



BOY SCOUTS OF AMERICA®

Grand Teton Council

2018

UNIT POPCORN GUIDE



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UNIT KERNEL'S RESPONSIBILITIES

1. Follow 2018 Popcorn Dates and schedule for unit leaders.
2. Attend your unit's committee meeting to:
 - a. Set a unit sales goal striving to meet or exceed the unit program budget for the year and earn the highest possible commission percentage.
 - b. Involve parents and den leaders to help each scout set a personal goal.
 - c. Promote participation in the sale.
 - d. Plan a unit kick off meeting in August-consider a planned Blitz event in late September.
 - e. Promote participation of "Fill it up" incentives. Consider having a "Fill it up first" challenge.
3. Attend the Council Popcorn Kickoff
 - a. Get trained on how to efficiently utilize the online administration tools to organize your campaign, the procedures on the bonus prizes, sales techniques, etc.
 - b. Council Popcorn Kick offs are in August.
4. Tabulate your unit's order and submit to the Council Service Center.
 - a. **Show and Sell** orders are due **August 13, 2018**
 - b. Grand Teton Council **Returns** are due by **October 15, 2018**
 - c. **Take-orders** are due online **October 15, 2018**
5. Turn-in order for Scouts' prizes by **November 1, 2018** along with: **Unit Master Record, Military Sales Form, and Top 100 Club Member form** to Council Headquarters by 5:00 pm.
6. Coordinate pick up of your unit's popcorn from local distribution center.
 - a. Show and Sell pick-ups are available **August 30, 2018** by location schedule
 - b. Take-order pick-ups are available **November 2, 2018** by location schedule
 - c. Remind youth and parents to pick up their popcorn orders at your designated unit distribution center.
 - d. **Remind everyone that customers paying by check are to make them payable to your local unit and NOT the Council or BSA.** (Know your chartered organization unit # - LDS Pack 123)
7. Arrange for on time payment to Council Service Center.
 - a. Please make your *full* payment by bringing a copy of your invoice with a **SINGLE Unit / Personal Check or Credit Card by December 3, 2018 written to Grand Teton Council.**
8. Recognize and thank all who helped in the sale (including store front locations).
9. Recognize the Scouts with prizes and awards.



Popcorn 2018 Timeline

Grand Teton Council

<u>Date</u>	<u>Action</u>
August 1st	Unit Training / Kick-off Jackson*
August 2nd	Unit Training / Kick-off Pocatello*
August 3rd	Unit Training / Kick-off Idaho Falls*
August 3rd	Take Order Sales begin
August 13th	Show and Sell Orders Due
August 30th	Show and Sell Delivery Pickup
September 1st	Show and Sell Sales begins
September 7th	1st – “Fill A Sheet” Drawing Deadline
September 28th	2nd - “Fill A Sheet” Drawing Deadline
October 12th	3rd - “Fill A Sheet” Drawing Deadline
October 13th	Take Order and Show and Sell Ends
October 15th	Popcorn Order Due in System**
October 15th	Show and Sell Products Return Due to the Council**
November 1st	Prize Orders Submitted Online and Required Forms submitted to Council**
November 1st	Take Order Pickup – Delivery Begins
December 3rd	Popcorn Money Due to Council**

**** Adherence to these dates triggers increases in unit commissions.**

**Thank you
Steve Godwin**

TRAILS END PRODUCT MIX

Product	Price	Show & Sell	Take Order	S & S Returns	Containers per	Packaging
CHOCOLATE LOVER'S COLLECTION	\$60	N/A	Yes	N/A	12:1	Bag
CHEESE LOVER'S COLLECTION	\$30	Yes	Yes	Yes	1:1	Box
CHOCOLATEY CARAMEL CRUNCH	\$25	N/A	Yes	N/A	12:1	Bag
Caramel Corn w/ Almonds, Cashews & Pecans (18 oz)	\$20	Yes	Yes	Yes	12:1	Bag
KETTLE CORN MICROWAVE	\$25	Yes	Yes	Yes	6:1	Box
Unbelievable Butter Microwave (18 Pack)	\$20	Yes	Yes	Yes	6:1	Box
White Cheddar Cheese Corn (5.25 oz)	\$15	Yes	Yes	Yes	12:1	Bag
Classic Caramel Corn (11 oz)	\$10	Yes	Yes	Yes	12:1	Bag
POPPING CORN	\$10	Yes	Yes	Yes		Box
Silver Military Donation	\$30	Yes	Yes	N/A	--	--

Skip the delivery, sell online.
 No money to handle
 Products ship directly to customers
 Earn Amazon.com rewards
 Receive 5% for every dollar sold, over \$300.*

\$300 = Amazon.com Gift Card \$15
 \$1,000 = Amazon.com Gift Card \$50

*Amazon.com Gift Card, redeemed through your Scout account

www.trails-end.com
 My Scout Code:

Amazon.com Gift Card will be delivered via email. Restrictions apply, see Amazon.com/go-legal.

