Silicon Valley Monterey Bay Council
Boy Scouts of America
2020 Popcorn Leaders Guide

Updated 7/24/2020
This Resource Guide will provide Unit Kernels with the details to promote a strong and successful program. The annual popcorn program is the only money earning activity that allows Scouts to wear their BSA uniform while raising funds to pay their own way through their Scouting career and their own adventures. Scouts in uniform bring awareness to their community and demonstrate Scout Spirit in their actions.

In addition to this guide, the Silicon Valley Monterey Bay Council provides program information through weekly informational emails, the Council popcorn webpage, trainings and District teams.

Here is what you will find inside......

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2020 Council Goal

$1.2 Million

My Unit Goal:
GETTING STARTED

What does a Unit Popcorn Kernel do?

Help your Scouts succeed by organizing and managing your Unit’s popcorn sale to meet or exceed their goals.

KEYS TO SUCCESS:
1. Develop a Unit Popcorn Committee to help you ensure an effective and efficient selling program — don’t do this alone!
2. Develop an incentive plan for your Scouts in addition to the program prize structure
3. Clearly communicate what popcorn sales pay for in your Unit and for the Scouts
4. Instruct all Scouts how to set up their Trail’s End online account at trails-end.com
5. Distribute Take Order forms to your Scouts in August
6. Host a FUN & EXCITING Unit Kickoff Event.
7. Manage the popcorn inventory
8. Encourage all Scouts to track their sales with the Trail’s End App
9. Remind Scouts along the way why they are selling, what they will earn & how to succeed
10. Celebrate a great season with an End of the Year closing event

If you are new to Popcorn, don’t worry, you have a District and Council team to help you along the way. Here is what to do next....

1. **Set up your Trail’s End Popcorn System account**
   - This is the administration site for the sale where you can place Unit orders, track sales, transfer between Units, view your invoice and run reports to get sale data
   - To get started or if you forgot your username or password go to: https://scouting.trails-end.com/

2. **Get Trained**
   - This step you have already started .... using this resource will provide you with the details to help guide you through the logistics of the popcorn sale.
   - Silicon Valley Monterey Bay Council offers in-person training in August, check the popcorn webpage for resources.
   - Trail’s End offers online training videos for Leaders and Youth designed by Trail’s End and top selling Units and Scouts across the country. They can be accessed by any mobile device at: https://www.trails-end.com/training

3. **Share what you Know**
   - Teach the Scouts in your Unit about goals, products and sale details.
   - Get them excited about everything they can do in Scouting
   - Show them how this is possible through their popcorn sale.

My Trail’s End Username: ___________________________
CONTACT INFORMATION

District Popcorn Kernels are your 1st Line of Support

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>KERNEL(S)</th>
<th>PHONE</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coyote Creek</td>
<td>Nandita Sreenivasan</td>
<td>408-246-3882</td>
<td><a href="mailto:kanamahere@gmail.com">kanamahere@gmail.com</a></td>
</tr>
<tr>
<td>Loma Prieta</td>
<td>Michael Maher</td>
<td>831-251-6788</td>
<td><a href="mailto:mwmaher@gmail.com">mwmaher@gmail.com</a></td>
</tr>
<tr>
<td>Pioneer</td>
<td>Faroogh Quadri</td>
<td>408-622-8698</td>
<td><a href="mailto:pioneerpopcorn1@gmail.com">pioneerpopcorn1@gmail.com</a></td>
</tr>
<tr>
<td>Polaris</td>
<td>Kevin Barlow</td>
<td>408-749-0482</td>
<td><a href="mailto:keedba@yahoo.com">keedba@yahoo.com</a></td>
</tr>
<tr>
<td>Quick Silver</td>
<td>Beth Leonard</td>
<td>408-530-0554</td>
<td><a href="mailto:beth@slimy.com">beth@slimy.com</a></td>
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<tr>
<td></td>
<td>Kathy Skinner</td>
<td>408-656-4260</td>
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<td>San Benito</td>
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<tr>
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<td>831-915-8940</td>
<td><a href="mailto:darcy.wilson@att.net">darcy.wilson@att.net</a></td>
</tr>
<tr>
<td>Exploring</td>
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<td>408-438-3935</td>
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</tr>
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Silicon Valley Monterey Bay Council Site
www.SVMBC.org/popcorn

