

GO  
SCOUTS  
GO!



# 2023 POPCORN GUIDEBOOK



## 2022 TOP SELLING SCOUTS

SCOUT NAME	UNIT	DISTRICT	TOTAL SALES
Courtland O.	Pack 79	Lincoln Home	\$5,528.00
Xander B.	Pack 52	Lincoln Home	\$4,984.17
Jayce B.	Pack 38	Lincoln Home	\$4,631.60
Tsali L.	Pack 79	Lincoln Home	\$3,372.00
Aurora S.	Pack 68	Log Cabin/Railsplitter	\$3,237.29
Colton I.	Pack 79	Lincoln Home	\$3,132.17
Benjamin W.	Pack 68	Log Cabin/Railsplitter	\$2,822.96
Levi P.	Pack 320	Lincoln Home	\$2,720.33
Brayden V.	Pack 320	Lincoln Home	\$2,700.83
Michael W.	Troop 103	Lincoln Home	\$2041.00

## 2022 TOP SELLING UNITS

UNIT	DISTRICT	TOTAL SALES
Pack 79	Lincoln Home	\$25,642.00
Pack 38	Lincoln Home	\$20,499.88
Pack 68	Log Cabin/Railsplitter	\$12,888.00
Pack 40	Lincoln Home	\$12,587.50
Pack 320	Lincoln Home	\$10,269.00
Pack 330	Lincoln Home	\$10,239.00
Pack 52	Lincoln Home	\$9,181.00
Troop 68	Lincoln Home	\$8,691.00
Troop 103	Honest Abe	\$8,672.00
Troop 210	Lincoln Home	\$7,909.85

## POPCORN CONTACTS

TITLE	NAME	PHONE #	EMAIL
Lincoln Home District Kernel	Kathleen Ball	217-652-8760	ScoutingMomPack52@gmail.com
Log Cabin\Rail Splitter District Kernel	Deanna Sleboda	217-710-4465	DeeSleboda78@gmail.com
Honest Abe District Kernel	Jessica Dye	217-529-2727	Jessica.Dye@scouting.org
Council Popcorn Kernel	John Boykin	217-202-2917	JohnBoykin07@comcast.net
Asst Scout Exec - COO	Pete Carteaux	217-529-2727	Pete.Carteaux@scouting.org

## NOTES

## ADDITIONAL RESOURCES



### 2023 KERNEL GUIDE

#### Prepare.

- Encourage all Scouts to download and setup the Trail's End App (for Scouts only)  
*Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.*
- Complete Unit Leader Planner
- Attend Popcorn Kickoff
- Secure storefront locations
- Sign up for Trail's End Webinar
- Join the Facebook group

#### Sell.

- Encourage early sales
- Place popcorn order with Council
- Distribute popcorn and ensure deliveries
- Communicate & keep families informed

#### Wrap up.

- Submit Scout rewards  
*Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!*
- Pay Council invoice or request a payout
- Celebrate your success!

### IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



CHECK OUT WHAT'S NEW!  
THE 2023 PRODUCT LINEUP!  
[bit.ly/Product-Lineup](https://bit.ly/Product-Lineup)

ALLERGEN &  
NUTRITIONAL FACTS  
[trails-end.com/nutrition](https://trails-end.com/nutrition)

\*Council's select their own product mix.

### REGISTRATION

- 🕒 Register your Unit. New Kernel's will receive their username via email once approved by their Council.

GETTING STARTED IS EASY!  
REGISTER TODAY!  
[trails-end.com/unit-registration](https://trails-end.com/unit-registration)

### RESOURCES

- 🕒 Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.

VIEW THE FULL SCHEDULE  
& REGISTER HERE  
[trails-end.com/webinars](https://trails-end.com/webinars)

- 🕒 Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.

SEE WHAT OTHERS ARE  
SHARING & SAYING NOW!  
[facebook.com/groups/TEPopcornCommunity](https://facebook.com/groups/TEPopcornCommunity)

- 🕒 Communicate with and keep your Scout families informed with the Scout Parent Guide.