POPCORN HELPS SCOUTS PAY FOR COLLEGE! LEARN MORE AT www.TRAILS-END.com/SCHOLARSHIP

\$60 **CHOCOLATE LOVER'S COLLECTION**

- Milk Chocolatey Pretzels 17 oz.
- White Chocolatey Pretzels 17 oz.
- Pecan Clusters 7 oz.
- Chocolatey Caramel Crunch™ 13 oz.

Over \$35.00 to local Scouting

\$30 **CHEESE LOVER'S COLLECTION**

- White Cheddar Cheese Corn 5.25 oz.
- Yellow Cheddar Cheese Corn 5.25 oz.
- Jalapeño Cheddar Cheese 5.25 oz.

Over \$20.00 to local Scouting

POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

\$50 Gold Donor
 \$30 Silver Donor

\$25 18 oz. **CHOCOLATEY CARAMEL CRUNCH™**

Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

Over \$18.00 to local Scouting

\$20 18 oz. **PREMIUM CARAMEL CORN**

The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.

Over \$14.00 to local Scouting

STAY ON TRACK FOR COLLEGE

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.

Over-earned: 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Online sales count! Visit Sell.Trails-End.com for full details.

\$25 18-Pack Microwave **KETTLE CORN**

Deliciously sweet and salty popcorn that melts in your mouth.

Over \$18.00 to local Scouting

\$20 18-Pack Microwave **UNBELIEVABLE BUTTER™**

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

Over \$14.00 to local Scouting

\$15 5.25 oz. **WHITE CHEDDAR CHEESE CORN**

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

Over \$11.00 to local Scouting

\$10 11 oz. **CLASSIC CARAMEL CORN**

A traditional favorite full of rich caramel flavor.

Over \$7.00 to local Scouting

\$10 38 oz. **POPPING CORN**

Trail's End plain kernels for those who like to make popcorn from scratch.

Over \$7.00 to local Scouting

WIN A TRIP TO DISNEY®!

Register an account with Trail's End and record one online sale for your chance to win a trip for two to **Walt Disney World®** Resort.

For more information on how you could be one of the lucky winners, visit www.trails-end.com/winstrip. See site for details and Official Rules.

LEARN HOW TO SELL LIKE A CHAMPION
www.trails-end.com/scout-training

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. All Trail's End® products are Kosher Dairy. Please verify the symbol on each package to verify the validating kosher organization.
 *Across the entire Trail's End® product line, an average of 73% goes to local Scouting. ©2018 Trail's End®. All rights reserved.

UNIT COMMISSIONS

30% **Base Commission** – All units who sell popcorn in 2018 will receive a Base Commission of 30% of their total sales. Example: If a unit sells \$1,000 then \$300 will go back to the unit.

BONUS COMMISSIONS – Your unit will receive additional accumulative 2% Bonus Commissions for completion of the following requirements:

- + **2%** * **Attend Council Popcorn Training (2%)**
- + **2%** * **Meet Council Deadlines (2%)**
Make all payments, prizes, forms submitted, product orders / returns on time.
- + **2%** * **Hold a Unit Friends of Scouting (FOS) Presentation (2%)**
The 2017 FOS Presentation must be held before October 14, 2017.
- + **2%** * **Surpass Total 2017 Unit Sales (2%)**
Sell more than the previous year and earn a 2% bump in commission.

= **38%** **38% Total Commission (With PRIZES)**
The total commission a unit can earn is **38%**, if a unit qualifies for **ALL** the bonus commissions, and elects to order popcorn prizes.

+ **4%** **CASH OPTION COMMISSION** – If your unit elects not to take part in the national prize program (not order prizes), your unit will receive an additional **4%** commission. Please note, all the youth in your unit will still qualify for the council's prize incentives.

= **42%** **42% Total Commission (No PRIZES)**
The total commission a unit can earn is **42%**, if a unit qualifies for **ALL** the bonus commissions and elects to **NOT** order popcorn prizes.

If your unit elects to do the CASH OPTION – your unit popcorn kernel must notify the Council Popcorn Staff Advisor: Steve Godwin by Friday, October 12, 2018.

ONLINE COMMISSIONS

Units will receive **50%** for all online sales during the fall popcorn sale. Online sales commissions come from Trail's End by the end of January. Upon receipt, they are deposited in your unit account.

The Grand Teton Council does not cut checks to units for the commission they earn. During the sale - Scouts and units collect the entire fee for products sold. The unit then pays their popcorn bill less their earned commission. As an example—if a unit sells \$1,000 in popcorn, and qualifies for 30% commission—they would pay their popcorn bill of \$700 (70%) and keep their commission of \$300 (30%). If a unit overpays, or has more online sales than their total invoice, the overage will be put into the unit's account, or upon request, a check will be cut for the overage.