Trail’s End Site
http://sell.trails-end.com/
# POPCORN PROGRAM CALENDAR 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>July 1</td>
<td>Online and Preorder Sales Begin</td>
</tr>
<tr>
<td>July 3-5</td>
<td>Fourth of July Online Sales Spectacular</td>
</tr>
<tr>
<td>July 13-18</td>
<td>Kickoff Webinar Week</td>
</tr>
<tr>
<td>August 21</td>
<td>Orders Due Online</td>
</tr>
<tr>
<td>September 10</td>
<td>Popcorn Distribution to Units- both warehouses</td>
</tr>
<tr>
<td>September 17</td>
<td>Place Order for More Online</td>
</tr>
<tr>
<td>September 24</td>
<td>Popcorn Resupply Pickup</td>
</tr>
<tr>
<td>September 30</td>
<td>September Sales Payment Due</td>
</tr>
<tr>
<td>October 1</td>
<td>Place Order for More Online</td>
</tr>
<tr>
<td>October 8</td>
<td>Popcorn Resupply Pickup</td>
</tr>
<tr>
<td>October 19</td>
<td>Warehouse Open for returns- final day</td>
</tr>
<tr>
<td>October 23</td>
<td>Place Order for More Online</td>
</tr>
<tr>
<td>October 23</td>
<td>Show and Sell Payment Deadline</td>
</tr>
<tr>
<td>October 31</td>
<td>Online sales scorekeeping ends for prize calculation. Keep selling though</td>
</tr>
<tr>
<td>November 5</td>
<td>Take Order Distribution to Units</td>
</tr>
<tr>
<td>November 20</td>
<td>Take Order Payment Due</td>
</tr>
<tr>
<td>December 1</td>
<td>$1,500 Club Prizes Sent Out</td>
</tr>
</tbody>
</table>

My Unit Kick Off Date_______________
TYPES OF SALES

SHOW AND SELL
Scouts sell products at a location or event, like in front of a shopping center or after church. Units will need to get permission to sell on other people’s property and at events. Units should coordinate with other nearby units to make sure you are not at the same place at the same time. Place your unit’s order online at Scouting.Trails-end.com by August 21 and to have it ready for pickup September 10.

PREORDERS
Pre-orders are the new Take-order. You don’t have to wait until the popcorn comes to the warehouse or until your unit kernel hands everyone a printed take-order form. Scouts can print their own take order form from the website, laminate it and start selling…for delivery later. Ask customers to pay with credit/debit and record the sale in the app, marking it as undelivered. When the product is available, simply deliver to the customer. They may like it so much that they will order again because your Scout will have left a business card behind.

WAGON SALES (AKA-SHOW AND DELIVER)
Wagon Sales is a form of Show and Sell, but requires the help of a vehicle and driver, or a wagon. It works by canvassing a neighborhood and knocking on doors for an immediate sale. The customer at the door may make a purchase from the product you have on hand, and pay on the spot with cash, check, or credit card, all of which is recorded in the app.

In a similar method, strategically place your Scout on a busy sidewalk with a lemonade stand type set up (table and awning). With lots of signage and laminated take order forms, your Scout can engage the public as they pass by.

Place your unit’s order online at Scouting.Trails-end.com by August 21 and to have it ready for pickup September 10.

ONLINE DIRECT
The single, safest way for a Scout to sell popcorn in 2020 is through the Online Direct Sale method. This method eliminates any face-to-face contact with the general public, as well as the risk of handling product or cash.

The Online Direct sale is also the safest and easiest method for units, in that there is no handling of product, since popcorn is shipped directly to consumers, and payment for popcorn is received by credit or debit card at the time of the order. E-commerce in the United States grew by 49% in April vs. March, 2020, and more people are utilizing online purchases shipped to their homes as their preferred way to purchase household items.

• Scouts will receive DOUBLE Trail’s End Rewards for Online Direct sales;
• Scouts can record online sales in the TE App in addition to their online fundraising store;
• The Online Direct sale will feature the same products sold in the traditional sale at traditional retail prices, plus additional Online Direct products;
• Shipping will be paid by the customer at $7.99 for first item, plus only $0.99 for each additional item;
  o Our market research this year has revealed the most customers prefer seeing the same prices for Online Direct sales as they would see in the traditional sale, and are willing to pay for shipping of Scout popcorn to their home;
• Scouts can still use the Online Direct sale if going door-to-door;
  o To keep socially distanced, Scouts can take an Online Direct order on the TE app, then text the populated cart to the consumer so they can finish the payment on their phone;
• Products can be popped fresh to order and delivered in 21 – 28 days.
• To promote the early adoption of the Online Direct sale, Units will earn a 5% bonus (in an Amazon.com gift card) for Online Direct sales during July 1 – August 15.
  o Units must be registered in the Unit Commitment Tracker (UCT) by August 1 to qualify.

Go to Scouting.trails-end.com to login or create an account. Unit Kernels can invite Scouts to participate through the leader dashboard in the popcorn system.

ONLINE DIRECT SALES
The single, safest way for a Scout to sell popcorn in 2020 is through the Online Direct Sales method. This method can eliminate any face-to-face contact with the general public, as well as the risk of handling product or cash. Furthermore, Online Direct sales teach Scouts the principles of e-commerce and entrepreneurship.

Scouts can still use the Online Direct Sale if going door-to-door. To keep socially distanced, Scouts can take an Online Direct order on the TE app, then text the populated cart to the consumer so they can finish payment on their phone.

