Scouters,

Many thanks for being a part of the 2020 popcorn sale. This year has thrown us for a curve ball! Your support of this campaign is vital in our Council’s and your Unit’s success in providing a great program to our youth. We know this year might be a hard one.

If I can be of any help during this year’s campaign, please don’t hesitate to email or call me at jared.white@scouting.org or 217.531.0214

To your success!
Jared
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Paying Your Balance

In mid November, you will receive your Unit’s final invoice in the mail.

- Review the invoice to make sure everything is correct.
- Get one check from your Unit for the entire balance due made out to “Prairielands Council, BSA”.
- Sign one copy of the invoice, then mail it with your check in the return envelope provided or send it to: Prairielands Council, BSA
  PO Box 6267
  3301 Farber Drive
  Champaign, IL 61826-6267
- Allow a week for processing. You can see if the check has been processed by downloading your Unit Invoice from the Reports section of scouting.trails-end.com and checking your Remaining Balance.

You may also pay in person at the Raymond Lee Service Center. **Prize orders will not be processed until popcorn balances are paid. If you accidentally overpay, refunds can take up to 2 weeks to process.**

> Invoices may also be viewed/printed from scouting.trails-end.com

**All payments are due by December 4.**

<table>
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<th>TIMELINE</th>
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| July        | ☐ Choose a Unit Popcorn Kernel  
              ☐ Submit Unit Commitment Card |
| July-August | ☐ Attend Popcorn Training  
              ☐ Hold a Unit Popcorn Kickoff  
              ☐ Log in and get familiar with the ordering system at scouting.trails-end.com  
              ☐ Have Scouts create online accounts by logging into your unit dashboard at scouting.trails-end.com  
              ☐ Contact local stores/churches/restaurants to find a location for your Show & Sell sale to be held sometime between September 5 and October 25 |
| Before Aug. 14 | ☐ Place your unit Show & Sell order online at scouting.trails-end.com |
| Throughout Sale | ☐ Encourage Scouts to participate in Online Sales  
              ☐ Keep in contact with your Scouts and their parents regarding deadlines and information |
| Aug. 2020   | ☐ Tell Scouts to begin selling Take Order popcorn! |
| Sept. 4    | ☐ Pick up Show & Sell Popcorn |
| Aug.-Oct 23 | ☐ Submit Scout take order forms showing $700 sold for weekly prize drawing |
| Late October | ☐ Collect all orders from Scouts |
| On or before Oct. 23 | ☐ Submit your unit’s Take Order product order online at scouting.trails-end.com  
              ☐ Submit prize orders from Trails End Leader Portal |
| Nov. 7     | ☐ Pick Up Take Order Popcorn at designated location |
| Nov. 6-8   | ☐ Distribute popcorn to Scouts to deliver to customers |
| Late November | ☐ Watch your mail for a final invoice with balance due  
              ☐ Collect Scout’s money with checks made out to your unit |
| On or before Dec. 4 | ☐ Submit ONE CHECK for the popcorn balance  
              ☐ CELEBRATE A SUCCESSFUL POPCORN SALE! |
Why sell popcorn?

Popcorn sales can generate enough income to financially support your Scouting Program for the entire year!

Some of the great benefits of selling popcorn include:
- There is NO up-front cost to your unit.
- Units order only what they sell.
- Over 70% of sales support Scouting
- A built-in prize program encourages Scouts to sell.
- Popcorn sales teach boys the responsibility and value of earning their own way.
- Popcorn is easy to sell.

Trails End Rewards

New in 2020
- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

![Trails End Rewards](image)

![Prizes](image)
Trails End Rewards

What Makes the Popcorn Sale Possible?

The popcorn sale is crucial in providing programs and services to all of our units and funding experiences uniquely suited for every Scouting Unit.

Some examples of how units use popcorn earnings:

- Awards
- Camp Fees
- Courts of Honor
- Field Trips
- Program Materials
- Events/Activities/Outings
- Equipment purchases
- Blue & Gold Banquets
- Pinewood Derbies
- Books/Neckerchiefs
- Camporees
- Anything your Unit decides….

“I sell popcorn because it is fun and the prizes are awesome!” Henry W. Pack 21
2020 Council Incentives

Fill it Up - Scouts who sell $700 or more in popcorn sales will be entered to earn weekly prizes.

