



- 5/31/22 Deadline, Popcorn Tracker, worth 1% Commission**
- Register for the popcorn sale at www.trails-end.com/unit-registration.
- 5/1/22 (ASAP) – 8/14/22**
- Sign up for a [Trail's End Webinar](#) and join the [Trail's End Facebook group](#).
- Direct families to www.trails-end.com for additional information about online selling and additional selling tips.
- Text APP to 62771 to download the Trail's End App. Make sure all selling scout parents download and sell using the Trail's End app
- 5/14/22 event, Kernel Popcorn Kick-Off, worth 1% Commission**
- Attend the District and/or Council Popcorn Kickoff event or watch the recording of the [Council's Kickoff event on YouTube](#).
- Start building your popcorn team.
- 7/1/22 – 11/13/22**
- Start selling early and start with 1) Online Direct and 2) Door to Door Online
- Encourage all kids to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sale territory for the kids.
 - Less than 20% of all households have been asked to purchase popcorn.
 - Have a parent(s) take the Trail's End App or order form to work.
- 7/15/22 no later than August 1st**
- Complete your unit's program plan for the year. Get the kids' input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
 - $\text{Budget} \div \text{number of Kids} = \text{Cost per Kid}$
- Break the goal down to an individual kid (family) goal.
 - $\text{Cost Per Kid} \div \text{Commission} = \text{Sales Per Kid}$
- Add Important Dates to your unit's calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
 - Make it a fun event; have food, snacks, games, door prizes, etc.
 - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- 7/19/22 – 11/13/22 (Subject to availability)**
- Secure your storefront location(s) several weeks in advance (if applicable).
 - Set up schedule for kids to sign up for shifts through the Trail's End App.
 - One kid per two-hour block is ideal.
 - Remember the rules of two deep leadership.



- 8/1/22 no later than August 14th**
- Create a communication plan developed to reach all families.
 - Highlight all the program activities the unit is planning.
 - Information on the sales goal per kid so there are “no out of pocket expenses”.
 - Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, and who to contact with questions
- 8/14/2022 Deadline, Unit Sales Plan, worth 1% of Commission**
- Review your Popcorn Sales Plan with your District Kernel (or WLACC Kernel). Optional Sales Plan document on WLACC website Popcorn page (https://bsa-la.org/productsales/#wlacc_popcorn).
- 8/20/22 – 9/8/22**
- Coordinate assistance to pick up popcorn at designated warehouse.
- 8/21/2022 11:59pm Deadline, Inventory Order Input**
- Input Storefront and Wagon Sales Inventory Order into your Trails End Leader Page
- 8/14/2022 Deadline, worth 1% of Commission, Email Unit Calendar to Laura.Clay@scouting.org with the following dates:**
- Date of Unit Popcorn Kickoff: _____
- Date of Membership Event: _____
- 9/9/22 (or as scheduled by WLACC)**
- Pickup Popcorn from distribution location, and take to moderate temperature storage
- 9/10/22 – 9/11/22 (or ASAP)**
- Distribute a portion of popcorn to kids for wagon sales as required. Be conservative.
- Begin storefront sales with product.
- 9/10/22 – 11/13/22 (ongoing for the duration of the sale)**
- Collect money from wagon sales and storefront. Parents can also pay with their credit card in the Trail’s End App. NOTE: Checks should be made out to your unit, not the council.
- 10/17/22**
- Pay council mid-sale payment. Amount due Council shown on your Trail’s End leader page.
- 11/13/22**
- Submit final unit take order
- Pay council final payment. Amount due Council shown on your Trail End leader page.
- Submit Unit Prize Order
- 12/2/22, Final Take Order Pickup**

Make sure you plan and have a post-sale awards and recognition celebration.