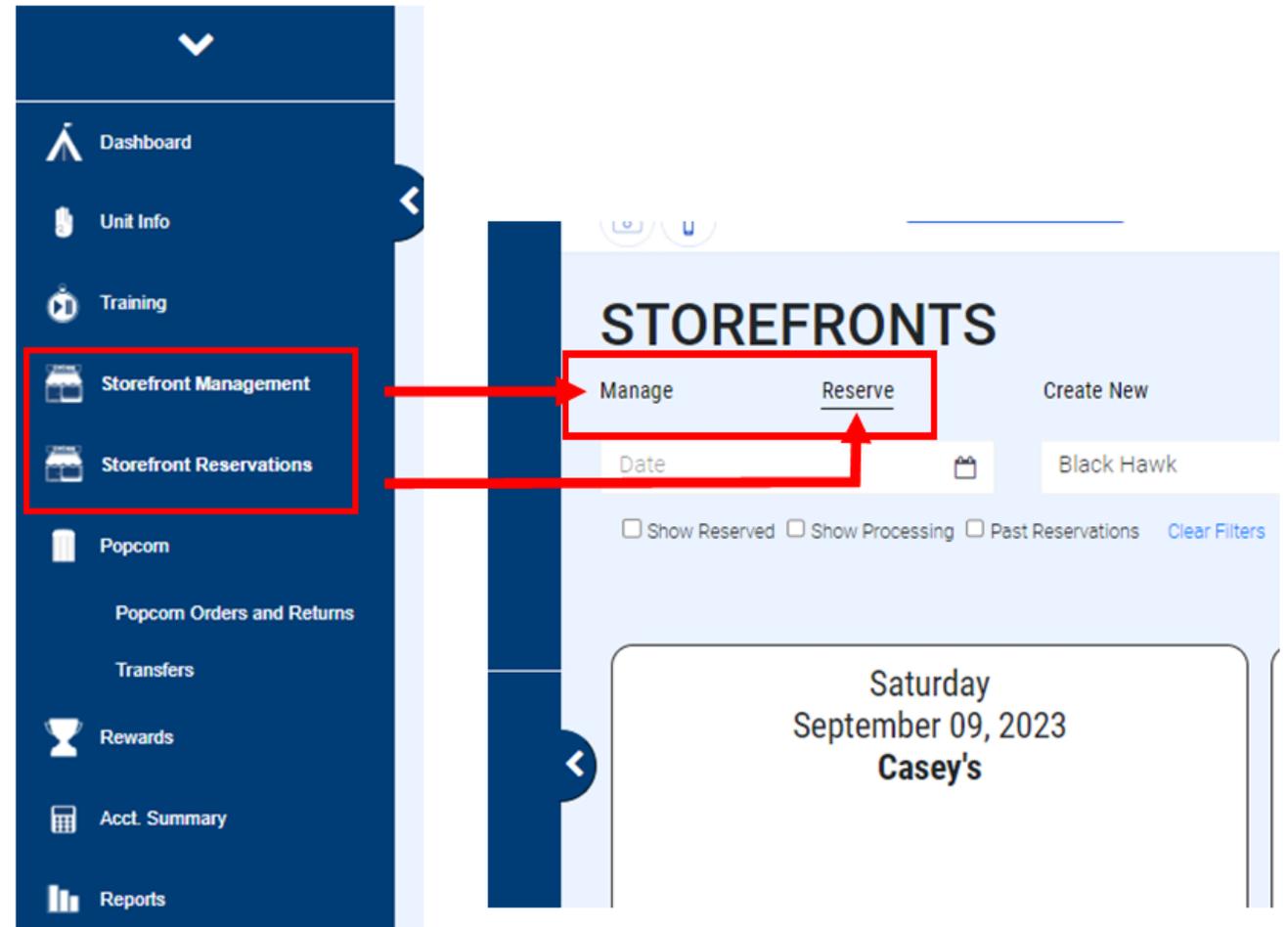
[Save Defaults](#)

\* note: the screenshot is only showing an example of selection and information button. It does not mean it is the MAC recommended split.

# Storefront screen

## User-friendly navigation.

- Manage, Reserve, and Create New locations all in one screen.
- Reserve = TE booked Stores, that have been uploaded to the system.
- Manage = Where you enter shifts, scouts, and sales.
- Create New = Enter Unit booked stores.
  - These are stores that are NOT on the TE storefront list, that the Unit calls and books themselves.
  - Do NOT call stores that are on the list that have “TE Booked” as their label.
  - See slides 12-14 for creating your unit booked stores in the system.



