

Popcorn 2019

Unit Guide

The Trail's End Popcorn sale has made several exciting new changes; please read thoroughly.

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Welcome

Thank you for joining us for the 2019 Fall Popcorn Sale! Your Scout Unit is taking part in an incredible opportunity for develop your youth and to secure an incredible Scouting experience! Your Scout Unit is taking part in an incredible opportunity to develop your youth and to secure an incredible Scouting experience!

The User Guide is a resource to help the parents and leaders support and enable this youth development & fundraising experience. A successful Popcorn sale can subsidize the entire Scouting year; all it takes is a measured approach and a positive outlook!

Please feel free to share your thoughts and questions with your District Popcorn Kernel or District Executive. Your questions & comments are truly appreciated.

Why Popcorn?

BSA Popcorn can be intimidating; fortunately, the path to success is wide and clear! The sale earns a higher commission comparative to other sales, which means more funding with less fundraising.

Did You Know?

Our Scouts sold more than \$43,000 worth of popcorn **online** in 2019.

Popcorn Teaches Scouts...

Salesmanship
Responsibility

Leadership

Entrepreneurship
Money Handling

Unit Benefits

The Popcorn sale can pay for a full year of dynamic Scouting. Really, the possibilities of *how* a Unit uses their funds are endless! Subsidizing activities, outings, advancements, equipment, and uniforms are just a sample of the options before you.

The purpose of participating in the popcorn sale is to provide units an opportunity to pay for a full year of dynamic Scouting program. The possibilities of how a unit uses the funding are endless. Units not only receive funds to support their program but also help to ensure council services and opportunities are available for all Scouts in the WLACC. All units receive support from the council and their district to help achieve their popcorn goals. This support is in the form of training opportunities, additional Scout rewards, marketing materials, the opportunity to return excess product and, if needed, personalized customer service from the district popcorn team.

Roles of the Popcorn Unit Kernel

The Unit Popcorn “Kernel” is one or many people. They coordinate the 2019 sale for your Unit.

Attend the Council Trainings and encourage others to do so. Work with your Unit Committee to set goals and plan the sale. The Unit must register on the Council online Commitment Tracker.

All registered youth must be contacted and orientated for participation. Contact all registered youth in your unit and encourage every family to participate with a dynamic kickoff.

Coach Scouts on approaching online, store-front, and take-order sales! Oversee, tabulate, and submit your Unit orders online, and make sure the strict timelines are observed!

Critical Dates

May – Area Specific Kickoffs

August 1 – Online Sales open on trails-end.com

August 5-9 – District Specific Follow-up trainings held

August 3 – Youth Kickoff Event Held

August x (tbd) – 2018 Top 50 Seller Kickoff Event Held

August 16- Unit Popcorn Orders Due (Must be submitted through trails-end.com)

September 7 – First Distribution Day

October 4 – 50% of Outstanding Balance Due

October 25 – Final Day to Return Unopened Product

October 27 – Take Orders Due (Must be submitted through trails-end.com)

November 15 – 100% of Remaining Balance Due

November 16- Final Distribution

November 23 – Prize Order Due

December 13 – First Commission checks mailed

January 10 – Second Commission checks mailed

January 24 – Final Commission checks mailed

Product Selections

Product	Price	Show & Sell	Take Order	Returns	Packaging
Chocolate Lovers	\$60	Yes	Yes	No	Box/Tin
Operation Gratitude Donation	\$50	Yes	Yes	N/A	Card
Cheese Lover's Collection	\$35	Yes	Yes	Yes	Box
Operation Gratitude Donation	\$30	Yes	Yes	N/A	Card
Salted Caramel Corn	\$25	Yes	Yes	Yes	Bag
Chocolatey Caramel Crunch	\$25	Yes	Yes	No	Bag
Microwave Kettle Corn	\$22	Yes	Yes	Yes	Box
Premium Caramel Corn	\$20	Yes	Yes	Yes	Bag
White Cheddar	\$20	Yes	Yes	Yes	Bag
Unbelievable Butter Microwave	\$18	Yes	Yes	Yes	Box
Classic Caramel Corn	\$10	Yes	Yes	Yes	Bag
Popping Corn	\$10	Yes	Yes	Yes	Bag

Product Return Policy

Your unit does not pay up-front for their popcorn. You are able to return UNOPENED cases of product, with the very specific exception of products containing chocolate (due to melting).

Full, unopened cases are able to be returned to the Council Service Center at any time before October 26th. Please coordinate all returns with your local District Executive.