Here’s how it works: Two Ways to Sell

SHARE YOUR PAGE
1. Share your fundraising page via email, text, or social media.
2. Customers click you link to place online orders.
3. Products ship to your customers.
TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

SHOW AND SELL/ STOREFRONT SALES

This year’s sale presents multiple challenges due to fluctuating Covid restrictions from changing infection rates and the differences between implementation in our four counties. As we move forward we will follow the mantra of 1. Is it Safe 2. Is it Legal 3. Is it practical

First, Is it Safe?
Yes. Storefront Sales/ Show and Sell can be done safely. The next page has a graphic of the most common protocols to employ when selling this way. Start by following these guidelines:
1. Storefront shifts should only be staffed by a parent and Scout.
2. Outdoor- stay outdoors as much as possible
3. Practice social distancing- use a table to keep space between you and the customers. Keep at least 6ft of personal space between you and customers
4. Wear mask and gloves
5. Have hand sanitizer handy
6. Use technology to minimize contact - The TE app will is designed to be used with a credit card reader, a contactless Bluetooth credit card reader, and has built-in feature to text the customer their “shopping cart” to enter their credit card number and address if desired.
7. Use a QR code to allow customers to scan the unit’s account to make a sale.
8. If Scouts or parents are feeling ill, they should not participate in a storefront shift or handle product.

Second, Is it Legal?
The State of California allows storefront sales under Stage 2 provisions, but counties can be more restrictive. You must follow your local county and or state guidelines. State Industry Guidance to Reduce Risk

Here are links to our four counties websites for quick reference. These resources must be reviewed in detail by unit leadership and implemented before any unit activities may begin.
Santa Clara County - *New Guidance as of July 13, 2020
July 13, 2020 - Health Order – New guidance regarding group gatherings and youth activities.
Learn What To Do
Required Social Distancing and Design Protocol and Signage – New required social distancing protocol for all businesses or activities.

Monterey County Health - *New Guidance as of June 18, 2020*
Sector Specific Reopening Guidance
Social Circle Guidance
Required Social Distancing and Design Protocol

Santa Cruz County
Health Services Reopening Guidance
Required Social Distancing and Design Protocol

San Benito County
Coronavirus Information
Required Social Distancing and Design Protocol

Third, Is it practical?
In this final “hurdle” of moving forward let’s think about what it takes to actually conduct the Storefront/ Show and Sell. Here are some questions for you and your unit to consider:
1. Will families sign up? Are there enough families who will take shifts to make it securing the stores
2. Will local stores even let us come set up and sell
3. Can we as a unit list the necessary Personal Protective Equipment and actually provide PPE to those taking a storefront shift
4. Can we as a unit provide training to families- both the sales training, app training, and safety training
5. Storage of product- do we have somewhere to store product once we order it

Please note, for Safeway Stores in Polaris District, they will all be reserved by the District and units will have equal opportunity to secure them. More details will be released at the August Roundtable.
COVID-19 Safety Protocols
Stay Safe while Selling

**Masks Required**
As mandated by Governor Inslee, facial coverings (masks) are required to be worn when in an indoor or outdoor public spaces. This includes Door-to-Door and Site sales.

**Wash or Sanitize Hands**
Wash your hands often with soap and water for at least 20 seconds especially after you have been in a public place, or after blowing your nose, coughing, or sneezing. If soap and water are not readily available, use a hand sanitizer.

**Disinfect Surfaces**
Clean and disinfect frequently touched surfaces. This includes tables, laminated order forms, phones, Square readers, pens, etc.

**Social Distance**
Keep 6 feet of distance between yourself and people who don’t live in your household. Remember that some people without symptoms may be able to spread the virus.

**Stay Home**
If you do not feel well you have symptoms of fever, chills, cough, shortness of breath, sore throat, a new loss of smell or taste or other potential signs of COVID-19.

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### Safety Selling Tips

**Cough/Sneeze Guard**

OPTIX Acrylic Sheet
20 in. x 32 in.
$17.98

Everbilt Shelf Bracket
10” x 12”
$2.51

- Laminate the product form for the customer; that way you can disinfect it for the next customer.
- Make a QR code stickers for customers to scan with their phone to view the available product.
- Consider only putting 1 bag of product on the table, mark those by cutting off a corner. Give customer a bag from the box.
RESOURCES TO HELP YOU ALONG THE WAY

SVMBC WEBSITE
Our Council’s website should be your first stop to find the most up to date information on this council’s popcorn sale. The website will list all pertinent dates, contact information, and links to helpful information.

TRAILS END WEBSITE
The Trails End Website trails-end.com is the next best place to find information on best practices, making the app work right, trails end rewards details, and much more.

WEBINARS
Over 200 webinars will be offered this summer and fall for units and Scout parents to learn about the sale. Over 50 webinars are already sold out and we anticipate leaders from over 10,000 units will participate.

Highly successful unit leaders ($50,000+ and multiple years as leaders) and Scout parents will lead these interactive webinars where every question will be answered. Units participating in webinars in 2019 grew 11.2%!