TIPS & TRICKS FOR  
YOUR SCOUTS!  
[bit.ly/Scout-Parent-Guide](https://bit.ly/Scout-Parent-Guide)

### PLANNING

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.

PLAN YOUR IDEAL  
YEAR OF SCOUTING!  
[bit.ly/UL-Planner](https://bit.ly/UL-Planner)

- 🕒 Plan your Unit Kickoff!

DOWNLOAD THE 2023 UNIT  
KICKOFF POWERPOINT NOW!  
[trails-end.com/leaders/training](https://trails-end.com/leaders/training)

### UNIT LEADER PORTAL

- 🕒 Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management

THE ONE-STOP-SHOP FOR  
MANAGING YOUR SALE!  
[trails-end.com/leaders](https://trails-end.com/leaders)

## TABLE OF CONTENTS

◆ 2023 Popcorn Key Dates	Pg 3
◆ 2023 Popcorn Sales Commission Breakdown	Pg 3
◆ 2023 Product Line-Up	Pg 5
◆ 2023 Trails-End Rewards Prize Program	Pg 6
◆ 2022 Council Incentives	Pg 7
◆ Code of Conduct	Pg 8
◆ Ordering and Payment Info	Pg 10
◆ Delivery and Returns	Pg 10-11
◆ Popcorn Distribution\Replenishment Schedule	Pg 11
◆ Popcorn Kernel Job Description	Pg 12
◆ Popcorn Contacts	Pg 13
◆ Additional Resources	Pg 14

## NEW IN 2023

◆ Popcorn Sales Commission Structure	Pg 3
◆ 2023 Product Line-Up	Pg 5
◆ 2023 Prize Program	Pg 6-7
◆ 2023 Participation Patch	Pg 7
◆ 2023 Heroes & Helpers Patches	Pg 7
◆ Trails End Rewards can be redeemed as they are earned	



## POPCORN KEY DATES

Thursday, August 10th	Popcorn Kick-Off
Friday, August 18th	Show-N-Sell Initial Orders Due
Thursday, August 31st	Show-N-Sell Pickup ◇ TBD
Friday, September 1st	Popcorn Sale Starts
August/Early September	Conduct an exciting kick-off in your unit. Make the kick-off fun and informative for your Scouts. They should have everything they need to start selling after this meeting. Conducting your kick-off near the start of the sale will generate the most excitement for your sale!
Sunday, October 22nd	Popcorn Sale Ends
Tuesday, October 24th	Unit Show-N-Sell Return orders Due (Trails End Website)
Wednesday, October 25th	Final Orders Due
Thursday, November 9th	Final Order Pickup ◇ TBD
Friday, November 10th	Final Payments Due
Saturday, December	Big Spin Party\Scout Night Jr. Blues Game

## 2023 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	30%
Kickoff Bonus	Attend August 10th In Person Kick-off event at Camp Illinek	1%
2022 Total Sales Bonus	Sell more than 5% of your unit's 2022 Sales total	0.5%
2022 Wagon Sales Bonus	Sell more than 5% of your unit's 2022 Wagon Sales total	0.5%
<b>TOTAL</b>		<b>32%</b>
Online Sales	Online Sales (Flat Commission)	35%