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The Council is unable to return popcorn to Trails End after the sale; that means that every left-over case of Popcorn is money that is not going to provide programming to youth. For that reason, it is very important that some basic best practices are observed to minimize the amount of excess inventory.

- Have a plan; create benchmarks to measure your progress & success (i.e. we are halfway through the sale...have we sold at least half of our inventory)
- Check on your outstanding inventory and make frequent honest assessments on your Unit's ability to sell
 - "Too much" or "too little" popcorn can usually find a home with enough notice; your local District Kernel or District Executive can help identify a Unit you can transfer product to!
- Work toward a zero-return policy so that every dollar of popcorn revenue provides better program for our Scouts

Prizes & Commission

Unit Commission Structure

Commission Structure	Percentage
Base Commission	28%
On Time Payments	1%
Attend Sales Kickoff by 5/17/2018	1%
Complete Unit Commitment Tracker 5/31/2018	1%
Unit adopts & utilizes Trails End App for sale	2%
When 5% of Unit Gross Sales Occur Online	1%
60% participation of Scouts at \$300 per Scout, or sales equal to that number (June 30 th Membership used)	2%
**All Online Sales	Same as sale end % earned
Total potential	36%

Prize Program

Prizes are one of the most significant Scout motivators; it encourages them to keep up momentum in each stage. Each & every sale counts towards their prize level, including online.

Unit Incentives:

Many successful Units offer *local* prizes in addition to Council and Trail's End promotions. These Unit prizes do not need to be lavish, and often improve with creativity instead of cost (*for example, every Scout loves smacking their Unit Leader in the face with a whipped cream pie!*)

- Units are encouraged to run weekly promotions, to allow each Scout the opportunity to shine, and to not be outdistanced by a standout seller.
 - It is strongly encouraged to reward the top seller at the end of the season.

Council Prize Incentives:

- Each Scout who sells a single item receives a 2019 Council Patch
- Each seller of \$1,250 or more will receive two (2) tickets to the LA Kings
- The Top 50 sellers in the Council will receive an invitation to a bonus prize raffle



“Trail’s End” Scout Rewards

Amongst the many exciting changes enacted for the 2019 campaign, one of the most electrifying is the revamped Prize Structure.

In addition to sales commission and Unit & Council prizes, selling Scouts will accrue rewards in the form of Amazon.com E-Gift Cards, which are managed and redeemed digitally through the Trail’s End App.

Scouts can choose the prize *they* want from Amazon, rather than selecting from a pre-ordained list. This provides an increased opportunity for rewards value at every level; rewards are uncapped, which provides a strong incentive to keep selling!

The Unit can use the Trail’s End App to track orders and easily submit for rewards at the end of the sale; there is no longer a need to distribute prizes, since the Scouts can order for themselves!

BONUS 6% Scholarship



While instant gratification is a powerful motivator, Trails End is enabling a successful future!

Every Scout selling at a level of \$2,500 or more automatically qualifies for a “Trails End”-funded scholarship in their name, valued at a total of 6% of the Scouts total sales for the calendar year! All online & in-person transactions are counted towards the total.

Please note: Scouts can continue selling popcorn *after* the Council deadlines have passed, using the Trails End app & online modules.

The Sale

Overview

The popcorn sale can be broken into three manageable parts: pre-sale preparation, the selling season, and closeout.

Pre-sale Preparation

Make sure that your unit is ready and *excited* about the sale; between May and July, you will want to:

- Meet with your volunteer committee to recruit other parents to help you
- Determine the sales goal (ex: funding a full year of Scouting)
- Schedule dates & times for shifts at selling locations
- Hold a Kickoff event for your Unit to get the Scouts excited to sell
 - An Online Sales signup party can be held separately or as part of this
- Place your order for the in-hand product by the middle of August

Show & Selling Season

From September through October, your Unit needs to get out into the community. Scouts have multiple avenues for selling; store front sales, door to door sales with product, door to door sales with the take order forms for later delivery, and online sales.

During this time, ensure that you:

- Initiate selling immediately after your Unit's popcorn is collected from your District Distribution site on September 7th
 - Schedule a recommended 2-hour shift rotation, with 2-3 Scouts per rotation
 - "Neighborhood blitz days" are very effective & efficient
- Set aside 5 minutes during every Unit meeting to recognize the top weekly sellers, and provide progress updates to the group
- Regularly monitor your inventory, so you're not overstocked **or** close to running out
 - Work with your District Executive to return or reserve more inventory. It is also possible to arrange for transfers to/from another Unit!
 - Make any returns by (or well before) October 25th
- Monitor & coach the individual Scouts' sales, for prize & commission programs
- **Make on-time payments to the Council Service Center**

Closeout

Make sure that your Unit finishes strong by keeping yourself up-to-date throughout the sale. By November, you'll need to:

- Calculate your unit's final order
 - Tally a final inventory of all the remaining available product
 - Collect every Scouts' *unfulfilled* take-order forms
 - Measure the difference between what you have on-hand & what you need to fulfill all the remaining orders
- Submit your unit's final payment and prize order

Order Distribution

Popcorn distribution for the Show & Sell and Take Orders are handled at four different locations and are determined by your Unit's . Each unit will be contacted by a District Kernel or District Executive within 4 days of the distribution to determine a time to pick up your order.