A $20 Amazon.com gift card will be given to the first 5,000 top-selling units (who sold $7,500+ in 2019) who register and participate in a Webinar.

FACEBOOK GROUPS
SVMBC has its own Popcorn Facebook group. This is designed to help unit kernels share information and best practices. It also allows units to trade product to help them fill last minute needs for their sale.

https://www.facebook.com/pages/category/Youth-Organization/SVMBC-Popcorn-107341807724542/

Trails End Facebook support is being enhanced in 2020 through the help of 15 successful unit leaders and parents serving as moderators and influencers. Last year, over 18,000 unit leaders and Scout parents utilized the Scout Popcorn Facebook support, and a significant increase in participation is expected this year.
## 2020 PRODUCT LINE

### PRODUCT LINEUP

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheese Lover’s Collection Box</td>
<td>$35 each / $35 case (1)</td>
</tr>
<tr>
<td>Salted Caramel Corn</td>
<td>$25 each / $200 case (8)</td>
</tr>
<tr>
<td>Blazin’ Cheese</td>
<td>$20 each / $160 case (8)</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>$20 each / $160 case (8)</td>
</tr>
<tr>
<td>Caramel Corn 11 oz. bag</td>
<td>$10 each / $120 case (12)</td>
</tr>
<tr>
<td>Unbelievable Butter bag</td>
<td>$15 each / $120 case (12)</td>
</tr>
<tr>
<td>Popping Corn</td>
<td>$15 each / $120 case (12)</td>
</tr>
<tr>
<td>Heroes Donation</td>
<td>Any Donation</td>
</tr>
</tbody>
</table>

In addition to the products above, Trail’s End offers a variety of coffee, chocolate and other products through the Online Sale. Sizes and prices will differ from the list above as the online items are set at the National price.
PRIZES

Trails End Rewards
Scouts can design their own prize program by selecting their choice of camping gear, sports equipment, LEGO, toys, or anything else they can find on Amazon.com. Unit Kernels are no longer required to meet with Scouts to get their prize choices, place the order(shop) or shuffle through the delivery. Prizes are shipped directly to the Scout’s home. Plus, families with Amazon prime can get free 2-day shipping and many items ship free for all customers.

Based on research with Scouts and their parents, TE Rewards is switching to a preferred points-based system. To incentivize Scouts to sell online and to encourage them to ask for payment by credit/debit card rather than cash, Scouts will earn:

- 2 points for each $1.00 of Online Direct sales;
- 1.5 points for each $1.00 of credit/debit card sales;
- 1 point for each $1.00 of cash sales.

These point changes will launch on July 1, 2020.

You can view the new 2020 TE Rewards flyer

Online Ace
Each Scout who sells $2,020 in just online Sales will receive a special SVMBC 100th Anniversary patch. The $2,020 dollar figure comes from this celebratory year. The special patch will be sent out as soon as the Scout reaches the sales level.

$1,500 Club
Who is eligible: All Scouts who sell popcorn a minimum of $1,500 during the 2020 season will be receive a movie theater gift certificate for two. These will be sent out by December 1.

Top Seller Recognition
The top 100 selling Scouts will receive additional prizes. For every $1,500 sold the Scout will receive an additional $25 Amazon Gift Card. Scouts total sales will be calculated November 1 using Show & Sell, Take Order and Online sales. The Amazon Cards will be mailed out by December 1.
### SCOUT PRIZE LEVELS

**NEW for 2020 – Personalized Prize Program**

<table>
<thead>
<tr>
<th>Sales Level</th>
<th>Amazon Gift Card Amount</th>
<th>Reward % Retail</th>
<th>Scholarship*</th>
<th>Rewards Total</th>
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<tbody>
<tr>
<td>$40,000+**</td>
<td>$3,200</td>
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<td>$350-$499</td>
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<td>2.9%</td>
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*Scholarship credit is percent based (6%) and not fixed levels

**Scouts receive 8% of their total retail at every additional $10,000 they sell

Amazon e-giftcard rewards managed and digitally redeemed by the Scout through Trail’s End. It is not a physical card.
2020 UNIT COMMISSION STRUCTURE

Online Sales

All online sales will have a flat rate of 30%

Show and Sell and Take Order

- All Units Receive a 23% Unit Commission base
  Includes Free Shipping, Free Credit Card Processing and Amazon e-gift cards
- Units will receive an additional 3% commission if they attend both the July Popcorn/Membership Kickoff and August University
- Units will receive an additional 4% commission if they have average sales per Scout* of $200
- Units will receive an additional 1% commission (5%) if they have average sales per Scout* of $400
- Units will receive an additional 2% commission (6%) if they have average sales per Scout* of $600
- Units will receive an additional 3% commission (7%) if they have average sales per Scout* of $800

*Average Sales per Scout in the unit will be calculated November 1. It will be the total of Show and Sell (after returns) divided by the unit’s membership as of June 30 as recorded in Scoutnet. It will be exclusive of Online Sales. Adjustments to the June 30 registration number will be extremely rare and only at the discretion of the Popcorn Staff Advisors

A unit’s commission calculated for Show and Sell will apply as their Take Order Commission. If a unit did not participate in Show and Sell, then their commission will be based on the same rubric above and calculated on November 15.