POPCORN PRIZE PROGRAM

Prizes earned are based on *individual* Scout sales. No combining of sales with other Scouts.

National Prizes will be shipped directly to the unit. Units will place their incentive orders, along with the prize orders through the "order prizes" link on: www.scouting.trails-end.com. Prizes are released to ship as soon as the unit's final popcorn invoice is paid in full. Scouts with online sales made between August 10 and October 15, 2018 will also be eligible for prizes.

2018 POPCORN SALES		MY GOALS	MY PRIZE GOAL
\$5500 PRIZE LEVEL 14	118 Light Bulbs 119 Wireless Phone 120 New Toy or Game (National)		
\$4000 PRIZE LEVEL 13	128 Light Bulbs 129 Wireless Phone 130 Game Console		
\$3500 PRIZE LEVEL 12	132 High Rise & Skip Limb 133 Game Console 134 New Toy or Game		
\$2750 PRIZE LEVEL 11	138 Football Team Kit 139 Backpack 140 Backpack		
\$2000 PRIZE LEVEL 10	148 Backpack 149 Backpack 150 Backpack		
\$1500 PRIZE LEVEL 9	160 Backpack 161 Backpack 162 Backpack		
\$1000 PRIZE LEVEL 8	168 Backpack 169 Backpack 170 Backpack		
\$850 PRIZE LEVEL 7	178 Backpack 179 Backpack 180 Backpack		

\$650 PRIZE LEVEL 6	188 Backpack 189 Backpack 190 Backpack		
\$450 PRIZE LEVEL 5	198 Backpack 199 Backpack 200 Backpack		
\$350 PRIZE LEVEL 4	208 Backpack 209 Backpack 210 Backpack		
\$225 PRIZE LEVEL 3	218 Backpack 219 Backpack 220 Backpack		
\$115 PRIZE LEVEL 2	228 Backpack 229 Backpack 230 Backpack		
SELL ONE ITEM PRIZE LEVEL 1	238 Backpack 239 Backpack 240 Backpack		
\$100/\$200 BONUS LEVEL	248 Backpack 249 Backpack 250 Backpack		
\$650 BONUS LEVEL	258 Backpack 259 Backpack 260 Backpack		
\$750 BONUS LEVEL	268 Backpack 269 Backpack 270 Backpack		
\$1200 BONUS LEVEL	278 Backpack 279 Backpack 280 Backpack		

Regardless of **YOUR** unit's prize program choice (prizes or cash option), all selling Scouts are eligible for the additional council sales incentives listed below! Units who elect not to take part in the national prize program, will need to place their council prize incentive order via the **Unit Master Sales Form** submitted to the Council Headquarters in Idaho Falls by **5:00 pm on November 1, 2018**. Council prizes will be available for pick-up at local council service centers from **December 3 through January 6, 2019**.



Popcorn Prizes & Council Incentives

Military Sales Patch & Special Forces Operator Cap

- **Scout** - Sell **\$100** in military popcorn sales earn exclusive patch
- **Scout** - Sell **\$200** in military sales and also earn Special Forces Operator Cap
- **Leader** - For every 4 Scouts in unit that earn patch, one free patch & cap

Units must fill out and return the “Military Sales Tracking Form” to receive patches for qualifying Scouts/Leaders.



\$750 Sales Club Award

Each Scout that sells a minimum of **\$750** will receive either a:

- **Daisey BB gun**
- **Walmart gift card**

\$1,200 Top 100 Club – Big Spin Party

The top 100 Scouts that sell the most popcorn in 2018 will be invited to the **BIG SPIN PARTY** on **Saturday, January 6, 2019**. Scouts must sell a **minimum of \$1,200** in popcorn to be eligible for the Top 100 BIG SPIN Party. Highlights of the BIG SPIN party include:

- Food
- “Top 100” Sellers T-shirt
- Spin the BIG SPIN wheel to earn fabulous prizes

For every \$1,200 of popcorn sold, each Scout will earn a spin. For example, if a Scout sells over \$3,600 in popcorn, he will have 3 spins and win 3 prizes at the party.



Fill-A-Sheet Promotion

Scouts who fill a “Take Order” sheet are eligible to be entered in the “Fill-A-Sheet” drawing for a Gift Card Prize! There will be a total of three drawings held. Filled Order Forms must be received by the Idaho Falls Council Headquarters by 5:00 pm on **Thursdays, September 6, September 27, and October 11, 2018**. Carry, mail, email to Steve.Godwin@Scouting.org or fax a *copy* of your filled-up sales sheet to be received by 5pm on the dates listed above and your sales sheet will be entered in the drawing pool. It is required that all information be filled out completely and correctly on the form including the Scout’s First & Last Name, District, Unit Type and number. Forms submitted without required information cannot be counted! (Please do not send us the original). “Fill-A-Sheet” drawings will take place on Friday, September 7, September 28, and October 12. Each drawing will have one prize randomly drawn.