## POPCORN KERNEL JOB DESCRIPTION

**Job Title:** Unit Popcorn Team Leader (Popcorn Kernel)

**Position Concept:** To provide leadership to the unit popcorn sale

### Principal Responsibilities:

1. Follow 2023 Popcorn Dates and schedule for Unit Leaders
2. Attend the Popcorn Kickoff (Team Training/Orientation on August 10 at 6:00 PM at Camp Illinek, 6610 Iron Bridge Rd., Chatham, IL 62629. (All materials will be distributed)
3. Work with your unit committee to develop a unit sales goal. Decide what sales method your unit will participate in. (\*Show & Sell, Take Order, Wagon Sale, Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per "Key Dates" calendar including Top Sellers Club Members.
5. Prepare handouts for Unit Kick-Off meeting for leaders, Scouts, and parents. Handouts could include:
  - ◆ Timeline showing sales dates, date orders are due, time and place for pick-up.
  - ◆ Unit goal and per-scout sales goal.
  - ◆ Parent's letter, to explain the importance of the sale to parent's, Scouts, Unit, & Council, the \$2,500 Club, the Top Sellers Club Big Spin Party, and the Heroes & Helpers patches.
  - ◆ Order forms, prize flyer, and money envelope.
6. Hold a unit popcorn kick-off and disperse paperwork to leaders, parents, and Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!
7. Submit your unit's popcorn orders by Thursday, August 18, 2023 for "Show & Sell" orders, and Wednesday October 25, 2023 for "Take Orders".
8. Establish a system for checking out/in popcorn to your Scouts for "Show & Sell" and "Wagon Sales".
9. Make arrangements to pick up popcorn at the scheduled time and day at the pick up site. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Check throughout the sale to see how your Scouts are doing. When you are ordering "Take Order", if you find Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling a lot.
12. Collect and tally money/popcorn by unit due dates.

## PRODUCT DELIVERY, DISTRIBUTION, & RETURNS

**Check all cases at the pickup location** for accuracy and for damaged product. If the product is damaged, exchange it before you leave or contact Pete Carteaux at [pete.carteaux@scouting.org](mailto:pete.carteaux@scouting.org) with pictures of the product so that we can give you a credit through Trails End and/or get you more product. If customers notice something wrong or are not satisfied with the product, please refer them to **email help@trails-end.com**, and they will arrange for replacement product to be sent directly to the customer.

### Popcorn Returns

All return product will be brought to the original place of pick-up in their original cases, to assist with processing at time of final pick-up, November 10, 2023. **Full cases only.** No damaged or open individual containers will be accepted for return. Units are allowed to return up to **50% of the un-opened cases** of a unit's last order. (minus Chocolate Pretzel product). You can order more product if your unit runs out. **If it happens that your unit needs to return more than 50%, we will work with you, please call us at the Council office.** Inventory can be transferred to other units through the Trails End system (you would need to get it to them) or manually through the Council.

**\*\*POPCORN MUST BE UNOPENED, UNMARKED, AND UNDAMAGED TO BE ACCEPTED AS A RETURN\*\***

### Popcorn Replenishment Dates

The dates below are the pick-up dates. Times will be arranged once you place your order. To get popcorn on these dates your order needs to be placed by the Sunday prior.

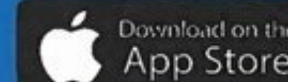
- Sept 7th Replenishment (Open Sept 1st - Sept 3rd)
- Sept 14th Replenishment (Open Sept 8th - Sept 10th)
- Sept 21st Replenishment (Open Sept 15th - Sept 17th)
- Sept 28th Replenishment (Open Sept 22nd - Sept 24th)
- Oct 5th Replenishment (Open Sept 29th - Oct 1st)
- Oct 12th Replenishment (Open Oct 6th - Oct 8th)

Trail's End®

**Fund Your Entire Year!**  
You Can Sell Over \$1,000\* in Under 8 Hours  
& Earn More with Trail's End Rewards

Text APP to 62771 to

**DOWNLOAD THE APP  
& START SELLING TODAY**



It only takes ONE MINUTE to register an account!



Accept Debit & Credit  
Cards for FREE!  
No Reader Required.



Each Kid Must Have  
a Registered Account.  
Same Email Can Be Used  
For Multiple Accounts.



Record ALL of Your  
Sales in the App,  
Even Take Order Sales!