If a unit fails to make its payment on time (for either Show and Sell or Take Order), a late fee of 3% will be assessed.

Our Silicon Valley Monterey Bay Council Goal is $1.2 Million
CREDIT CARD PROCESSING

Free Credit Card Processing

All Units/Scouts will receive free credit card processing through the Trail’s End App powered by Square.

Units do not need to attach unit bank accounts to accept credit card payment.

How it works: Scout logs into the Trail’s End App from any handheld device
   (must have internet and/or wifi connectivity)
   Select products being purchased
   Total the sale and select credit for the purchase type
   Use any attached Square reader or key in the card information on the device
   Scouts may also accept Apple Pay and Google Pay if their device offers those functions

   All credit card payments are paid directly to Trail’s End and are deducted from the Unit invoice.

Splitting Sales If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail’s End App to process sales. At the end of the booth, the Unit Kernel can log into the sale portal and select Split Sales

RECEIVING ONLINE COMMISSION

Unit invoices are inclusive. This means Unit Leaders will see all parts of the sale on one invoice. Online Sales Commission will be applied to Unit invoice as payment received by Trail’s End

What if our Credit Card and Online Sales Exceed Cash Sales?

If your Unit has an overpayment to Trail’s End, your committee may choose to either:
   1. Enter the Unit bank account information into the Square portal to receive payment from Trail’s End just weeks after the sale ends

Or

   2. Unit may choose to receive payment from Silicon Valley Monterey Bay Council with either a check or deposit into Unit’s registration or Scout Shop account. These payments will be completed during the month of December.
## SAMPLE UNIT INVOICE

### Silicon Valley Mont. Bay Council
670 WEST JULIAN
SAN JOSE, CA 95126
Steve Golberg
775-340-1551

### Pack 136
Danny Fowler
235 Peninsula Drive
Marina CA 93933
831-915-8940
Santa Lucia

---

### SAMPLE UNIT INVOICE

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**TRAIS’ END APP**

Mobile app for Scouts to track and report real-time sales, accept payment, schedule booth locations and track inventory.

**Benefit for Unit:**  
No Credit Card Fees – powered by Square  
Compatible with your Square readers  
Automatically communicates and tracks sales for rewards and inventory management.

**Benefit for Scout:**  
Accepting credit cards increases your sale  
Real-time tracking of Scout sales  
Can see how close they are to reaching their goal and desired reward

**DEVICE VIEWS:**

**ONLINE SCOUT PORTAL VIEWS:**
TRAIL’S END APP

The app is only for Scout use. Leaders will not be able to access the app but the Unit Leader Portal will provide tools for sale tracking, inventory management and booth management. Trail’s End will publish online training videos in June.

2020 SAMPLE LEADER VIEWS:

- **LEADER DASHBOARD**
  - Registered Scouts recorded an online order: 0%
  - Registered Scouts recorded an app order: 0%
  - 10 out of 20 storefront sites shifts have been claimed: 50%

- **STOREFRONT SALES**
  - Site Name: Kroger – 86th St.
  - Date: 02/26/2019
  - City: Indianapolis
  - Shift Status: 0/5
  - Sales:
    - Front End: $750
    - Total Sales: $750

- **WAGON SALES**
  - Scout: Ethan Nelson
  - Cash Owed: $0
  - Undelivered Orders: 1
  - Actions: Select Date

Trail’s End will publish online training videos in June.
DONATIONS & CUSTOMER RECEIPTS

American Heroes Donations
The traditional Military donation program has changed to the American Heroes Donations. Popcorn will be donated given first responders, healthcare workers and other local Heroes in addition to our valued service members. We invite top selling Scouts to be present for the transfer and show our troops how much we appreciate them.

Heroes donations are offered through individual Scout sales and online throughout the year at www.Trails-End.com. Actual product items sent vary by shipment.

Be sure to promote POPCORN FOR OUR HEROES. The Unit commission on American Heroes Donations is the same as any other product sold. Therefore, the Unit earns the same commission, but does not receive or deliver any popcorn product.

Cash Donations
Per BSA Policy on Fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. Turn in donated cash in the form of Military Donation orders – the new Trail’s End App will allow you to enter any denomination.

WANT TO INCREASE YOUR INCOME & SUPPORT OUR TROOPS?? Put out a donation canister to collect change from purchases, loose change, and money from those not interested in buying popcorn. Most people will give to our soldiers even if they can’t buy popcorn. Don’t forget to track them in your app.