# Storefront screen

## View TE Store list

- TE booked
- Do Not Call
- Available to call
- In-person required
- **List COMING SOON**

## Help

- Takes you straight to TE support to submit a support ticket

## Stats on the top of the Reservation/Reserve tab.

- Next “claiming date”
- How many slots?
  - Upcoming
  - Already reserved
  - Available NOW

The screenshot displays the STOREFRONTS interface. At the top, there are navigation tabs: Manage, Reserve (selected), and Create New. Below this, there is a search bar with the text 'Black Hawk' and a search icon. There are also filter options: Show Reserved, Show Processing, Past Reservations, and Clear Filters. A message indicates 'Displaying 593 Reservations (use filters above to narrow results)'. The main content area shows a grid of reservation slots for Saturday, September 09, 2023. A red box highlights a summary bar at the bottom of the grid, which includes: 'View TE Store List' button, 'HELP' button, 'Number Reserved' (0), 'Current Available' (0), 'Upcoming Available' (4), and 'Next Available Date' (Jul 20 12:00 PM ET). A red oval highlights the top navigation bar, which includes 'View TE Store List', 'HELP', and 'STATS' buttons.

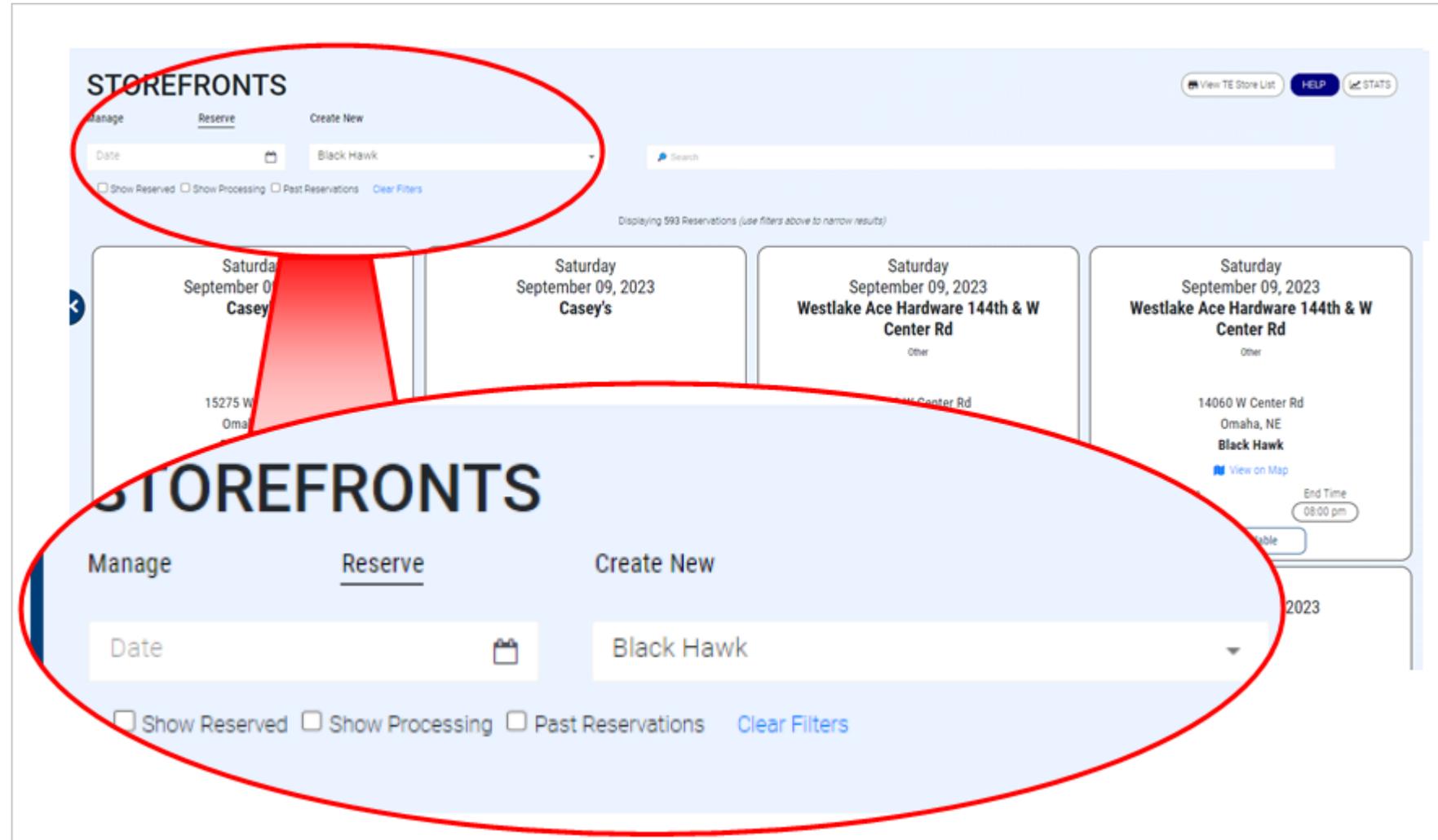
# Storefront screen

Find what you're looking for easier.

- Filters:
  - Date
  - District
  - Name/address search
- You can use 1 or more filters at a time to narrow your search.

Other filters include being able to see Reservation “status”: (less used/helpful)

- Stores that have been reserved
- Stores that are processing
- Store dates that have past.