Antelope Valley

TBD

Balboa Oaks, Cahuenga, Las Colinas

Fed Ex Distribution Center

11911 Branford St.

Sun Valley, CA 91352

Bill Hart

Alfred Mann Foundation

25134 Rye Canyon Loop

Santa Clarita, CA 91355

Crescent Bay

A-American Self Storage

2300 Federal Ave

Los Angeles, CA 90064

Pro Tip:
Distribution day
is the easiest
day to sell
because your
unit is together
and the popcorn
is already in the
car...

Distribution Tips

- Secure enough vehicles to carry your entire product.
- Wait until *all* of your drivers are at the distribution site to begin loading.
- Have a copy of your order with you.
- Bring the appropriate number and types of vehicles:
 - Midsize car: 20 Cases
 - Minivan: 35-40 Cases
 - Large SUV: 50 Cases
 - Pickup Truck: 55-75 Cases

Ordering Tips

- If you are new to the sale and do not know what you should order, your District Executive or Kernel can pull your Unit's order from the previous year
 - Discern what your most popular products were from the year before
- Please take into account the changes in your Unit's membership: Did you increase youth membership? Did your top selling Scout move to another unit?
- How many show & sell locations have you secured?
- What is your actual participation likely to be (don't count the number of families, count the number of *selling* families)
- Make sure that you have enough climate-controlled storage space for the full quantity of your chocolate products

Unit Popcorn Payments

Unit payments can be mailed into the Anna Ruggieri Scout Service Center in Van Nuys and addressed as follows:

BSA-WLACC c/o Popcorn Team
16525 Sherman Way Ste. C8
Van Nuys, CA 91406

Payments may also be dropped off at your local Scout Service Center in Antelope Valley, Santa Clarita, Van Nuys, or the Westside.

Unit Payments should be made out to “WLACC-BSA” with district and unit number in the memo section. **Credit Card Payments will not be accepted for your unit order.**

Resources

There are a variety of excellent resources available at both our Council website (www.bsa-la.org/popcorn) and the Trails End Website (www.trails-end.com) which will help to bolster your sale administration and the success of your Scouts. Some of the different resources on the sites are:

Unit Commitment Tracker (Sign Up to Sell Here): https://www.trails-end.com/unit-registration?council=b8b41d91-f21c-11e5-a5eb-0632e198f0a5&campaign=e467a2ca-09e2-11e9-9936-127eedb020aa
Unit product and prize ordering, invoices, and sale administration: https://scouting.trails-end.com/
Council promotions, form downloads, scholarship application, & email list signup: www.bsa-la.org/popcorn
Trails End Unit Sale Planning Tools: Reference Guide: http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos Videos: http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos

Unit Sales Planner

ONLY ENTER DATA IN HIGHLIGHTED SPACES			
1. Enter all your activities and costs <u>per Scout</u> under each month.		Unit Type and Unit #	0
2. Enter your number of Scouts and unit commission %.		Number of Scouts in Unit	0
3. Fill in the five shaded fields at the bottom of the sheet.		Unit Commission %	0%