## Fundraising with Popcorn Helps Kids



Become  
Decision Makers



Learn Money  
Management



Become  
Goal Setters



Develop  
Business Ethics



Become Future  
Entrepreneurs



Learn People  
Skills

### Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

### They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hard Work
- To Help Others Around Them
- To Be Part of Something Bigger

**JOIN THE TRAIL'S END PARENT FACEBOOK GROUP**

GET ANSWERS TO QUESTIONS AND TIPS ON SELLING

Text PARENTFB to 62771 to join!



## 2023 PRODUCTS

\$15



Sweet & Salty  
Kettle Corn

\$15



Popping Corn

\$20



White Cheddar

\$25



S'Mores

\$25



12pk Unbelievable  
Butter Microwave

\$25



Salted Caramel

\$30



Chocolatey Pretzels

\$50



28pk Sea Salt



- \$1 - Heroes & Helpers Donation
- \$30 - Silver Level Heroes & Helpers Donation
- \$50 - Gold Level Heroes & Helpers Donation



## ORDERING & PAYMENT INFO

### Order Deadlines

On or before August 18, 2023, "Show & Sell" Popcorn orders are due. Orders are to be placed at <https://trails-end.com/leaders/popcorn/orders>. Order by the case for "Show & Sell" sale. All units will have their order reviewed by the Council popcorn Staff Advisor prior to final approval. "Take Orders" are due by October 25, 2023. Order the exact amount by container.

### Submit all Popcorn Orders Online

ALL popcorn orders must be submitted through the Trails-End portal. All Take Order forms need to be input into the online order as well. Paper forms will not be accepted.

Once again, all popcorn Orders are to be placed at <https://trails-end.com/leaders/popcorn/orders>.

### Payment

With the majority of the money collected in the app, if you have a final balance after the sale is completed, it is due in full by November 10, 2023. Payments should be made in the form of one check/e-check from the unit for the amount due. You keep your commission up front! Any excess payment of popcorn to the Abraham Lincoln Council will be deposited into the unit's account in the Scout Shop Trading Post. Or, you can request a check through your District Executive.

Bounced checks processed by the Council will be charged back to the unit accounts as well as any bank fees.

## PRODUCT DELIVERY, DISTRIBUTION, & RETURNS

Show & Sell Popcorn will be delivered and picked up at TBD. Show & Sell pickup is on Thursday, August 31, 2023. If you cannot make the pickup, you **MUST** call John Boykin at (217) 202-2917 to schedule pickup. Use the following estimates to know how many cars/volunteers you will need when you pick up your order: **Car: 10-20 cases; SUV, Mini-Van, Pick-up: 30-60 cases; Full Size Van: 50-70 cases.**

You must take your entire order at pick-up.



# CREDIT SALES ARE BEST

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

*Trail's End pays for all credit card fees!*

- **Bigger Rewards** - Earn 1.25pts per \$1 sold in the Trail's End App
- **Safer** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - Accept credit/debit with Square readers or manual entry

*When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.*

## ONLINE DIRECT

*Virtual Fundraising is safest for kids!*



**Safe for Kids**  
Fundraise from the safety of home.



**Product Variety**  
Even MORE products to choose from.



**No Handling**  
Products ship directly to your customers.



**Trail's End Rewards\***  
Earn MORE when you sell Online Direct.

\*Council participation in Trail's End Rewards may vary.

## HOW IT WORKS

### TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

#### VIRTUAL STORE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

#### KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) "Text to Pay" feature for socially distant payments!
3. Products ship to your customers

**EVERYTHING YOU NEED TO KNOW ABOUT THE APP!**  
Text APPGUIDE to 62771 to learn more!

**Trail's End™**

## REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

POINTS	GIFT CARD
17,500	10% of total sale
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
<b>1,750</b>	<b>\$60</b>
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



**EARN MORE! EASIER!**

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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\*Based on average Council program. May vary in your Council.

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT

**1 PT PER \$1 SOLD**

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!\**



Price & colors may vary. Examples of the types of prizes available on Amazon.



## 2023 COUNCIL INCENTIVES

### POPCORN PARTICIPATION PATCH

All Scouts who sell a minimum of one item of popcorn will receive this year's participation patch.