# Storefront Reservation Filters

## DATE:

- Navigate the months.
- Click the preferred date.
  - The blue number on the date, indicates how many storefront slots there are on the date.
- After clicking it will bring up stores for that date only.
  - If any of the “reservation statuses” are selected, it will filter down to those.
  - For example: If “Show reserved” is selected, then you click Sept 9, it will ONLY show those that are already reserved.

The screenshot displays the 'Reserve' tab of the Storefront Reservation Filters interface. At the top, there are three tabs: 'Manage', 'Reserve' (which is underlined), and 'Create New'. Below the tabs, there is a 'Date' input field with a calendar icon, a search field containing 'Black Hawk', and two checkboxes: 'Show Reserved' and 'Show Processing'. To the right of these checkboxes are the labels 'Past Reservations' and 'Clear Filters'. A red circle highlights the calendar icon in the 'Date' field, with a red arrow pointing down to a calendar modal window.

The calendar modal window shows the month of September 2023. It has navigation arrows for the previous and next months. The days of the week are listed at the top: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. The dates are arranged in a grid. A red circle highlights the date '9' (September 9th), which has a blue number '1' next to it, indicating one available slot. Other dates in the calendar also have blue numbers, such as '15' (September 15th) with a blue number '2'.

# Storefront Reservation Filters

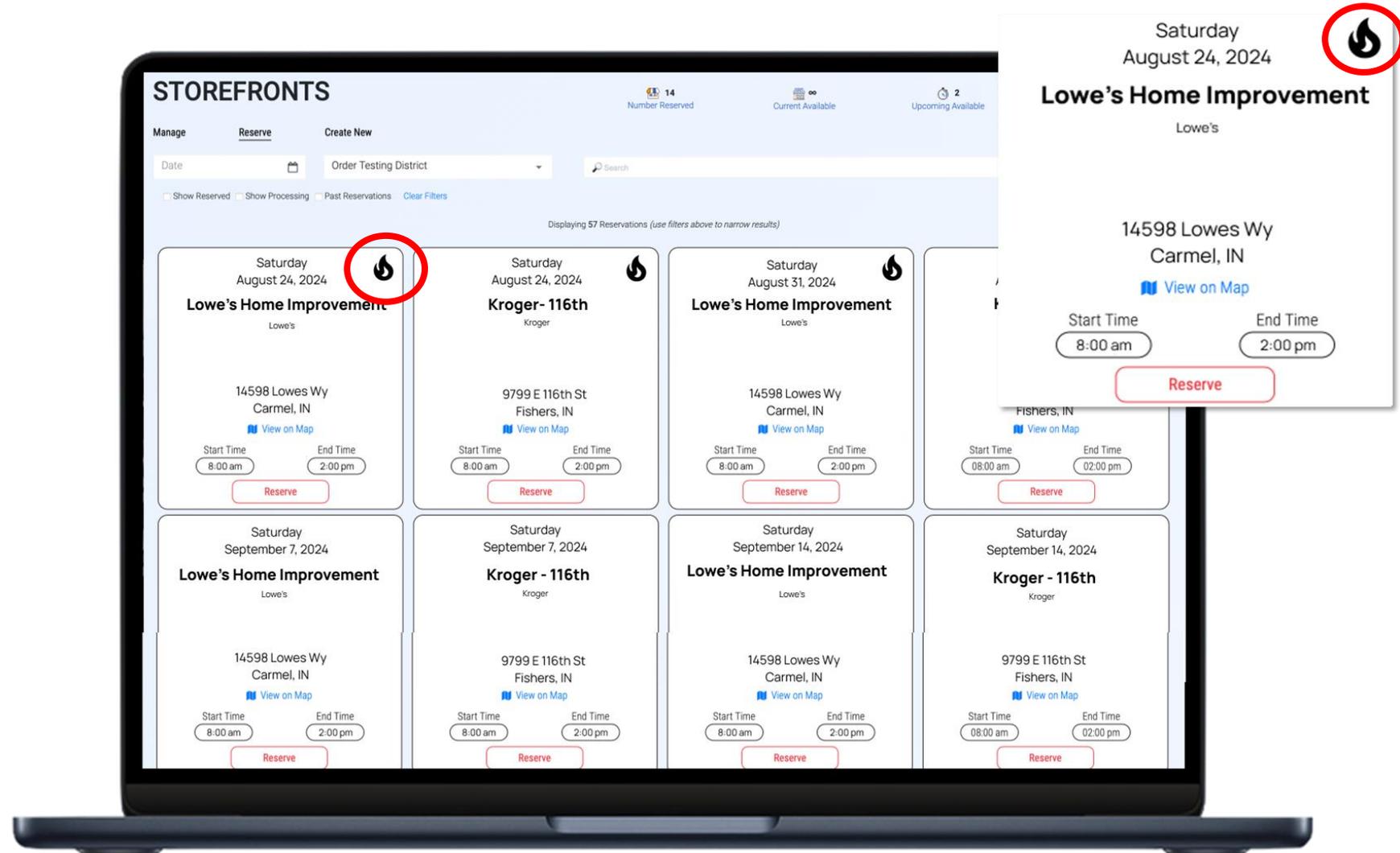
## Search:

- If there is a particular Store you would like to look at.
- Search the name or address and it will bring up all slots available.
- If you don't find the store, try changing to "All Districts".
- **Reminder:** The district the store is listed in, does not impact claiming, as there are no district restrictions in the system.

The screenshot displays the 'STOREFRONTS' interface. At the top, there are navigation links for 'Manage', 'Reserve', and 'Create New'. A search bar is visible with the text 'Black Hawk' and a search icon. Below the search bar, there are filter options: 'Show Reserved', 'Show Processing', 'Past Reservations', and 'Clear Filters'. The main content area shows a grid of reservation cards for Saturday, September 09, 2023. The cards list stores such as 'Casey's' and 'Westlake Ace Hardware 144th & W Center Rd'. A large red oval highlights the search bar and the filter options. A smaller red oval highlights the search bar and the text 'Displaying 593 Reservations (use filters above to narrow results)'. A large blue oval highlights the text 'Displaying 593 Reservations (use filters above to narrow results)' at the bottom of the page.

# Storefronts

- TE is highlighting premium days/time locations.
  - Keep in mind this is based off of previous data/sales entered into the system, it does NOT mean slots without this highlight is any less “prime”
- When reserving slots consider number of Scouts, Unit schedule (do you have a campout happening?), and resources available in your Unit.



Concept Art, not final

# Creating a New Site/Unit Booked

Unit booked is supplement & less used with Resv. System.

- Fill in all \* fields
- Difference between Dates:
  - “Sale Date”: when the actual “event”/storefront is going to occur.
  - Registration Date & Time: When Scouts will be able to START registering/sign-up for the storefront.



*\* indicates a required field*

### Event Details

Sale Date *	6/28/2023	Registration Begin Date *	6/28/2023
Registration Begin Time *	12:30:05 PM	Timezone *	Central

The screenshot shows a form titled "Event Details" with four input fields. The "Registration Begin Date" field is circled in red. The "Registration Begin Time" field is also circled in red. The "Timezone" field is set to "Central".

# Creating a New Site/Unit Booked (continued)

## Address selection powered by Google

- Added feature to better ensure no double bookings
  - Unfortunately, many Stores double book Units for a number of reasons. This is a backup to any errors made outside our control.
  - Be sure to get Unit booked stores into the system IMMEDIATELY after booking with the store.
- System will not accept made up addresses.
- City, State, & zip code will fill in after selecting the google verified address.