**Top Seller Prizes**

1st Place in Prairielands Council
Laptop Computer of Choice, ($400 Value)

2nd Place in Prairielands Council
Schwinn Electric Scooter or comparable scooter

3rd Place in Prairielands Council
Hoverboard

Top Seller in Prairie Fire and Many Trails District
$50 Gift Certificate to the Robeson Scout Shop

**These Prizes are not consecutive. If you were one of the top 3 sellers in our council, you do not qualify for district top seller prize**

RETURN POLICY

Show and Sell Return Policy

- Use any leftover Show & Sell popcorn should be used to fill your unit’s Take Order.
- There are no returns on Show and Sell popcorn for 2020. Please order conservatively.

Take Order Return Policy

Because you will order exactly what has already been sold to customers, there will be no returns of Take Order Popcorn unless it is a defect.

Online Sales Return Policy

No returns for online orders will be accepted because the popcorn is sent directly to the customer.
DELIVERY & DISTRIBUTION

Be sure to order your popcorn by the deadline so that you can pick it up on the assigned distribution date.
- Show & Sell orders due: August 14
- Show & Sell distribution: September 4 and 5
- Take Order orders due: October 23
- Take Order distribution: November 6 and 7

On the distribution date:
- Pick up your order at your district’s assigned location (see the following pages for details). Be prepared with enough cars and volunteers when you pick up your order. For planning purposes, here is an estimate of how much popcorn you can reasonably expect to fit in an empty vehicle.
  - Car: 20 cases
  - SUV/Minivan/Truck: 30-40 cases
  - Full Size Van: 50-70 cases
- Check over your entire order at the distribution site to ensure no products are damaged and that your order is complete. If any products are damaged, exchange it before you leave or contact your local Service Center.
- Sign your unit’s delivery slip to show that you received your complete order.

Storing popcorn and distributing to your unit:
- Find a clean, cool and dry location that is large enough to separate orders by patrol, den, or Scout. Avoid hot, humid, or damp areas where the popcorn might melt or be otherwise damaged.
- Have a receipt for each patrol, den, or Scout to verify the amount of product they received.

After delivery, if customers notice something wrong or are not satisfied with the product, please direct them to email Sharon.Kirk@scouting.org or call 217.531.0218.

Commission Options

All units receive a base commission of 33%.

Each unit must choose one of two commission options:
- **Prizes Option (default option)**
  - Unit earns only base commission (33% total), and each Scout earns rewards (based on the point value of the popcorn they sell).
- **Money Only Option**
  - The unit earns an additional 3% commission (36% total) and no Scouts earn prizes, except Bonus Prizes.

All Scouts, regardless of the unit’s commission selection, are eligible to earn Bonus Prizes (see page 6).
Ways to Sell Popcorn

**Show & Sell (S&S)**
Unit Kernels place an order for bulk popcorn in advance. Units set up a display in their neighborhood. Scouts sell popcorn and hand it to customers at time of purchase.

**Take Order (TO)**
Scouts take orders and turn them in to their Unit Kernel. One bulk popcorn order is placed for the popcorn sold by the entire unit. Scouts deliver popcorn to their customers after it comes in.

**Online**
Scouts can sell popcorn to out-of-town family and friends at [trails-end.com](http://trails-end.com)

Each Scout must set up their own profile and send out a personalized link.

The online sales amount is deducted from your final bill.

**Product Line–UP**

- **Cheese Lover’s Collection**
  - Over $9.94 to local Scouts*
  - Contains Milk
  - White Cheddar Popcorn
  - Blazin’ Hot Popcorn
  - Comes in a gift box.