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

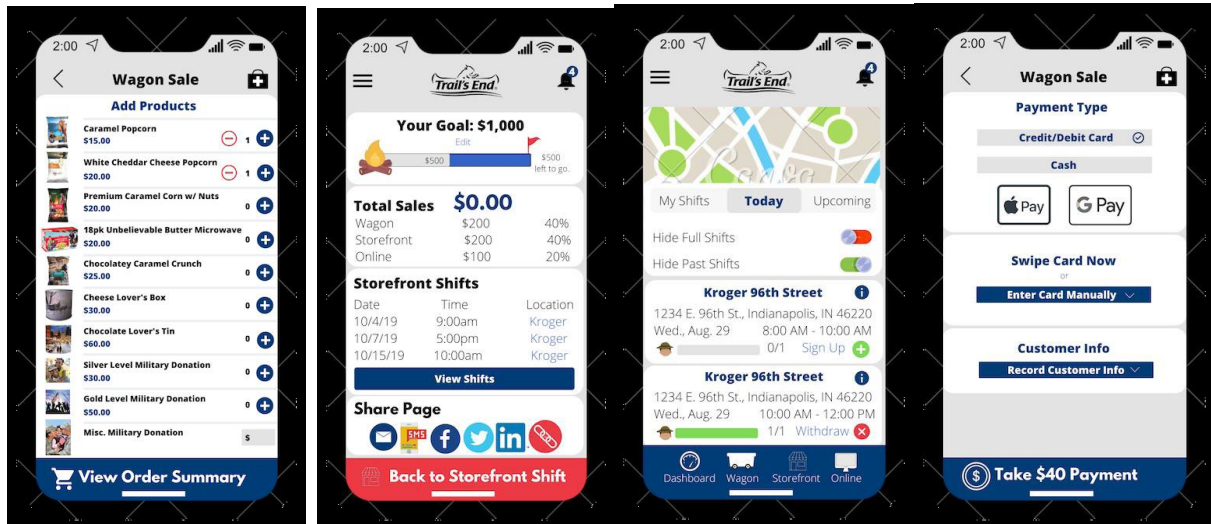
December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

\$0	Registration & Insurance	Unit Total Activity Cost & Expenses	\$0
\$0	Boys' Life	Scout Total Activity Cost & Expenses	\$0
\$0	Uniform	Other Expenses	\$0
\$0	Advancements	Unit Sales Goal	#DIV/0!
\$0	Total Expenses	Scout Sales Goal	#DIV/0!
		Unit Commission	#DIV/0!

The Trails End App

Online Sales accounted for exponential growth in selling units' bottom line; in 2019, Trails End is putting the resources for success into the palm of your hand.



This mobile app, built by Square and designed by Scout volunteers, is made to make your life easier. It was piloted in 2018 by 191 Units, for a total sale of \$1.9 million & unit growth of 26%.

Scouts & Leaders can track and report in real-time, monitoring and moving inventory between storefronts, door-to-door, or online sales. There is a *scheduling module*, so storefront shifts can easily be assigned & updated.

BENEFITS FOR UNITS:

- App usage automatically qualifies your Scout Unit for a bonus 2% commission
- NO CREDIT CARD FEES – powered by Square
 - All transaction fees are subsidized by Trails End
- Automatically communicates & tracks sales for Scout Rewards (*the amazon gift cards*)

The convenience & practical value cannot be overstated; credit card sales are statistically demonstrated to be 20% higher than cash transactions. Your Unit can reach a broader spectrum of sales more easily, and be more organized while doing so.

The App links to the Online portals, so a Scout can utilize their personal selling page.

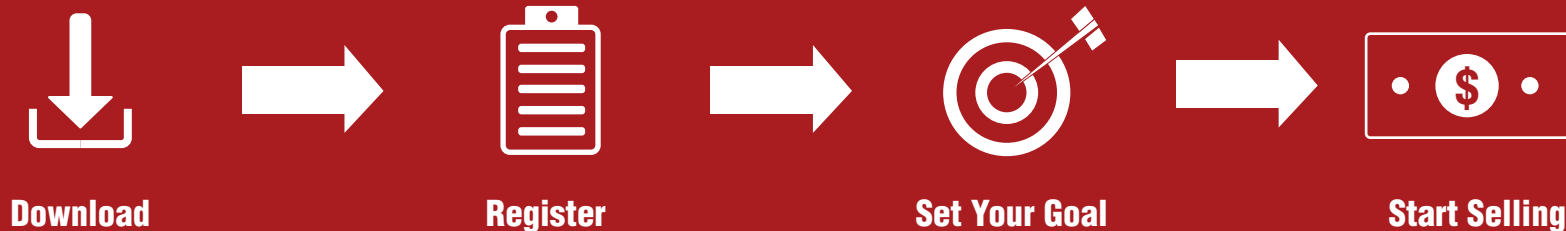
New app functionality will be launched at the end of June 2019, so contact your District Executive for more information!

Get more YESSSES with the New Trail's End App

Accept cash and credit cards (FREE CREDIT CARD PROCESSING), track sales and inventory, and sign up for available storefronts.

