



POPCORN KERNEL GUIDEBOOK 2024



HOW TO SELL GENERAL ADVISE



BE PREPARED!

- Find topics to discuss and use in your sales pitch.
- Rehearse your sales pitch so that you are comfortable telling your story.
- BE RESPECTFUL, COURTEOUS, ENTHUSIASTIC, AND BRAVE!

Community Sales

- Engage with your community. Call, text, email, or even throw a Scouting party with friends, and family ask if they would like to participate in your popcorn Sales!
- Tell them what Scouting is about, your favorite activities, and about our different Popcorn products.


Social Media Sales

- Utilize modern technology to expand your reach and sales.
- Share experiences and activities you hope to attend by raising money from popcorn.

Storefront Sales

- Set up tables with the product so your customer can look at them.
- Ensure you thank the workers at the storefront, clean up after your unit, and make sure the place is nicer than when you left it.

Safety and Courtesy Tips

- To ensure Scouts stay safe, make sure you always implement the Buddy System and there is adult supervision.
 - Never enter someone's home when selling.
 - Be cautious of vehicles
 - It is everyone's kuleana to take care of each other.
 - Always be grateful and smile even if they don't buy popcorn.
- 

Prepare

Register Your Unit Today →

- Gain access to:
 - Reserve & manage storefronts
 - Track Scout sales
 - Inventory management
 - and much more...
- New Leaders receive their username by email after registering



Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



Trail's End Storefronts (for participating Councils)

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

Leader Portal →

- Sale Resources
 - NEW Leader training videos
 - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council



Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!*

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App
- All Scouts should leave the Kickoff with a Trail's End account
 - Give your Trail's End Unit Code (coming soon) to new Scouts



Sell

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time!



Credit is Preferred

Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:

- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Parent Pay Now

- Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash



Wrap Up

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality!
Thank you for choosing the Trail's End fundraiser!

For more information
Visit our FAQs



Join the Trail's End Popcorn
Community on Facebook



Prepare

Download the App →

New Scouts: register an account

- Use your zip code or Trail's End Unit Code _____ (coming soon)
- You can use one email for multiple accounts



Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

What's Next in App?

- Set your goal on Rewards page
- Customize your online fundraising page
- Reserve storefront shifts
 - After reserving, view site instructions for arrival and setup details
- Watch NEW storefront videos on Training page

Practice Your Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Tips

- Follow Scout Oath, Scout Law, and Guide to Safe Scouting at all times
- Make prospect list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your Class A uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support →



Storefront Code of Conduct

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or location specified by store
- Enhance the shoppers' experience! Do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

Sell

Best Practices

- Record all sales in App, including donations
- Heroes & Helpers Donations: your customers can send products to military troops, first responders and food banks, while still supporting you!
- Follow-up with online customers who have not purchased
- Track progress in App & sell to your goal!

Ways to Sell

- Storefront: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text
- Wagon: sales to neighbors

Earn Rewards

- Accumulate points towards your Amazon eGift Card when using the Trail's End App
- Credit & Online: 1.25 pts per \$1 sold
- Cash: 1 pt per \$1 sold
- Parent Pay Now: turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash
- View NEW storefront & online bonuses! →



Credit is Preferred

- Trail's End pays all fees!
- Major credit cards are accepted using Square readers or manual entry
- Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!
- How to connect a Bluetooth reader →



Wrap Up

Finish Strong

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank your customers
- Claim your Reward
- Choose the prizes you want on Amazon

Enjoy the rest of your Scouting year!

My Leader: _____

Phone | Email: _____

For more information, visit our FAQs →



PRODUCT LINE



**UNBELIEVABLE
BUTTER
MICROWAVE
POPCORN**

\$25



**SALTED
CARAMEL
CORN**

\$25



**S'MORES
POPCORN**

\$25



**WHITE
CHEDDAR
POPCORN**

\$20



**POPPING
CORN**

\$17



**SWEET &
SALTY
KETTLE
CORN**

\$15



IMPORTANT DATES

ORDER DATES

Please note these dates are subject to change

First Order - 7/10

Second Order - 8/21

Third Order - 9/25

COUNCIL DATES

Popcorn Informational - May 28

Popcorn Kickoff - August 1

Sales Starts - August 5

Sale Ends - November 1

Monies are due - November 8

COMMISSION STRUCTURE

Online Sales - 35%

Base Rate (Storefront & Wagon) - 28%

Bonus I (Attend Popcorn Informational) - 1%

Bonus II (Attend Popcorn Kickoff) - 1%



Bonus III (Sell 10% more than previous year) - 2%

Bonus IV (Work at least 3 Storefront Shifts) - 2%

Bonus V (80% or Higher Scout participation in sale) - 1%

LEADER'S PORTAL ACCESS

<https://portal.trails-end.com/unit-registration?council=bf42cd5b-f21c-11e5-a5eb-0632e198f0a5&campaign=21eca397-8eff-11ee-a4b7-12a946a40cfd>



COUNCIL CONTACTS



For Popcorn Questions, please contact Takiya Chen at Takiya.Chen@scouting.org or call (808) 595-6366 ext 0.

OAHU

SJ Molale | District Executive

StJohn.Molale@scouting.org

Christina Pollock | District Associate

Christina.Pollock@Scouting.org

Hannah Bouslough | District Associate

Hannah.Bouslough@Scouting.org

KAUAI

Vianne Tabata | District Associate

Vianne.Tabata@scouting.org

MAUI

Ellen Loucks | Maui Nui

nevinmom@gmail.com

Ellie Leialoha | Office Manager

Ellie.Leialoha@Scouting.org

BIG ISLAND

Robert Leopoldino | West Hawaii

Rcleopoldino@gmail.com

Kathleen Hughes | Pukahi

hughesk@hawaii.edu

Mavis Lum Ho | District Associate

Mavis.LumHo@Scouting.org

TRAILS END

Braden Hammond

Braden.Hammond@trails-end.com

(317) 544-8861

Jared Shepherd

Jared.Shepherd@trails-end.com

(801) 376-4574

