

2021 Popcorn Program Guide

**A Start-to-Finish Guide for
Managing your Unit's Popcorn Program**



Orders Due:

Show-n-Sell Orders

Due:

September 16th

Take Orders Due:

October 29th

Balance Due:

December 1st

Table of Contents

Why participate in Popcorn Program.....	4 & 5
New in 2021.....	6
Ways to Sell Popcorn.....	7
How to run the Popcorn Program.....	8 & 9
Storefront Tips.....	10
Popcorn Kickoff Template	11
Online Sales	12
Trails End App	13
Trails End System.....	14
Return Policies.....	15
Product Lineup.....	16 & 17
Commission.....	18
Scout Rewards	19
Bonus Prizes.....	20 & 21
Orders and Distribution	22 & 23
Additional Product details.....	24
Paying your Balance	25
District Popcorn Kernels	26 & 27
Unit Kernel Checklist.....	28




Scouters,

Thank you for participating in the 2021 Popcorn Program. The Popcorn Program plays a vital role in your unit's success in providing a great program to your Scouts. A well-executed plan for your Popcorn Program can provide all the funds necessary to run your ideal year of Scouting.

The Black Warrior Council (BWC) staff and Trail's End have worked to simplify the program adding more features that will allow your unit to sell more product in less time. If you have any questions during the sale, our network of District Kernels, District Executives, along with the BWC support staff and the Trail's End customer service team are committed to helping your unit achieve success with the 2021 Popcorn Program.

On behalf of BWC, thank you for participating in the 2021 Popcorn Program. The funds raised will allow us to continue the mission of the BWC to support and strengthen local Scouting programs and properties.

To your success!



Joel Lake

Council President










Bill Gosselin

Scout Executive/CEO

Why Participate in the Popcorn Program

The Popcorn Program is an important part of Scouting. If managed well the program can generate enough income to financially support your Scouting program for the entire year!

Some of the great benefits of selling popcorn include:

-  **There are NO up-front costs to your unit.**
-  **A built-in prize program to support the unit and individual Scout goals.**
-  **Participating in the Popcorn Program can complete requirements for rank advancement and multiple merit badges.**
-  **Popcorn is supported by the local community.**
-  **Scouts can earn a free week at a Black Warrior Council camp of their choice!**
-  **Earn Tickets to Alabama Football Games**
-  **Scouts learn to “earn their own way”**

More importantly participating in the Popcorn Program teaches Scouts the value of earning their own way, setting goals, and supporting their unit program budget. This is an essential part of the character development learned through Scouting.

These skills can't be taught by parents writing checks...







What the Popcorn Program Makes Possible

The Popcorn Program is crucial in providing programs and services for all our units and funding experiences uniquely suited for each program level in Scouting.

Some examples of the benefits provided to units, through the Popcorn Program:

Awards	Camp Fees
Courts of Honor	Program Materials
Rain Gutter Regattas	Equipment purchases
Blue & Gold Banquets	Pinewood Derbies
Books/Neckerchiefs	Camporees
High Adventure Bases	Training Expenses
National/World Jamborees	
Anything your Unit decides....	

Some examples of how the Council supports units through the Popcorn Program:

-  Maintaining camp properties for year-round camping and outdoor events.
-  Providing scholarships or “camperships” for Scouts who need assistance due to financial hardship.
-  Support from a full-time professional staff and Scout Service Center available to help unit leaders, parents, and Scouts.
-  Accident, sickness, and liability insurance for chartered organizations, members, and leaders

All commissions earned during the popcorn programs stay to support local Scouts.

New in 2021!

- 🍌 New \$50 sales patch
- 🍌 New \$700 – UA Gameday
- 🍌 New \$3,000 – Choose a Camp to attend for free. (Summer Camp or District Day Camp)
- 🍌 *Storefront Scheduling partnership*
- 🍌 *Redesign of app and functionality*
- 🍌 *Online catalogue available from App to order and ship direct to customers.*



Ways to Sell Popcorn



Storefront Sales

Unit Kernels place an order for bulk popcorn in advance. Units set up a display at a store front or in their neighborhood. Scouts sell popcorn and hand it to customers at time of purchase.