### HEROES & HELPERS PATCHES

This year, we want to put more emphasis on Heroes & Helpers donations. These donations not only provide our Military and First Responders with delicious Popcorn, but these donation's also count towards Unit and Scout totals, Reward Points, and Unit commissions. Customers choose to donate any amount from \$1 to \$250 towards Heroes & Helpers and it is presented to local Heroes and helpers in our own communities. Each Scout that collects a minimum of \$150 in Heroes & Helpers donations will receive the Blue Level Patch. Those Scouts that collect \$300 and \$600, will receive the Silver and Gold Levels Ghost Patches as well. The patch can be worn on the shoulder all year in place of the Council CSP patch.

#### Blue Level:

Blue and Gold Patch as seen on the right

#### Silver Level:

Solid Blue Ghosted Patch

#### Gold Level:

Solid Gold Ghosted Patch

### NEW COUNCIL BONUS LEVELS

\$750 - Scout Night at Jr Blues game ticket

(Spin prizes will include, but not limited to, Amazon Gift cards, Lego Sets, Camping supplies, etc)

\$1200 - One spin on the \$20 Prize Wheel at the Jr. Blues Pregame Experience

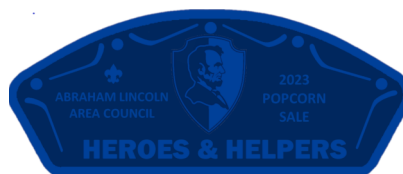
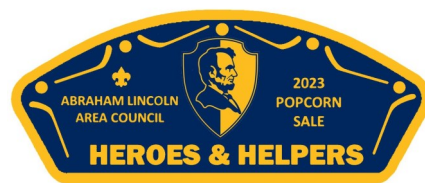
\$1700 - One Spin on the \$35 Prize Wheel at the Jr. Blues Pregame Experience  
- For each additional \$1700, your Scout gets another spin on the \$35 wheel

### NEW \$2500 PRIZE LEVEL

Drawing for top 4 scouts to win a \$500 Gift card for their choice of Six Flags, Scout Shop, Camping Credit, or Family Activity as determined by Council Popcorn Committee.

### COUNCIL TOP LEVEL SELLERS

Council Top Seller: \$250 Amazon Gift Card  
District Top Seller: \$100 Amazon Gift Card



## CODE OF CONDUCT

### Guidelines for Scouts & Leaders Selling Popcorn

- ◆ Ideally, each storefront sale will have a minimum of 4 people present at all times. That includes two adults (2 deep leadership) and two scouts
- ◆ All Scouts participating at a storefront sale, or walking a neighborhood to sell popcorn will wear the Class A uniform. It is recommended that at least one adult volunteer of the two deep leadership also be in the Class A uniform or Unit T-Shirt.
- ◆ The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- ◆ All storefront popcorn sales will be setup in the area designated by store management.
- ◆ The Scouts will not ambush or crowd customers as they come in or out of the store. The Scouts will stay 8-10 feet away from the door or at a distance as designated by Store management.
- ◆ If by chance, two Scout units show up to the same storefront to sell popcorn, the unit which has the storefront reserved through the Trails End App will have priority. The adult volunteers will work out the issue without involving store management. No more than one unit at each storefront.
- ◆ Units will be respectful of other Unit's shift times and will not delay, or impede into the shift of another unit's reservation.
- ◆ All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs, or verbal taunting, as this is unacceptable.
- ◆ The Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking, and any other deliberate attempt to cause physical harm is unacceptable.
- ◆ The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- ◆ ALL CASH DONATIONS/TIPS units receive during store front sales *will be put towards their Heroes & Helpers donations collected.*
- ◆ Each Unit is responsible for following any current CDC and the State of Illinois safety guidelines.
- ◆ **All Scouts and Adult Leaders will abide by the Scout Oath and Scout Law at all times!**