Customer Receipts
Each year the Council receives several phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. The Council recommends that you do not collect any money until you deliver the product. If you do collect money up front, give the customer a receipt (samples are provided online) with contact information and the date of when to expect delivery of their order. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. Remember: 73% of any product and 100% of all Military Donations are tax deductible.
INVENTORY, RETURNS & PAYMENT

Product Inventory
All popcorn ordered from Trail’s End cannot be returned so it becomes the property of the Council, and then property of the unit when checked out. Returned popcorn is used to fill Take Orders and as part of our Military Donations taken to local military sites. Unit returns are limited to no more than 10% of your original Show & Sell order. The steps below will help reduce the amount of returns:

👍 Use the SVMBC popcorn Facebook page to find units that need product, or have excess, and then use the leader portal to transfer product (accounting) to those units.

👍 Order your popcorn based on last year’s sale with a little bit of growth, changes on your Unit membership and using the Show & Sell Suggested Order Calculator.

👍 Look at your sales plan. Do you have more or less sale booths lined up than you had last year?

👍 Do not give a family product that equals their goal at the start of the sale. Allot them no more than 70% until sales have been reported and paid.

👍 Check tracked sales weekly to assure product is being moved.

👍 Ask the Scout families not to fill their personal family orders first. This will provide more product for storefront and neighborhood sales. The family orders can be filled with popcorn from returns from other Scouts or the take order.

👍 Additional popcorn may be available throughout the course of the sale on Thursday nights.

Council’s Return Policy and Procedures

NO LATE RETURNS ACCEPTED

👍 Before any returns are made, contact your District Popcorn Kernel for possible transfers.

👍 Only full, unopened cases will be accepted for return

👍 Returned product must be in its correct case and in SELLABLE condition. Damaged products will not be accepted.

👍 No more than 10% of original Show & Sell / Deliver order can be returned.

Council Payment Policy & Procedures

👍 Print your Trail’s End Unit invoice (available in the Popcorn System under reports) before you make a payment.

👍 Review the Trail’s End Unit invoice for accuracy. Contact Steve Solberg immediately if you find a discrepancy.

👍 Units must submit ONE check payable to the Silicon Valley Monterey Bay Council.

👍 Silicon Valley Monterey Bay Council cannot accept credit cards or over the phone payments for popcorn invoices.
STEPS FOR A SUCCESSFUL UNIT SALE

Units having the greatest success in the popcorn sale have several things in common…

❖ Attend Popcorn Training.
❖ LEAD with Enthusiasm - This is a motivating factor for both the Scouts and their parents.
❖ COMMUNICATE Effectively - Make sure Scouts and parents understand the popcorn sale plan.
❖ Include Popcorn in your Unit Budgeting - Planning the Unit’s yearly program around a budget demonstrates just how much it costs to provide a great program.
❖ Establish GOALS - Both the Unit and the Scouts need goals. The Unit can plan the annual program around the sale. A great sale helps enable a great program. Planning and explaining the benefits of the Scouts’ goals motivates both the youth and his parents.
❖ EDUCATE parents of the direct benefits to them - i.e. Johnny sells $x amount in popcorn and gets to go to camp ..... without Mom or Dad having to open their checkbook.
❖ EXPLAIN benefits of this important fundraiser, including Scholarship Program, prizes, free program activities, opportunity for scouts to build confidence and learn salesmanship techniques, and how this fundraiser gives back to the Unit and the council.
❖ HOST a FUN and EXCITING Unit KICKOFF to provide families all the materials and MOTIVATION for a successful sale. Review prizes and incentives.
❖ CREATE a UNIT INCENTIVE PROGRAM in addition to the Council Rewards Program. For example each Scout who sells $500 gets to go to Day Camp for free, or a portion of Webelos Camp or Summer Camp is paid; top selling den / patrol gets a pizza party; sell $800 or more and the Scout gets to pie the Cubmaster / Scoutmaster; Scout that has the highest sales each week gets a prize.
❖ ESTABLISH a Customer Base – Contact last year’s customers for this year’s sale
❖ Keep accurate records - Collect the money when popcorn is delivered. Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.
❖ Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters, friends and relatives.
❖ FOLLOW the BSA’s Fiscal Policies and Procedures regarding Individual Scout Accounts found online at www.SVMBC.org/popcorn.
UNIT POPCORN KICKOFF SUGGESTIONS

A successful popcorn kickoff is the single most important part of your popcorn sale!

Here is a kickoff plan to get you started. Customize your kickoff to suit your Unit.

Objective: Get scouts excited about what they can win. Get parents informed about why they should sell.

Sample Kickoff Agenda (40 minutes):

🌟 Grand Opening (5 minutes):
- Play music, dim the lights, make a scene and have fun!!.

🌟 Share your Scouting program & promote upcoming adventures (10 minutes):
- Make sure families understand the benefits of selling popcorn and how it pays for their program
- Highlight key dates that are important to the popcorn sale

🌟 Train your Scouts (20 minutes):
- Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet
- Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order and online at Trails-End.com
- Educate them on the tracking their sales through the Trail's End app and credit card processing.
- Use role playing games to practice their scripts

🌟 Showcase your Scout rewards (5 minutes):
- Introduce your unit incentive program, including Trail's End Amazon.com Rewards and Scholarship Program

🌟 The Big Finish:
- Have the top sellers from last year throw pies in the faces of the leaders
- Send everyone home motivated to sell!