Wagon Sales

Scouts take bulk product ordered at the beginning of the sale door to door to sell individually. Payment and product is immediately exchanged removing the necessity for follow up delivery.



Take Order

Scouts accept an order for future delivery via the product order form. Forms are then collected and one order is placed for the popcorn sold by the entire unit. Scouts deliver product to their customers.

Online

Scouts can sell popcorn to out-of-town family and friends online. Each Scout will have the ability to set their own sales page, goal, and video highlighting their sale.

www.sell.trails-end.com

bwc-bsa@scouting.org



How to Run the Popcorn Program

STEP 1: Find locations for your sale:

Beginning this summer book as many sites possible to host your sale. Get permission from local businesses, churches, grocery stores, banks, malls, restaurants or other locales to set up a table and sell popcorn on their property.

**Check with your District Kernel before scheduling to check process in your area.*

STEP 2: Order popcorn in advance for storefront sales.

Pre-order with no money due upfront your wagon and store front inventory. Orders will be distributed locally and additional product will be available during the sale.

**Orders at beginning of sale are by the case. You may return unsold/unopened cases according to policy* (See Page 15)*

STEP 3: Pick up your storefront popcorn

You can find your district's pick-up location on page 23. Orders over \$10,000 are eligible for home delivery. Continue to promote to your Scouts that 6 to 8 hours of storefront sales can average \$1,000 in sales.

STEP 4: Host a Unit Kickoff and share excitement

At a unit meeting, enthusiastically share the Popcorn Program. Highlight incentives, Trails-End App, ways to sell, deadlines, and goals. See page 11 for kickoff ideas.

STEP 5: Hold your sale

Scouts can start accepting orders door to door immediately after your unit kickoff. Have a schedule ready for your storefront sales and work with parents to layout the storefront shift schedule. Communicate often with families on upcoming opportunities.



How to Run the Popcorn Program

STEP 6: Collect the Scouts' orders

Set a deadline to turn orders in a week or so before you place your unit's order, giving you time to follow up with anyone missing and to tally everyone's orders. You do not need to collect payment for the popcorn at this time. Utilize the product left from store front sales to fill order form requests before placing the last order.

STEP 9: Place your unit's last popcorn order

Order popcorn according the schedule on the front cover. You should order the exact amount of popcorn by container needed to ensure no excess inventory. **This is different than bulk order at beginning when you ordered by case.*

STEP 8: 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, contact Justin Hayes @ justin.hayes@scouting.org .

STEP 9: Close out your Scout's popcorn inventory

You may return any unsold UNOPENED cases of popcorn by October 29th. Please see page 15 for our Return Policy. OPENED cases are your unit's responsibility. You can use excess popcorn to fill Take Order sales, try to sell it door-to-door or set up additional storefront sales.

STEP 10: Pay for your popcorn

Bring a check for the balance due to council in the Trail's End system to your final pick up. You may also mail your check to the Leroy McAbee Scout Service Center if you do not have a final order in October.

Tips for a Great Storefront Booth



Here are some tips to make your booth stand out:

- When you confirm your location, ask if they need a copy of the Council's insurance coverage. If yes, you can request one through www.bwc-bsa.org/popcorn
- Allow 1 or 2 Scouts and parents to work the booth in hour long shifts. Recommend no more than 3 consecutive hours per Scout
- Stack the product neatly to create an appealing display
- Have the Scouts wear their Class A uniform during the sale.
- Stand in front of the table to engage with the customers
- Be polite and speak in a loud, clear voice
- Track sales, manage inventory, and accept credit card payments by using the Trail's End app

www.bwc-bsa.org/popcorn

Kickoff Template

LOGISTICS	ATMOSPHERE	CONTENT
<input type="checkbox"/> Location <input type="checkbox"/> Date & Time - Send invitations! <input type="checkbox"/> Recruit Help	<input type="checkbox"/> Theme <input type="checkbox"/> Games & Activities <input type="checkbox"/> Music <input type="checkbox"/> Decorations	<input type="checkbox"/> Media - Training videos - Motivational videos <input type="checkbox"/> Printed Materials - Family Guides - Program Calendar - Parent Handouts - Unit-Specific Literature <input type="checkbox"/> Presentation <input type="checkbox"/> Product Samples <input type="checkbox"/> Rewards / Incentives