- **Salted Caramel Popcorn**
  - Over $7.94 to local Scouts*
  - Contains Milk and Salt

- **Unbelievable Butter™**
  - Over $9.94 to local Scouts*
  - Contains Milk

- **White Cheddar Popcorn**
  - Over $9.94 to local Scouts*
  - Contains Milk

- **Caramel Corn**
  - Over $7.94 to local Scouts*
  - Contains Milk

- **Popping Corn Jar**
  - Over $9.94 to local Scouts*
  - Contains Milk

**Even More Products Available With Online Direct!**

- **$50 Military Donation**
- **$30 Military Donation**
Trail’s End Popcorn System

You will manage your Unit’s sale at http://scouting.trails-end.com

The Popcorn Sales System makes it easy for you to manage your Trail’s End Popcorn Sale using a convenient, web-based platform. Using this platform, you can:

- Order popcorn from your Council to sell and earn needed funds for your Unit
- Add Popcorn System Users to help organize your information
- Create and manage Scout lists and sales records
- Track your Unit’s online sales, print packing slips and invoices

Your Role – Some menus and other features are available only to Leaders. If you are the Popcorn Kernel of more than one unit, you may have multiple roles available to use.

If you have any questions, reach out to your Trail’s End Sales Manager or send us an email at help@trails-end.com.

Suggested Kick-Off Agenda

Explain how the popcorn sale benefits...
- …your Unit: Funds our Ideal Year of Scouting—pays for special activities, re-charter fees, badges, equipment, and Camp.
- …your Scouts: Builds personal sense of responsibility, sales and leadership skills, and supports program
- …your Council: Raises money for improving activities and camping programs.

Review the rewards and incentives:
- Prizes! (Only if the prizes commission option was chosen for the unit. See pages 6-7 for details).
- Bonus Prizes! (See Page 6)

Review sales goals and techniques:
- Distribute and discuss order forms and rewards
- Role-play sales presentations with youth
- Instruct youth to wear their uniforms while selling
- Remind youth that popcorn sales help them complete advancement/merit badge requirements

Go over delivery and money collection process:
- Don’t leave popcorn until the customer pays for it.
- Have customers make checks payable to the Unit.
- Say “Thank you for your order. See you next year!”

Review safety rules for youth and adults:
- Youth should be selling with a buddy or accompanied by a chaperone.
- Emphasize that youth do not enter homes.
- Emphasize touch free delivery
Take Order

Your Scouts can sell popcorn using the Take Order form anytime from August 2020 until orders are due October 23.

**STEP 1:** Host a Unit Kickoff and distribute forms
At a pack or troop meeting, gather the Scouts and parents, explain the sale and deadlines, get them excited about selling and give everyone a Take Order form. See the opposite page for kick-off ideas.

**STEP 2:** Collect the Scouts’ orders
Set a deadline to turn orders in a week or so before you must place the unit order on October 23, giving you time to follow up with anyone missing and to tally everyone’s orders together. You do not need to collect payment for the popcorn at this time.

**STEP 3:** Place your unit’s bulk popcorn order
You must place your Take Order online at scouting.trails-end.com by October 23. You should order the exact amount of popcorn sold.

**STEP 4:** Pick up your popcorn on Nov. 6-7

**STEP 5:** Sort popcorn and distribute to Scouts
Find a space for your unit’s popcorn, and divide it up for each Scout. The Scouts will then deliver the popcorn to their customers and collect payment (these checks should be made out to your unit.) If you need more popcorn than you originally ordered, call the council at 217.531.0218. Please see page 15 for our Return Policy.

**STEP 6:** Pay for your popcorn
The Council will send you an invoice for your popcorn with your balance due in late November. You will submit one check made out to the council. See page 18 for payment instructions.

Online Sales & Tools

Your Scouts can sell popcorn online anytime! For online sales, popcorn is ordered by and shipped directly to the customer.

**trails-end.com**

**Digital Take Order Application**
The Trail’s End Digital Take Order App not only serves as a digital version of the paper order form, it will also allow Scouts to take transactions during store front sales (Show & Sell) and door-to-door selling using a phone or tablet. *Note: this app is not for online selling. A history of customer orders saves in the app allowing Scouts to not only see what they’ve sold, but also track orders that have been paid for and delivered. With the app syncing directly into the Trail’s End Popcorn System, unit leaders are able to see all sales in real time providing visibility during the Popcorn Season.*

**Program Planning Spreadsheet**—Plan your upcoming program with this handy spreadsheet.

**Parent Handout**—Give your parents the key program and sale information by customizing a handout for your popcorn kickoff.

**Kick Off Resources**—Build Your Best Popcorn Kickoff Ever Refer to our Unit Kickoff Checklist and Kickoff Best Practices handouts for suggested agenda and room layout. trails-end.com