Keep it fun! Keep it moving! Keep it short!
SELLING DO’S AND DON’TS

(datas are rephrased for clarity)

- **DO:** Wear your uniform. Everybody loves to support a Scout in uniform.
- **DO:** Sell in pairs or with a parent. Per BSA’s Youth Protection Policies, be sure to maintain TWO-DEEP LEADERSHIP at all show and sell events and while walking door-to-door.
- **DON’T:** Sell after dark.
- **DO:** Act like a Scout - be polite and courteous, wear a smile and introduce yourself. You are the face of Scouting.
- **DO:** Tell your customers why you are selling popcorn and how the money will be used. Remember that you are asking for help supporting your Scout program, not “selling popcorn.”
- **DO:** Walk on the sidewalk and driveway, not through the yard. Watch for traffic.
- **DON’T** carry large amounts of cash with you.
- **DON’T EVER** enter anyone’s house.
- **DO** take 2 pens with you and make sure you keep your Take-Order form as neat as possible.
- **DO** know your product - all the different types of popcorn products you are selling…be prepared to answer, “Which is your favorite?”
- **DO** know the date when you will be delivering the popcorn to your customers?
- **DO** put popcorn sale articles in your school, place of worship, and community bulletins, and newsletters.
- **DO** remind your parents, grandparents, aunts, uncles and neighbors what a great gift Trail’s End Popcorn makes for teachers, friends, co-workers, etc. Also, let them know how quickly it runs out and to buy enough from you to last them until next year.
- **DO** ask your friends at your place of worship if they would like to buy some Trail’s End popcorn.
- **DO** ask your parents if you can go to their office or club (Rotary, Kiwanis, Lions, bowling league, hockey league, etc.), to sell. Many business leaders give holiday gifts to clients and employees and Trail’s End popcorn makes a great gift.
- **DO** write a thank you note and place a copy of it on all the Trail’s End popcorn you sell. This will benefit you next year when you call on them. Inform people about [www.Trails-End.com](http://www.Trails-End.com) where they can buy popcorn year-round to support you and your Scouting Unit.
- **DO** keep a copy of your Take Order forms so you can call on these people again next year. People will remember how polite and courteous you were, the nice thank you note they received, and the Trail’s End popcorn that they did not buy enough of!
- **STATISTICS** show 3 out of 5 houses buy Trail’s End Popcorn when asked. NOT every house will buy so do not become discouraged. THE MORE PEOPLE YOU ASK - THE MORE PEOPLE WILL BUY.
- **DO** SAY “THANK YOU” whether or not someone buys popcorn!
THE SALES PITCH

- **Focus on Scouting** instead of the product. "Will you support Scouting by purchasing popcorn today?" "Will you help us go to camp by purchasing popcorn today?" Avoid asking if they would like to ‘buy popcorn', if they just wanted to buy popcorn, they could get it cheaper in a store.

- People buy popcorn to support Scouting and the Scout in front of them. They can’t buy the Scouting experience for a young person through store-bought popcorn.

- **Be specific on how the money will be used.** People are more willing to purchase if they know where the money is going. (73% of the money directly supports scouts in the Silicon Valley Monterey Bay Council to provide needed funds for camping, leadership development and staffing).

- **Maintain eye contact.** If the customer is not looking at you or you are not looking at them, somebody is not paying attention.

- **Be polite.** Use ‘Sir’ and ‘Ma’am’ when addressing potential donors.

- Don’t ask people IF they will buy – **ask at which level they would like to support your Scout program** with the various popcorn products and prices representing the various levels.

- **Offer higher-priced products first** to generate more program revenue.

- **Dietary restrictions?** – suggest Popcorn for The Troops donation or holiday gifts for teachers or coworkers.

- **Have the Scouts practice the pitch** until they don’t have to think about what they are going to say.

- **Most people do not buy because they were not asked...** 80%+ will buy popcorn when asked.

- Over 90% of people who buy popcorn from a Scout have made up their mind to support Scouting before they have even seen what the Scout is selling!

- **Say THANK YOU** – even if only for their time.

**Note:** Adults should be prepared to deal with people who espouse a political agenda. Our scouts don’t need to be exposed to this, so consider how to quietly defuse a situation. Do not get into an argument with the individual, simply affirm their right to hold an opinion and thank them for their thoughts.

**Sample Sales Script**

Hi, my name is_________________________ (say first name only). I’m a Cub Scout with Pack ________________________.

We are raising money for our pack by selling popcorn. By buying popcorn today, you’ll be helping me earn my way to camp next summer and do fun things with my pack all year long. More than 73% of your purchase directly supports Scouting in the Silicon Valley Monterey Bay Council.

(Hand the customer the Take Order form and a pen, or at a Show and Sell, point out a high cost product).