1. Explain how the Popcorn Program Benefits (5 min.)

- *Your unit:* Can fund your entire year of Scouting by paying for special activities, registration fees, badges, equipment, and summer camp
- *Your Scouts:* Builds personal sense of responsibility, sales and leadership skills, develops confidence and communication skills
- *Your Council:* Supports program for at-risk youth, investment in camp properties, supports council wide activities like Cub Adventure Day, Cub Haunted and Camporees.

2. Review Sales Goals and Ways to Sell (10 min)

- Distribute forms and discuss 4 ways to sell

3. Review Prizes and Incentives (5 min.)

- Distribute prize brochure and discuss levels and options
- Free camp incentive and scholarship opportunities

4. Review Delivery and Collection Process (10 min)

- Encourage upfront payment through Trails-End app
- Make checks payable to unit

5. Close with a Big Finish and Excitement. (5 min)

Online Sales

Your Scouts can sell popcorn online anytime! For online sales, the customer orders popcorn through each Scout's personal page. Product is shipped directly to the customer.

- ❑ Personalize an email to family and friends across the country
- ❑ Record a video message highlighting your sales goal and favorite products
- ❑ Share and track online sales through desktop platform of Trail's End App
- ❑ All online sales count towards all prize levels
- ❑ **Online Direct** available in the app to allow for direct to customer shipping from door to door or storefront sales

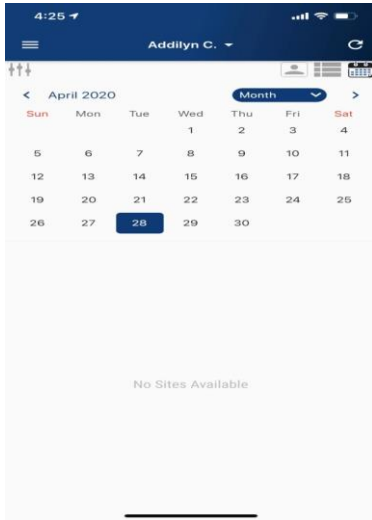
The screenshot shows the Trail's End online sales dashboard for Addilyn Carther. The dashboard is divided into several sections:

- Share Your Page:** Includes social media sharing icons and a "YOUR GOAL" section showing a target of \$2,500.
- ONLINE SALES:** A section with a laptop icon and a "\$0.00" value.
- ONLINE ORDERS:** A section with a laptop icon and a "\$0.00" value.
- ONLINE ORDERS:** A section with a truck icon and a "\$0.00" value.
- SALES OVER TIME:** A section with the text "No data available".
- TOP SELLING ONLINE PRODUCTS:** A section with the text "No data available".
- CUSTOMER LOCATIONS:** A section with a map of the United States.

The left sidebar contains a navigation menu with options: Dashboard, Training, Wagon, Storefront, Online, Manage Page, and Rewards. The top right corner shows the user's name "Hello, Addilyn!" and a "2020 SELLING CAMPAIGN" dropdown menu.