Prizes: \$50 Gift Card / \$75 Gift Card / \$100 Gift Card

\$2,500 College Scholarship Program

Managed by Trails End - Each Scout who sells \$2,500 one time in a sale period qualifies for a scholarship account created in their name. 6% of this year’s sales and all future popcorn sales regardless of amount will be added to their account. Scouts who have already qualified are responsible for sending sales information each year to Trail’s End. Forms are available from: www.sell.trails-end.com Scholarship questions should be directed to Trail’s End: scholarship@trails-end.com

Registration Information

Register In the Popcorn System

1. **All units must re-register each year** in the popcorn system. Go to www.sell.trails-end.com and click on the Popcorn System link. Enter your username (firstname.lastname) and temporary password (popcorn). Once registered you will be able to go in and change your password.

Placing Your Order Online

1. The Kernel / Co-Chair goes to www.scouting.trails-end.com and logs into the Popcorn System.
2. Click on the ORDERS menu along the top.
3. Under "Popcorn" click "Unit Order for "Show & Sell" or "Take Order"
4. On the next screen, fill in the quantities for each product.
5. Click "Submit to Council". You will get a confirmation email detailing what you ordered.

Basic Steps for Unit Prize Ordering Online:

Login to the popcorn system – www.scouting.trails-end.com

Click on "Unit Prize Order". We are partnering with the **BSA National Supply Group** for our prizes.

On the next screen, fill in the required information and continue to the next page.

When you are finished click "Submit to Council". You will get a confirmation email detailing what you ordered.

You will get an email once the Prize Order is shipped, including a tracking number.

*If you receive a defective prize contact the Idaho Falls **National Scout Shop** at **208-403-0452***

No prize orders approved & sent out until final full payment is made to council. Deadline to submit prize orders is November 2, 2018.

Product Delivery & Returns

All Popcorn Orders are shipped to the Idaho Falls Council Headquarters. You **MUST** call and schedule a pick-up time with your District Executive. We will have your order ready when you come so you can check it out in a convenient manner.

When picking up product the unit signor/driver is responsible for checking to make sure product pulled matches their unit packing slip. If the driver is unsure, then stop the loading process and recount. Check any damaged cartons at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave or contact the Council Service Center. **Adjustments may not be made after your unit leaves the warehouse/pick-up location and have signed off on the product count.**

If customers notice something wrong or are not satisfied with the product, please refer them to email: consumercare@trails-end.com, and they will arrange for replacement product to be sent directly to the customer.

Popcorn Returns

Product returns are accepted up until **Monday, October 15, 2018. NO POPCORN RETURNS WILL BE ACCEPTED AFTER THIS DATE.** All returns are to be brought by the unit or Scouting professional to the Council Headquarters in Idaho Falls. Your District Kernel or professional staff may be able to help you if you end up with excess product. Please contact them or your Staff Advisor well in advance if you foresee a problem.

Council Policy on Returns:

- Returned product must be in full cases
- No returns on any chocolate products
- Cases cannot be defaced in any way (e.g. written on, labeled, stickers, etc.) **Do not re-tape boxes.**
- Product returned in open cases will be opened and examined by staff to verify contents are identical, undamaged, and re-sellable. The council reserves the right to not accept damaged, melted, or defaced product or cases.
- All returned cases must be in a fully re-sellable condition

Paperwork Due

The following forms are due to the Idaho Falls Office by November 2, 2018.

Unit Master Sales Record—You can use our form, or if you have your own excel spreadsheet with the same information, a copy of that will suffice. Please make sure all information is complete and legible.

Military Sales Patch & Hat Order Form—Please list all boys who have sold a minimum of \$100 (Patch) and \$200 (Hat) in military popcorn. For every 4 boys who have earned a patch, an additional patch & hat will be given for a leader.

Top 100 Sellers Club Form—Any boy in your unit who has sold a minimum of \$1,200 should fill out one of these forms. (It is with these forms in conjunction with the Unit Master Sales Record that we determine who our Top 100 Scouts are.)

Trail's End Scholarship Form—Every Scout who has sold a minimum of \$2,500 this year, or in previous years should fill out this form. The forms are then signed by the Council and sent in to Trail's End.

Payment Information

All Invoice adjustments including extra pickups and transfers should be entered in the Trail's End system by October 26, 2018. Pull your invoice offline on or after October 26, 2018 and check to confirm that all your orders/returns are correct. Be sure any online sales have been included under 'Transactions' on your invoice. This line item will deduct the correct commission percentage for online sales. (These sales should be included in your Scout totals to give you their correct prize level and are available to your leader on the Trails-End site.)

The unit then pays their popcorn bill less their earned commission.