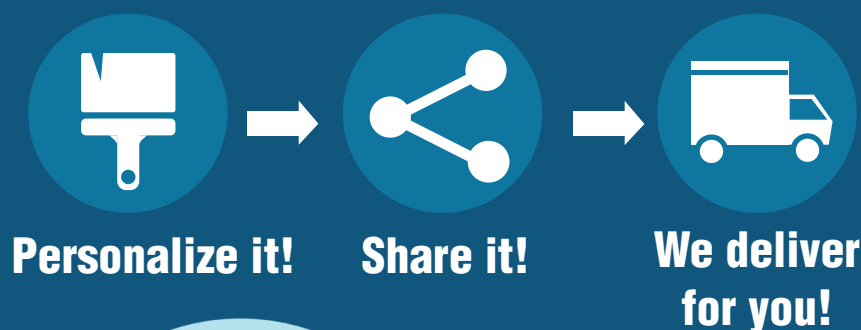
The App for All the Ways You Sell!

✓ Storefronts ✓ Door-to-Door ✓ Online ✓ At Work ✓ Local Businesses



FREE SHIPPING on EVERY online order!

Reach friends and family far away by sharing your personalized Scout fundraising page from the app via email, text, and social media.



MT. ADVENTURE CHALLENGE

Download the NEW Trail's End App to learn more. Challenges will be released in the App with chances to win BIG giveaways, including vacation packages!

TRAIL'S END REWARDS

EARN BIGGER REWARDS THAN EVER BEFORE

amazon.com
gift cards

BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL'S END ACCOUNT.

SEE MORE PRIZES AT REWARDS.TRAILS-END.COM

2018 TOP SELLERS



KEEP GOING!



NO LIMIT

Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card.

Sell \$15,000
Earn a \$1,200 Amazon.com Gift Card

REWARD IDEAS:

Sell \$10,000
Earn an \$800 Amazon.com Gift Card

REWARD IDEAS:

Sell \$7,500
Earn a \$550 Amazon.com Gift Card

REWARD IDEAS:

Sell \$5,000
Earn a \$350 Amazon.com Gift Card

REWARD IDEAS:

Sell \$3,500
Earn a \$225 Amazon.com Gift Card

REWARD IDEAS:

★ BONUS LEVEL ★

TRAIL'S END SCHOLARSHIP PROGRAM

Sell \$2,500 of qualifying Trail's End products in any calendar year and have 6% of your total sales count towards your own Trail's End Scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Visit www.trails-end.com/scholarship for full program details.

Sell \$2,500
Earn a \$150 Amazon.com Gift Card

REWARD IDEAS:

Sell \$1,500
Earn a \$75 Amazon.com Gift Card

REWARD IDEAS:

Sell \$1,000
Earn a \$45 Amazon.com Gift Card

REWARD IDEAS:

Sell \$750
Earn a \$30 Amazon.com Gift Card

REWARD IDEAS:

Sell \$500
Earn a \$20 Amazon.com Gift Card

REWARD IDEAS:

Sell \$350
Earn a \$10 Amazon.com Gift Card

REWARD IDEAS:

THE DISPLAYED PRIZES ABOVE ARE NOT DELIVERED BY TRAIL'S END. THESE ARE SUGGESTED PRIZES OR PRIZE IDEAS TO BE PURCHASED ON AMAZON.COM WITH YOUR GIFT CARD IF AVAILABLE. ACTUAL COSTS OF PRIZES ARE ESTIMATES. SUBJECT TO CHANGE, AND DON'T INCLUDE APPLICABLE TAXES AND SHIPPING. A TRAIL'S END ACCOUNT IS REQUIRED FOR PARTICIPATING SCOUTS. THE EARNED AMAZON.COM GIFT CARD(S) ARE REDEEMED IN EACH SCOUT'S REGISTERED TRAIL'S END ACCOUNT ONCE APPROVED AND MADE AVAILABLE ACCORDING TO TRAIL'S END REWARDS TERMS OF USE. QUALIFIED FACE-TO-FACE SALES ARE SUBJECT TO THE AMOUNT SUBMITTED BY YOUR UNIT AND APPROVED BY TRAIL'S END. QUALIFIED ONLINE SALES WILL AUTOMATICALLY BE INCLUDED IN A SCOUT'S REWARD SALES CREDIT. REWARDS LEVELS ARE NOT CUMULATIVE. WHERE INDICATED, SCOUTS MUST REACH OR SURPASS STATED SALES TOTAL, FACE-TO-FACE AND ONLINE SALES COMBINED, TO BE ELIGIBLE FOR THE AMAZON.COM GIFT CARD AMOUNT STATED AT THAT LEVEL. SCOUTS THAT RECEIVE \$600 OR MORE IN REWARDS VALUE IN A CALENDAR YEAR ARE SUBJECT TO APPLICABLE TAX LAWS, AND WILL RECEIVE A 1099. RESTRICTIONS APPLY. SEE AMAZON.COM/GC-LEGAL.