Trail's End App

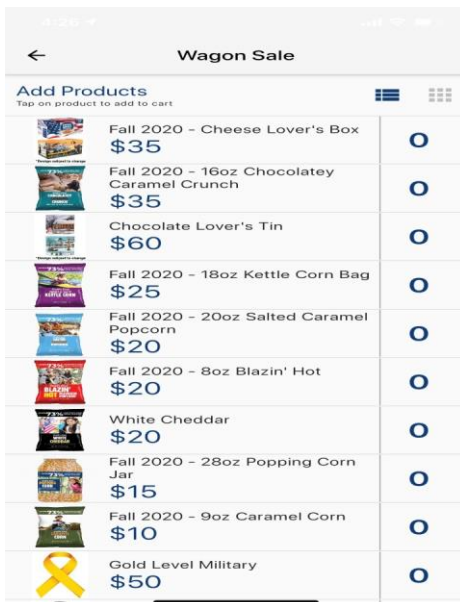
Storefront Scheduling



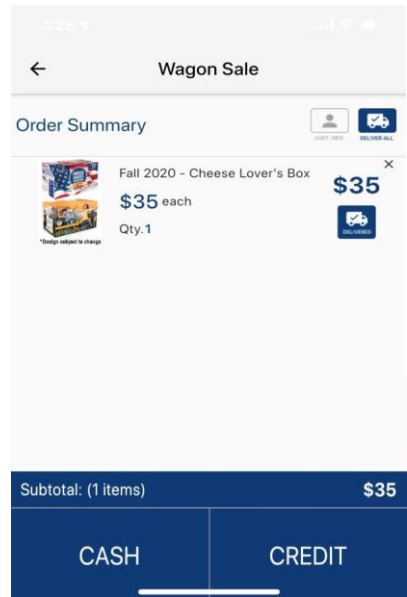
Sale Tracking



Point of Sale



Payment



Trails End Popcorn System

You will manage your unit's program at:

www.sell.trails-end.com

The screenshot displays the Trails End Leader Dashboard. The top navigation bar includes a logo, a login button labeled 'Invite Your Scouts', and a user greeting 'Hello, Jonathan!'. The main content area is divided into several sections:

- Leader Dashboard:** The central heading for the page.
- GOAL PROGRESS:** Features a trophy icon, a 'SET A GOAL!' button, and a progress bar showing '\$0'. Below the bar, it says 'KEEP ON PUSHIN! YOUR UNIT HAS MET THEIR GOAL'.
- TOTAL SALES:** A grid showing sales from different sources: STOREFRONT (\$0), WAGON (\$0), ONLINE (\$0), CASH (\$0), APP CREDIT (\$0), and ONLINE CREDIT (\$0).
- STOREFRONT SHIFTS:** A section for managing storefront shifts, currently showing '0 OF 0 STOREFRONT SHIFTS CLAIMED'.
- TOTAL SCOUTS:** A section for tracking the number of scouts, represented by an icon of three people.
- AVERAGE SALES PER SCOUT:** A section for calculating average sales, represented by an icon of a hand holding money.
- NUMBER OF ORDERS:** A section for tracking the number of orders, represented by an icon of a popcorn bucket.

A sidebar on the left provides navigation options: Dashboard, Unit Info, Training, Storefront Management, Popcorn, Popcorn Orders, and Transfers & Returns.

- Sign up to participate in the Popcorn Program
- Place orders with Trail's End
- Set sales goals and schedule storefront shifts
- Manage credit card sales and request commissions when available
- Communicate with Scouts and families during sale

Return Policies

Only full, unopened cases of popcorn may be returned.

Units can return up to 10% of its entire retail order. (Show-N-Sell). Additional product will be available throughout the sale to replenish unit inventory.

Fill take orders from unit inventory before returning popcorn to the council.

Returns will be accepted on:

October 26th to 29th:

Leroy McAbee Scout Service Center
2700 Jack Warner Parkway NE
Tuscaloosa, AL 35404
10:00am to 4:00pm

No returns will be accepted after October 29th.