Please make your *full* payment by **NO LATER THAN –Monday, DECEMBER 3, 2018 by 5:00 PM at ANY Council Office.** Payment must be made with a **single unit / personal check or credit card ONLY.** (NO individual customer checks) Your final payment check should be written out to the Grand Teton Council. If you mail your check to the Council, please mail it early enough to make sure it reaches the council office *before* the final due date. If not paid by the specified due date, the unit will not receive the added 2% bonus commission.

Note: The unit will be responsible for any banking fees associated with checks that are submitted and returned for insufficient funds. Grand Teton Council takes misuse of unit funds very seriously. If personal use of unit monies occurs, GTC will begin collection procedures, taking legal action as necessary. Volunteers who misuse funds may be released from all positions within the council. GTC may pursue all available criminal and/or civil charges involving misuse of funds.

Destination	Address	Hours
Idaho Falls Council Headquarters (208) 522-5155	3910 S. Yellowstone Hwy. Idaho Falls, ID 83402	M-F 9-6
Pocatello Service Center (208) 233-4600	2306 Pocatello Creek Rd Pocatello, ID 83206	M-F 9-6 Saturday 10-2
Blackfoot Scout Shop (208) 785-1622	205 South Meridian Blackfoot, ID 83221	M 12-6 T-TH 2-6
Rexburg Scout Shop (208) 359-8277	57 East Main Street Rexburg, ID 83440	M-F 9-6 Saturday 10-2

Website Links

Here are some helpful links for you and your Scout families. Please take some time to go to each link and explore the contents, tools & resources available at each.

www.Trails-End.com

- Is the main link for Consumers
- Council Staff, Volunteers & Scouts can also access Online Sales & Info about Trail's End

<http://sell.trails-end.com/> or just type sell.trails-end.com in to your browser

- Is the main link for Council Staff, Volunteers & Scout Families
From here they/you can choose:
 - o Popcorn System
 - o Online Selling
 - o Scholarship

Plus, it gives them/you access to the following links with lots of great info, tools, **videos**, etc.

- o Tool Kit
- o Training
- o Incentives

<https://www.trails-end.com/Home/Login>

- Is a direct link for the Online Sales Only

<http://scouting.trails-end.com/> or type Scouting.Trails-End.com in your browser

- Is a direct link for the new Popcorn System Only

<https://scholarship.trails-end.com/>

- Is a direct link for Scholarship Accounts Only

UNIT MASTER SALES RECORD

This form is due to Steve Godwin at the Idaho Falls Council Scout Headquarters
by Thursday, November 1, 2018

District: _____
 Unit Type (circle one): Pack Troop Team Crew Ship Unit Number: _____
 Popcorn Kernel Name: _____ Phone: _____

	FIRST NAME	LAST NAME (FULL)	SHOW & SELL TOTAL	TAKE ORDER TOTAL	ONLINE TOTAL	TOTAL POPCORN SALES	MILITARY SALES (\$100 MIN)	750 SALES AWARD Y/N	BLOWGUN	ZIP FLYER	TOP 100 CLUB (\$1,200 MIN)	PRIZE LEVEL # SELECTED
Ex.	Boy	Scout	\$1,000	\$500	\$100	\$1,600	\$150	Y			Y	9
1.												
2.												
3.												
4.												
5.												
6.												
7.												
8.												
9.												
10.												
11.												
12.												
13.												
14.												
15.												

Military Sales Patch Order Form

This form is due to Steve Godwin at the Idaho Falls Council Scout Headquarters by
Thursday, November 1, 2018.

Unit Type: Pack Troop Team Crew Ship **Unit #:** _____ **District:** _____

Unit _____

Leader: Phone: _____

Popcorn Kernel: _____

Phone:

	Scout Full Name	Total Military Sales (Min. \$100 - Patch / \$200 - Hat)	Verified (Council Use)
1.			
2.			
3.			
4.			

For every 4 Scouts that earn a Military Patch, a free patch & hat will be awarded to a unit leader

Leader Name: _____

	Scout Full Name	Total Military Sales (Min. \$100 - Patch / \$200 - Hat)	Verified (Council Use)
1.			
2.			
3.			
4.			

For every 4 Scouts that earn a Military Patch, a free patch & hat will be awarded to a unit leader

Leader Name: _____

Council Signature: _____ Date: _____

I acknowledge receipt of Military Patches & Hats for each of the Scout's and Leader's listed above from the Grand Teton Council.

Unit Rep Name: _____ Phone: _____

Unit Rep Signature: _____ Date: _____



2018 Grand Teton Council—Boy Scouts of America

TOP 100 CLUB—"BIG SPIN PARTY"



SELL A MINIMUM OF \$1,200 IN POPCORN FOR A CHANCE TO JOIN THE CLUB!



- Only the Top 100 sellers in the council will be invited!
 - Receive a Free Top 100 Club T-Shirt!
 - Earn more spins on the Big Spin Prize Wheel with every additional \$1,200 you sell!
 - Join the club for food, fun, and awesome prizes!