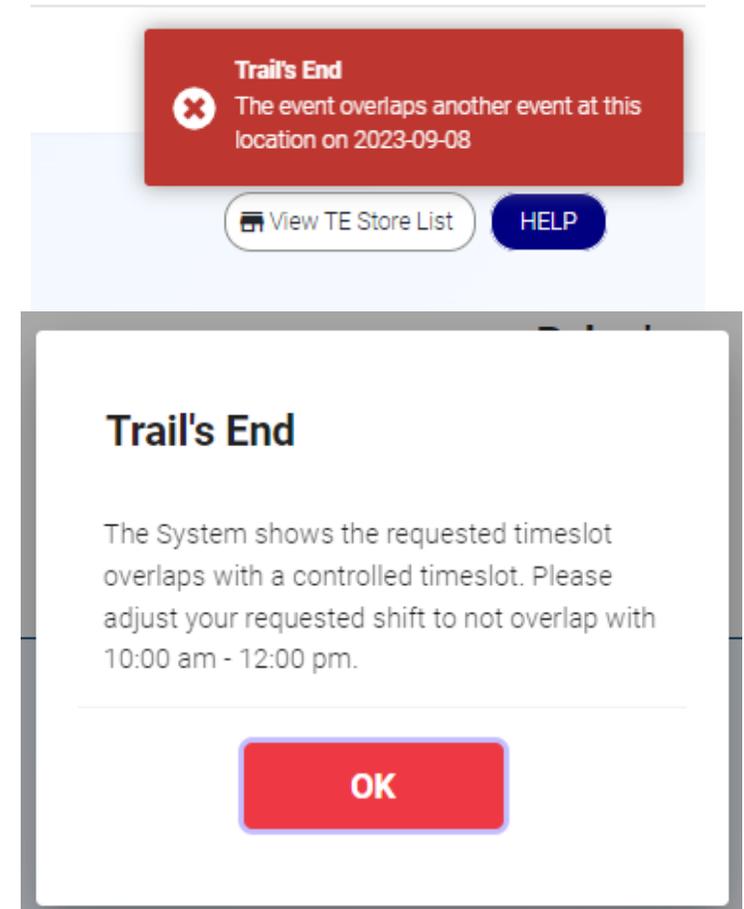
Prevents Units from going around system flags.

The screenshot shows a form for creating a new storefront. The form is divided into two main sections: 'Storefront Name' and 'Storefront Location'. In the 'Storefront Name' section, there are two dropdown menus: 'Organization \*' and 'Location Name \*', both of which are circled in red. The 'Storefront Location' section contains a 'Street Address \*' field, which is also circled in red. Below this field, a dropdown menu is open, showing a list of suggested addresses. The first suggestion is '17330 Lakeside Hills Plaza Omaha, NE, USA', which is highlighted. A red callout box points to this dropdown menu. To the right of the 'Street Address \*' field, there is a 'Street Address 2 (optional)' field. Below the 'Street Address \*' field, there is a 'City \*' dropdown menu set to 'Omaha', which is also circled in red. To the right of the 'City \*' field, there is a 'Postal Code \*' field set to '68130'. The dropdown menu for 'Street Address \*' contains the following suggestions:

- 17330 Lakeside Hills Plaza Omaha, NE, USA
- 17330 Lakeside Hills Court Plaza Omaha, NE, USA
- 17330 Lakeside Hills Court Omaha, NE, USA
- 17330 Lakeside Hills Drive Florissant, MO, USA
- 17330 Lakeside Hills Drive Warrenton, MO, USA

# Creating a New Site/Unit Booked (continued)

- Overlapping schedule Flags:
  - Flag when you overlap a Unit booked store.
    - A Unit has booked with the store and has entered in the system.
    - Popups after hitting “save” in the “Create New” tab.
  - Flag when you overlap a TE booked store.
    - These are stores that managers and/or corp. has agreed to have available for all of our Units in the area, during the times that the stores have selected/agreed to.
    - This flag pops up after adding your shifts, if they overlap with TE entered stores.
    - Remember to look at the Storefront List before calling stores.
- Getting a flag you don't believe is correct?
  - Reach out! Submit a ticket to TE AND cc our team!
  - Screenshots/screen recordings are helpful.
- ALL Units (and their families) MUST follow the booking process.
  - This includes Scouts and parents.
  - Please communicate with your families!
  - If there are stores/shifts they would like to book, they MUST talk to you (leadership) to get it in the system. NO EXCEPTIONS.