Which product would you like to buy or would you rather send popcorn to our military?

You’ll help us, won’t you? Thank you for your support of Scouting!
FALL POPCORN SALE CHECKLIST

April/May

- Recruit a Unit Popcorn Kernel and give them this guide. If possible, provide them with an overview of how the sale works and the Unit’s sales history.
- Discuss your Unit’s budget to with your Committee to set a Unit popcorn goal.
- Register your Unit for the annual fall popcorn sale online at www.SVMBC.org/popcorn.

June/July

- Attend Unit Popcorn Kernel training. Refer to the SVMBC popcorn site for scheduled trainings.
- Learn and understand the Council’s commission structure.
- Decide with your Unit leaders how much popcorn to allot each family for Show & Sell throughout their neighborhoods and places of business.
- Connect Trail’s End account with Square through the Trail’s End Popcorn System.

August/September

- Logon to www.scouting.trails-end.com and follow the online instructions to order your popcorn. Remember, if this is your first time, to start small. The Council has extra product on hand if you need more than you originally planned on. Please note that you can only order and return Show & Sell / Deliver popcorn in full cases and returns cannot exceed 10% of your original amount.
- Pass out Take Order forms to all the youth.
- Host a Unit Kickoff Event. Make it fun and create excitement for the Scouts and parents. Emphasize importance of the sale to parents and the benefits they can receive. Make sure everyone is aware of deadlines for returning popcorn and tracking every sale.
- Create a sign-up sheet or use the Trail’s End App to assign Show and Sell booths to your Scouts.
- Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts must be in Class A uniform while they are selling.
- Check the Council popcorn page and sign up for a pick-up slot for your order. Be sure to bring a large enough vehicle to haul your order and be on time to ensure timely distribution.
- Store product in a cool and clean location to keep sweeter, coated items from melting and prevent damage. The Unit assumes all liability for the product once it is received.
- Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location. Have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold product. This product should be used by Scout families for Show & Sell / Deliver throughout their neighborhoods and places of business.

October

- Share and post a chart with your Unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart. Each week show the Unit goal chart and check on your Scouts’ progress. Present weekly prizes or incentives.
- After the final week of sales, collect all unsold Show & Sell/Deliver popcorn from the Scouts.
- Collect any paper take order forms with order that have not been tracked through the app.
- Use extra Show & Sell product to fill take orders. Popcorn can only be returned in full cases and returns cannot exceed 10% of your original order amount.
Finalize Take Order in the Trail’s End Popcorn System.

**November**

- Pick up your Take Order popcorn. Check the Council popcorn page and sign up for a pick-up slot for your order.
- Store product in a cool and clean location to prevent chocolate items from melting or other damage. The Unit assumes all liability for the product once it is received.
- Distribute popcorn to your Scouts at a pre-scheduled time and location. Scout packing slips can be printed from the Trail’s End Popcorn System.
- Schedule a payment deadline for all Scout families to have their money turned in. All checks should be made payable to your Unit…. NOT the Council as you assume all liability for accounts with insufficient funds. This date should be at least on week prior to the Council’s payment deadline to ensure adequate time for the Unit Popcorn Kernel to get a check from the Unit Treasurer. Prompt payment should be made to the Silicon Valley Monterey Bay Council to avoid a late fee.
- Print your Unit invoice to assure you are not overpaying or underpaying Silicon Valley Monterey Bay Council.

**December**

- Celebrate your Scouts’ achievements.
SHOW & SELL BOOTH CHECKLIST

- Pack items that you will need for the sale: popcorn, order forms, banners, tables, chairs, canopy, change, patriotic box/can for military donations, pens, schedule, bottle water, etc.
- Arrive early and check in with store manager to find out any necessary information for the location. If there is a Unit already selling at the location, please do not confront the store manager. Politely approach the Unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.
- Set up product and site in an organized fashion. Keep site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of business nor in their dumpster. This will make your presentation look better and strengthens your Unit’s relationship with the location.
- As your Scouts show up, begin to build teams of two putting more extroverted and/or experienced youth with more introverted and/or inexperienced youth. This will help build confidence and motivation.
- Always maintain two-deep leadership.
- Let the Scouts do the selling. It’s easy for adults to say no to adults, but very tough to say no to Scouts in uniform.
- Checks should be made payable to your Unit…. NOT the Council as you assume all liability for accounts with insufficient funds

REMEMBER: You are not selling popcorn, **never** ask “Would you like to buy some popcorn”

**SUPPORT SCOUTING**
# Ideal Year of Scouting

**Annual Activity Planner and Popcorn Goal Setter**

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**Ideal Year of Scouting 12 Month Activities’ Total**

("Total Cost' for each month added and multiply by number of Scouts)

**Unit Popcorn Sales Goal**

(12 month total divided by 0.35)

**Per Scout Popcorn Sales Goal**

(12-month total divided by # of Scouts)

**Potential Unit Commission**

(Unit sales unit multiplied by 0.35)