Saturday, January 5, 2019

Location: TBD

Idaho Falls

Top 100 Sellers Club Form

****MUST SELL A MINIMUM OF \$1,200 TO BE ELIGIBLE!****

Unit Type (circle one): Pack Troop Crew Ship Unit Number: _____ \$ Popcorn Sold: _____

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

T-Shirt Size: YS YM YL S M L XL 2XL 3XL

****Only Scouts who make the Top 100 Sellers Club will receive their Free T-Shirt****



College Scholarship Enrollment Form

Please submit this completed form to enroll or to report your 2018 sales.
To enroll, you must sell at least \$2,500 from January 1, 2018 to December 31, 2018.

SALE INFORMATION

Spring 2018 Face-to-Face Sales (Take Order): \$ _ Spring
2018 Show & Sell: \$ _

Fall 2018 Take Order: \$ _ Fall
2018 Show & Sell: \$ _

2018 Online Sales (sell.trails-end.com): \$ _

2018 Total Sales \$ _____

SCOUT INFORMATION (to be completed by Scout)

Scout's Full Name: _____ Birth Date: _____/_____/_____

Qualifying Year: _____ Social Security # (last four digits – for account payout): XXX-XX-_____

Street Address _____ City: _____

State: _____ Zip Code: _____

Email Address (account balance will be emailed to you): _____

Council Name: _____ Council City & State: _____

COUNCIL APPROVAL (to be completed by Council)

Council Popcorn Staff Advisor (print name): _____

Council Popcorn Staff Advisor's Signature: _____

You must have your Council Popcorn Staff Advisor's signature to add sales

HOW TO ENROLL OR REPORT SALES

Please email the following documents to scholarship@trails-end.com. Trail's End does not accept faxes, zipped files, or files over 10MB. This form may be submitted by the Scout or Council.

1. This completed form signed by your Council Popcorn Staff Advisor.
2. A copy of each paper order form used in the spring and/or fall sale.
3. A copy of your online sales report from www.trails-end.com.
4. For more information about the Trail's End College Scholarship Program, please visit sell.trails-end.com.

You can also mail this information to: Trail's End Popcorn
Attn: Scholarships
4485 S. Perry Worth Rd. Whitestown, IN 46075



10 Ways to Increase Your Sale

1. HAVE A GOAL. Units and Scouts should have goals. Plan your calendar, find out how much it will cost, figure out how much popcorn you have to sell to cover all of your costs, and sell to that goal.
2. Always wear a clean uniform and have a couple of working pens on you at all times.
3. Role Play - Practice a short sales pitch to help you be more confident.
4. Keep your "Take Order" forms from the previous year. This is a good place to start selling the next year. The top sellers in the country use this method.
5. Send or give a thank you card to your customers.
6. Ask to present at a service club (Rotary, Kiwanis, Lions, church, etc.) or chamber of commerce in your area. It is a great way to hit a lot of people at one time.
7. Hold a Blitz Day. Start with everyone at the "Show and Sell" location. Have Scouts hit different streets in the neighborhood around the store. Ask customers if they would like the product delivered that day. Collect the funds, finish selling on that street, then go back to the Show and Sell site, gather the popcorn and deliver that day.
8. When conducting a "Show and Sell", have a display of the activities that your unit plans on doing next year that Scouts use to can show to customers. Customers are more willing to buy if they know what the funds are going to and how it benefits the Scouts.
9. Have a bucket at your "Show and Sell" location to collect funds for Military Orders. This way people that do not want to buy popcorn for themselves, but still want to support Scouting can do so at any level. Once you have \$50 in donations, have the unit purchase a military donation.
10. Be Organized! Make the sale FUN for the Scouts & families! Don't hesitate to ask your district kernel questions you may have.





SELLING METHODS



Scouts can participate in the popcorn sale using several sales methods. Face-to-face sales methods, including, “Door-to-Door / Neighborhood Blitz”, “Storefront Sales”, and “Order Form / Take Order”, are tried and true methods. Selling online through the Online Sales System shows significant promise to reach customers out of town. For units with the right connections, corporate sales have been shown to be a good way to sell a significant amount of product to one customer. Whatever methods **YOUR** unit and Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