Trail's End Prod



\$40
Sweet & Savory
Collection Box
1 WC and 1 Salted



Chocolate
Covered Pretzel
\$25



\$
Salted
Pop



\$20
White Cheddar
Popcorn



\$15
Popping Corn
Jar



\$10
Classic Caramel
Corn

Products, pricing and packaging may vary and are subject to change.

ucts

Trail's End®



25
Caramel
corn



Kettle
Corn*
\$20



12pk Unbelievable Butter
Microwave*
\$20



\$50
Gold American Heroes
Donation



\$1
American Heroes
Donation



\$30
Silver American Heroes
Donation

ge. *Product in development; packaging & MSRP to be finalized

Unit Commission

Returning Units

Base Commission:	30%
Attend a training seminar online with Trails End	+2%
Growth over your total 2020 sale	+3%
Total Commission available in 2021:	35%

New Units that have not sold in last 3 years

For the first \$1,000 of product sold, units will receive both the unit and Council commissions. That will give the unit an estimated \$700 for the unit to keep!!

Any commissions over the initial \$1,000 will be set in accordance with the following levels:

Base Commission	30%
Attending a seminar	+2%
<u>Sell at least \$2,000</u>	<u>+3%</u>
Total Commission	35%



Trail's End® REWARDS

Collect points to earn **amazon.com** Gift Cards
and choose the prize **YOU** want!

1.5PTS
1PT

PER EVERY \$1 SOLD
**ONLINE DIRECT
& CREDIT/DEBIT**

PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS



7,500 pts
Earn an \$550
Amazon.com Gift Card

REWARD IDEAS



2,000 pts
Earn a \$70
Amazon.com Gift Card

REWARD IDEAS



6,000 pts
Earn a \$450
Amazon.com Gift Card

REWARD IDEAS



1,750 pts
Earn a \$60
Amazon.com Gift Card

REWARD IDEAS



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

REWARD IDEAS



1,500 pts
Earn a \$50
Amazon.com Gift Card

REWARD IDEAS



4,000 pts
Earn a \$250
Amazon.com Gift Card

REWARD IDEAS



1,250 pts
Earn a \$40
Amazon.com Gift Card

REWARD IDEAS



3,500 pts
Earn a \$200
Amazon.com Gift Card

REWARD IDEAS



1,000 pts
Earn a \$30
Amazon.com Gift Card

REWARD IDEAS



3,000 pts
Earn a \$150
Amazon.com Gift Card

REWARD IDEAS



750 pts
Earn a \$20
Amazon.com Gift Card

REWARD IDEAS



2,500 pts
Earn a \$100
Amazon.com Gift Card

REWARD IDEAS



500 pts
Earn a \$10
Amazon.com Gift Card

REWARD IDEAS



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>



bwc-bsa@scouting.org



BWC Bonus Prizes

Top sales Initiative:

The top seller in each district will enter a drawing to win the following items:

Xbox One

Nintendo Switch

iPad

\$700– Bonus Prize – The UA Experience (More details will come.)

FREE CAMP INCENTIVE

Scouts who sell \$3,000 or more in sales will receive a voucher for one week at a Black Warrior Council summer camp.

Vouchers will be valid towards a District Day Camp, Camp Horne Summer Camp.

Vouchers are non-transferable and must be used during the 2022 camping season.



Trail's End

POPCORN IS AS EASY AS 1 - 2 - 3

Follow these three steps to be successful in 2020

1

JOIN Facebook

A COMMUNITY OF SUPPORT FOR LEADERS WHERE YOUR QUESTIONS GET ANSWERED

- Text **FACEBOOK** to 62771 to join
- www.facebook.com/groups/TEPopcornCommunity

2

REGISTER for a Webinar

UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

- Text **WEBINAR** to 62771 to register
- www.trails-end.com/webinars

3

SHARE the "Scout Promotions" graphic with all your Scout families

- Text **SCOUTPROMOS** to 62771 to download

UNITS EARN 5% OF ONLINE DIRECT SALES AS AN AMAZON.COM GIFT CARD - JULY 1 - AUGUST 15*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

ORDERS & DISTRIBUTION

September

Orders Due: Thursday, Sept. 16

Distribution: Thursday, Sept. 30

November

Orders Due: Friday, Oct 29

Distribution: Monday, Nov. 14

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/small Truck: 30-40 cases
 - Full Size Van/large Truck: 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 Justin Hayes at 205.270.8952
- Sign your unit's delivery slip to show that you received your complete order.
- Turn in final payment on or before the December 1st!