# PRO-TIPS

- After selection
  - Set up your shifts – adjust your “one-off” shifts/sites (assuming you set your Unit defaults ahead of selection).
    - 1-2 Scout max recommended. Scout and Unit sales are MUCH higher shift averages.
    - Split by shift OR individual split has MUCH higher average sales for Scouts and sales overall
  - Communicate to your families/Scouts when shifts “open” for claiming.
    - Encourage them to start looking at their schedules BEFORE kick opening and kick-off.
  - Communicate any needed expectations of Scouts and families AND Committee/Unit Leadership.
- During Season
  - Check back OFTEN!
    - Units that had the best experience with the SFR system checked 2-3 times a week.
  - Units release stores for many different reasons
  - Even if you don’t have all of the flavors, don’t let that stop you from sending out a storefront.
  - Check in with your families! Are their locations, days, and/or times that would work that you haven’t looked at yet.
  - DO NOT call stores to verify the schedule/booking. If there are questions, concerns, or issues please contact our team.
  - Sales going well and need more product? Place a replenishment order!

# GET READY TO SELL!

- Be prepared for your families and to have a GREAT SALE!
- Calculate how many storefront hours your unit will need to hit your goal. Do you have enough/too many from July selections?
- Establish and communicate expectations of shift sign-ups to families.
  - How many days out from the schedule shift do they have to sign up, or the reservation will be dropped?
  - Communicate OFTEN with families when you have unfilled shifts and when/if you can pick up additional.
  - AND Check back often during the season.
- Incorporate your calculations of sales into your “initial order” DUE Aug. 21
- Get your Storefront supplies ready BEFORE the selling season starts.
  - Check out the [training tab](#) for SF resources
  - Banner or sign to market who you are
  - Cash for change
  - Square readers
  - FULL “Storefront Checklist” Guide [COMING SOON](#)
  - **Chocolately Pretzels should be in a cooler with icepacks!**
- Get Scouts/parents up to speed on how to use the Trail’s End app.
  - Including recording Donations into the app.
- Ideal table set up below, for maximizing sales.
  - If you have a product that you have “too much” of, move it too the middle. This works great for middle to end of the sale or if you are running low on other products.



# Trail's End App

**Trail's End**<sup>®</sup>  
Scout Fundraising

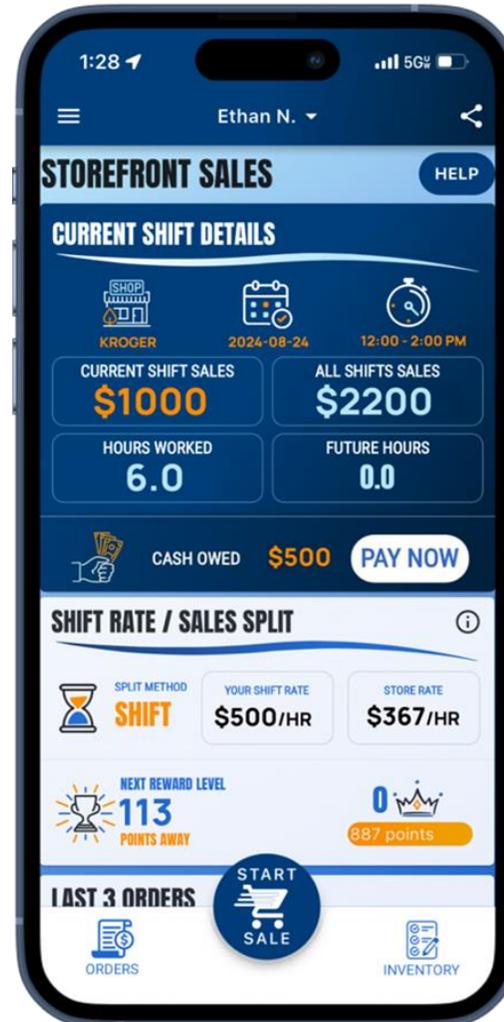
## Save Time Managing Your Sale!

The App for Scouts to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.
- Scouts and Leaders are now able to turn in cash.
  - **MORE DETAILS TO COME!**

### Free Credit Card Processing

Powered by Square | Paid by Trail's End



## Available in Apple and Google Play Stores

### New Scouts

Use Unit's Trail's End Code or their zip code to register.

Families can use one email for multiple accounts.

### Returning Scouts

Sign in using 2023 username

**Families:** click name dropdown at top of screen to switch between accounts in the App

# QUESTIONS?

& Helpful links



MAC Popcorn  
landing page (website)



Commit your Unit/ Register for a leader  
account.



MAC Popcorn FB Group



Mid-America Council  
Popcorn Training



TE Live Q&A Webinar Registration



OTC Popcorn FB Group

# Contacts

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