- **“Storefront Sales”** – This method involves coordinating booths at high foot traffic locations throughout your community. Trail's End research shows about 1 in 10 contacts will result in a sale. The method averages \$28 per Scout per hour. Begin the reservation process in the summer for access to the best locations.
- **“Door-to-Door / Neighborhood Blitz”**– This is the most effective sales method (averaging \$99 per hour per Scout) and involves the Scout soliciting orders at the customer’s home. This method is preferred for neighbors close to home, parent’s coworkers, close friends and family. Trail's End research shows about 3 in every 5 contacts will result in a sale. This is an area of great opportunity as 80% of homeowners are not contacted about buying popcorn. Through this method, the order can immediately be fulfilled as product is brought along (in wagon or vehicle). If the desired product is not on hand, an order can be taken with the product being delivered when the order can be fulfilled.
- **Order Form / Take Order** – This method involves Scouts collecting orders and writing them on their order form. A Scout turns in the order form to a member of the unit’s popcorn team (i.e. Unit Popcorn Kernel). The product is ordered by the unit, and once received, orders are delivered by the Scout’s family. It is at unit’s discretion whether money is collected up front or upon delivery. Many parents/guardians assist their Scout with this process by soliciting orders at places of employment.
- **Online Sales** - This online-based method works well for Scouts to sell to out-of-town friends and family. It also works well for tech-savvy older Scouts and Venturers who are familiar with social networking sites like Facebook, YouTube and Twitter. Scouts set up their account on the Trails End Website (with parental approval if under the age of 13). Perhaps best of all, the customer pays securely online and the product is shipped directly to the consumer. The unit has no involvement in the ordering or shipping process, and receives a **commission of 50% from all online sales**.
- **Corporate Sales** – Focus on companies who give out year-end or holiday gifts to employees or customers. Banks, insurance agents, car dealers, doctors, dentists and realtors are all good examples. If a company is interested and needs assistance with special ordering, please contact your District Kernel, or Professional staff advisor.

Scout Safety & Selling Tips

Safety Tips

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.

Selling Tips

- ALWAYS wear your uniform and carry your registration card.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- KNOW the different types of popcorn you're selling.
- ALWAYS say "Thank You!"
- ALWAYS make a copy of your order form before you turn it in.

Scout Sales Pitch

Luke Fewx - sold over \$100,000 of popcorn in 2017.

Here's Luke's approach to customers:

"Hi, my name is Luke. I'm trying to earn my way to NASA Space Camp. Can I count on your support? All the popcorn is delicious and you will help fund my many adventures in Scouting."

Have your Scouts find a partner and practice their speech at least three times with each other.

Luke's 6 Simple Steps to Selling Popcorn

1. Always wear your uniform. So customers know you're a Scout.
2. Always smile and introduce yourself.
3. Always ask the customer if they want to support Scouting. Not if they want to buy some popcorn.
4. Always know the popcorn flavors and the products you are selling.
5. Always have a clean order form and a pen ready.
6. Always say thank you!

Be Familiar with the Product

- For people who have never had the popcorn before, recommend your favorite one.
- Know the "in's and out's" of the product list. Be ready to point out which products contain no trans fats, make great gifts, all the new flavors, and be ready to suggest the best sellers.

I NEED HELP! WHAT SHOULD I DO?

I have a general popcorn question...like: Placing an Order Online, Product Line-up, Payment Procedures, etc.

- Visit our website at: www.tetonscouts.org/popcorn for popcorn resources and information.

My question is more specific...like: Product Pickup, Local Popcorn Kernel Contact Info., Training Info., etc.

- Contact your district popcorn kernel, or the professional staff advisor listed below. If they are unable to answer your questions then please call the council office as listed below:

DISTRICT	KERNEL CONTACTS	PHONE	EMAIL
Eagle Rock	Vacant		
	Richard Turpin	208-390-1264	richard.turpin@scouting.org
North Caribou	Vacant		
	Elias Lopez	208-716-9363	Elias.lopez@scouting.org
Wolverine	Vacant		
	Elias Lopez	208-716-9363	Elias.lopez@scouting.org
Yellowstone	Vacant		
	Erick Simmons	208-403-5844	erick.simmons@scouting.org
South Fork	Aimee Barry	208-521-9577	Aimee0809@msn.com
	Jason Eborn	208-847-5487	Jason.Eborn@scouting.org
Centennial	Vacant		
	Erick Simmons	208-403-5844	Erick.Simmons@scouting.org
Teton	Vacant		
	McKell Porter	307-248-0618	Mckellporter54@gmail.com
Jackson	Cliff Kirkpatrick	307-690-9846	cliffkirkpat@icloud.com
	McKell Porter	307-248-0618	Mckellporter54@gmail.com
Tendoy	Audrey Cramer	208-406-1038	gatomonpurple@yahoo.com
	Dan Deakin	208-406-9745	dan.deakin@scouting.org
Malad	Laurie Richins	208-766-2517	jrrichins@atcnet.net
	Dan Deakin	208-406-9745	dan.deakin@scouting.org
Portneuf	Sheri Waite	208-776-5117	sheriwaite@hotmail.com
	Dan Deakin	208-406-9745	dan.deakin@scouting.org
South Caribou	Charles Fryar	208-547-7337	hunzekerparts@yahoo.com
	Dan Deakin	208-406-9745	dan.deakin@scouting.org
Bing Pow	Vacant		
	Terry Hoopes	208-251-3028	Terry.hoopes@scouting.org
Blackfoot	Lorna Moffat	208-313-8425	ljmoffat@msn.com
	Terry Hoopes	208-251-3028	Terry.hoopes@scouting.org
Star Valley	Vacant		
	Larnell Cleverly	307-887-9374	osakakid@hotmail.com
Salmon	Vacant		
	George Torbett	208-940-2685	mtorbett@ida.net
Lost River	Vacant		
	Albert Fullmer	208-690-0310	aefullmer@gmail.com
Grand Teton			
	Steve Godwin	208-522-5155	Steve.Godwin@scouting.org

HAVE QUESTIONS?