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 an accounting for each patrol, den, or Scout to verify the amount of product they received. The Trail's End app will be able to help you track the inventory needed by each scout.

<u>Distribution location</u>	<u>Districts</u>
Drummond Building #3 Hwy 78 East Jasper, AL 35501	Mountain
Tuscaloosa Warehouse 502 Bear Creek Cutoff Rd Tuscaloosa, AL 35405 9:00am to 11:00am	River Prairie Twin Rivers

Need More Product?

Additional product will be available throughout the sale. Units will be able to place replenishment orders every Sunday evening for a Thursday pickup between 10:00am and 5:00pm. Unit orders will be guaranteed available at pick up.

Leadership will receive a call from a Trail's End Representative to confirm your order and schedule your pick-up time.

Pick up does not need to be unit kernel. Work with your parents/leaders to help assist with additional product pick up when necessary.

Pick up location:

**The Leroy McAbee Scout Service Center
2700 Jack Warner Parkway NE
Tuscaloosa, AL 35404**



Paying Your Balance

Units can check invoice status online under their unit dashboard.

Reminder– credit card transactions will come through as credits to invoice. This will cause your balance due to Council to decrease during the sale. Unit invoices will need to be closed prior to or at the time of the final November distribution on the 16th.

Checks should be made payable to “BWC” and postdated to Dec 1st (Please Write “Popcorn” in the memo field. Units can pay their invoice any time prior to Dec.1st by mailing a check to:

Black Warrior Council

PO Drawer 3088

Tuscaloosa, AL 35403



District Popcorn Kernels

District	District Kernel	Email	Phone
River	Jonathan DeTrujillo		
Mountain			
Prairie			



District Contacts

District	District Executive	Email	Phone
Mountain	Darren Hix	darren.hix@scouting.org	205-388-2660
River	Roland Lewis	Roland.lewis@scouting.org	205-301-4963
Prairie	Harrison Sentell	Harrison.sentell@scouting.org	205-616-8273



Unit Kernel Checklist

TIMELINE	TASKS
Throughout Sale	<input type="checkbox"/> Encourage Scouts to participate in Online Sales <input type="checkbox"/> Promote incentives and keep Scouts focused on a sales goal <input type="checkbox"/> Keep in contact with your Scouts and their parents regarding deadlines and information
September	<input type="checkbox"/> Place order by Sept. 16th <input type="checkbox"/> Pick up order on Oct. 1st <input type="checkbox"/> Encourage Scouts to participate in Online Sales <input type="checkbox"/> Promote incentives and keep Scouts focused on a sales goal <input type="checkbox"/> Keep in contact with your Scouts and their parents regarding deadlines and information
October	<input type="checkbox"/> Encourage Scouts to participate in Online Sales <input type="checkbox"/> Promote incentives and keep Scouts focused on a sales goal <input type="checkbox"/> Keep in contact with your Scouts and their parents regarding deadlines and information Popcorn returns on Oct. 26th-29th <input type="checkbox"/> Finalize last order after returns and place order before October 29 th @ 4:00 PM.
Late November	<input type="checkbox"/> Review online dashboard and review invoice <input type="checkbox"/> Pick up popcorn on Nov. 14th and bring post dated check <input type="checkbox"/> Collect Scout's money with checks made out to your unit
On or before Dec. 1	<input type="checkbox"/> Pay the Council by Dec.1 st in Full <input type="checkbox"/> Double check bonus prizes and make sure scouts are recognized for their efforts <input type="checkbox"/> CELEBRATE A SUCCESSFUL POPCORN SALE!

NOTES

[illegible]

NOTES

This image shows a blank sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

NOTES

[illegible]



Black Warrior Council
BOY SCOUTS OF AMERICA

2700 Jack Warner Parkway NE
Tuscaloosa, AL 35404

www.bwc-bsa.org

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