WE HAVE ANSWERS.

ORDER AND CHECKOUT INFORMATION

Q: Can I split my purchase between two Scouts?

Unfortunately, you can only choose one scout to support per order. If you wish to support more than one scout, you will need to place separate orders.

Q: I just placed an order. When will my credit card be charged?

After submitting an order, the credit card that was used will be charged and an order confirmation will be received via email.

Q: Are my purchases on trails-end.com tax deductibles?

Because you receive products in exchange for your payment, only a portion of your purchase is tax deductible. The portion that is tax deductible is typically the difference in the amount you would normally pay if you bought a similar item at the grocery store vs. the price of the product you purchased on trails-end.com. Shipping and handling charges are not tax deductible.

The portion of your purchase above the product value is a donation to the Boy Scouts of America. In most cases, you only need your purchase receipt from trails-end.com to be able to deduct your donation. However, if you require additional documentation, please contact your local scouting group and verify your specific situation with your tax professional.

When you purchase a Military Donation, your full purchase is a charitable contribution since you don't receive product in exchange for your payment. This means that the purchase should be 100% tax deductible. Again, in most cases, you only need your purchase receipt from trails-end.com to be able to deduct your donation. However, if you require additional documentation, 75% of the purchase goes to local scouting and they would need to provide additional receipts. 25% of the donation goes to the military. We are partnering with soldier's angels this year to get the donation to the troops, their families, and veterans. Their EIN is 20-0583415. As always, make sure to double check this with your tax professional, as tax laws often change.

Q: Do you accept cancellations or returns?

No, we do not accept order cancellations or returns. 75% of every online order goes back to the scout, the scout's unit and council. Due to the fundraising nature of the site, we cannot cancel an order or accept any returns.

Q: Can I change the scout or council that receives credit for my order?

No, we cannot change the scout or council that receives credit for your order. Once your order is placed, the commission returned to local scouting is recorded for the scout or council you chose to support.

Q: Are products online vs paper the same? Why do products online not match products on my paper order form?

Because each Boy Scout council offers a unique product lineup each year, Trail's End has decided to promote one product line across the entire country that is completely different than the traditional product lineup to reduce confusion for Scouts and Consumers. In the past, scouts and consumers see some of their council's products offered online, but not all. Additionally, the online platform will serve as our testing ground for new products that we may want to include in the traditional popcorn sale in future years.

Q: Why are products online? Why are products online more expensive than products on my paper order?

Online products and prices are set nationally. The pricing of products on your order forms are determined by your local council, and vary across the country. The prices on your order form may differ than what is being offered online. Online prices take into account a number of factors: current prices on councils' order forms,

online purchasing behavior, distribution costs, credit card fees, security costs, and consumer feedback. Please keep in mind up to 75% of every product sold goes to local Scouting.

PRODUCT INFORMATION

Q: Are Trail's End products kosher?

Please view the Trail's End kosher certificate found on the [Nutritional Facts Page](#).

Q: What's the shelf life of your products?

All of our microwave products have a shelf life of 18 months. Our popping corn kernels have a shelf life of 12 months. All of our gourmet ready-to-eat products (caramel, chocolate, cheese, and pretzels) have a shelf life of seven to nine months.

Q: What is the Military Donation?

The Military Donation allows you to support the Military and Scouting at the same time. Trail's End sends various products to men and women in the Military, their families and Veterans' organizations. There are no shipping and handling charges associated with military donations.

Q: Is Trail's End packaging recyclable?

Our microwave cartons can be recycled at any facility that recycles cardboard and paper.

SHIPPING AND DELIVERY INFORMATION

Q: How do I know if my order has shipped?

After you have placed an order, an order confirmation email will be sent to the email address provided. When your order ships (usually within 2-3 business days of order placement) you will receive a shipping confirmation email with tracking information.

Q: Can I ship my order to an APO or FPO address?

Yes, trails-end.com does allow customers to send orders to Military APO and FPO addresses. All orders sent to an APO/FPR address will ship via USPS and could take up to four weeks for delivery.

Q: Do you ship to Alaska, Hawaii and/or Puerto Rico?

Yes, customers can ship trail's end products to Alaska, Hawaii and Puerto Rico.

Q: Can I ship my order to an address outside of the United States?

Not at this time. trails-end.com only accepts shipping and billing addresses within the United States, Puerto Rico, and APO/FPO addresses.

