



2019

Great Smoky Mountain Council

Popcorn Sale - Leaders Guide



WELCOME

# 2019

## Popcorn Sale

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Dear Unit Leaders:

Congratulations on making the choice to have your unit fund its Scouting program through the Popcorn Fundraiser.

The Popcorn Sale is a great way for you to fund your unit's Scouting year and meet the needs of your unit and individual Scouts all while providing a quality program for your Scouts.

The money you earn from the sale of popcorn can be used to cover registration fees, trips, activities, day camps, summer camps and high adventure experiences (for the youth) with less out-of-pocket expense for your families. Help all of your families save money by encouraging 100% Scout Participation! This year's popcorn fundraiser can be the best fundraiser ever!

The sale is also important to our council. The funds earned by the Great Smoky Mountain Council from the sale of popcorn are used within several areas. Proceeds from the sale of popcorn has been used to make improvements to our council summer camp, day camps, and resident camps.

We hope you'll use this guidebook as a step-by-step manual to planning, executing, and enjoying the rewards of a successful popcorn sale. After all, we know that the most important part of the popcorn sale is what it allows your unit to do!

Thank you for your participation. Have a Great Sale and an even better year in Scouting!

Sincerely,

Your Popcorn Team

## WHY SELL POPCORN...

- Turn-key unit fundraiser - No upfront money required, no risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local Scouting programs.
- High quality and best tasting products.
- Multiple ways to sell - Storefront Sales, Wagon Sales, Take Order, and Online Sales.



## BEST WAYS TO SELL

<b>STOREFRONT SALES</b>	Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (in the spring/summer) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.
<b>WAGON SALES</b> Door to Door with Product	Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.
<b>WAGON SALES</b> Take Order	Scouts collect orders on their order form, for product to be delivered at a later date. The Scout turns in the order form to the unit's popcorn team, to be ordered and delivered later. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at unit's discretion whether money is collected up front or upon delivery.
<b>ONLINE SALES</b>	Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their online account by downloading the Trail's End App or at <a href="http://www.trails-end.com">www.trails-end.com</a> and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process. Online sales are open year-round!

# 2019 Great Smoky Mountain Council Popcorn Timetable



May/June	Unit Sign-Up Time for 2019 Sale
July 25	Central Popcorn Kick-Off/ Council Office 6:30pm
July 30	Western Popcorn Kick-Off/ First Baptist Lenoir City 6:30pm
August 6	Eastern Popcorn Kick-Off/ Bass Pro Shop 6:30pm
August 1	Internet Sales Begin
August	Districts Conduct Show-N-Sell Location Sign-ups for Units
August 29	Council Popcorn follow up Kickoff
August 30	1 <sup>st</sup> Show N Sell Popcorn Order Due to Council
September 9	Take Order Sales Begins
September 9	Blitz Club Begins / Mystery Houses Begin
September 18-19	1 <sup>st</sup> Show N Sell Popcorn Distribution to Units
September 20	Show N Sell Popcorn Sales Begin
October 9	Blitz Club Time Period Ends
October 10	Blitz Club Salesman Form Due
October 15	Mid Sale Kickoff for new and reorganized units
October 15	Show N Sell checkpoint with selling units
October 28	Take Order & Show N Sell Ends
October 28	Popcorn Returns & Payment Deadline
October 29	Salesman Prize Orders Due
October 29	Unit 2 <sup>nd</sup> Popcorn Orders Due to Council
November 1	Hamblen County Sales Begin
November 7	2 <sup>nd</sup> Popcorn Distribution to Units
December 4	Hamblen County Orders Due
December 5	Popcorn Money Due
December 11	Hamblen County Popcorn Distribution
December 13	Commission Drops 5%
December 19	Hamblen County Popcorn Money Due
December 20	Commission Drops 10%





# **Great Smoky Mountain Council**

## **Council Staff Advisor**

Neal Drown

865- 227-3378

Neal.drown@scouting.org

## **Support Staff**

Tracy Slice Phone: (865) 588-6514 ext. 110

tracy.slice@scouting.org

## **District Kernels**

<b><u>District</u></b>	<b><u>Name</u></b>	<b><u>Phone</u></b>	<b><u>E-mail</u></b>
<b>Catoosa</b>	Amanda Jolly	931-202-2232	akjolly91@gmail.com
<b>Chehote</b>	Vanessa Sexton	865-765-1619	changeyourheartchangeyourlife@yahoo.com
<b>Cherokee</b>	Stephanie Shepard	423-258-3982	stephshepard74@gmail.com
<b>Cumberland</b>	Tammy Duncan	423-319-7246	tammymduncan@hotmail.com
<b>Echota</b>	Neil Rasor	865-389-2114	neil@chancey-reynolds.com
<b>Pellissippi</b>	Paul Bennett	865-291-8164	pauljoebennett@yahoo.com
<b>Sequoyah</b>	Nicole Browning	865-274-1846	browningnic@yahoo.com
<b>STEM</b>	David Little	865-470-4890	dlittle@nalco.com
<b>Toqua</b>	Paul Renier	615-943-0613	paul.renier@gmail.com
<b>Tuckaleechee</b>	Michele Ellis	865-684-3660	michele.ellis55@gmail.com
<b>Unaka</b>	Jill Grooms	423-744-4652	mjgrooms@comcast.net

## **District Executives**

<b><u>District</u></b>	<b><u>Name</u></b>	<b><u>Phone</u></b>	<b><u>E-mail</u></b>
<b>Catoosa</b>	Duncan Gibson	423-972-0750	duncan.gibson@scouting.org
<b>Chehote</b>	Anthony Ingram	865-850-4405	anthony.ingram@scouting.org
<b>Cherokee</b>	Micah Huffman	865-621-2898	micah.huffman@scouting.org
<b>Cumberland</b>	Micah Huffman	865-621-2898	micah.huffman@scouting.org
<b>Echota</b>	Jeff Smith	865-237-9537	jeffery.smith@scouting.org
<b>Pellissippi</b>	Abby Ketron	865-333-0935	abby.ketron@scouting.org
<b>Sequoyah</b>	Russ Patterson	423-312-3057	russell.patterson@scouting.org
<b>STEM</b>	James Gaddis	865-603-4149	james.gaddis@scouting.org
<b>Toqua</b>	Derek Brawner	423-539-0970	derek.brawner@scouting.org
<b>Tuckaleechee</b>	Jeramie Walkup	865-278-0240	jeramie.walkup@scouting.org
<b>Unaka</b>	Ryan Hixson	423-368-1573	ryan.hixson@scouting.org

## 2019 Commission Structure

**Your unit can earn up to 36% in commission for Take Order sales and Show N Sell sales of popcorn.**

### **Unit Commission Plan with Prizes:**

- 26% of Gross Unit Sales
- 28% for units with sales of \$4,000+
- 31% for units with sales of \$6,000+

### **Unit Commission Without Prizes:**

- 31% of Gross Unit Sales
- 33% for units with sales of \$4,000+
- 36% for units with sales of \$6,000+

### **Ensure Your Unit Receives Full Commission:**

- Council Payment Due December 5th
- Hamblen County Due December 19<sup>th</sup>
- After December 13<sup>th</sup> Commission drops 5%
- After December 20<sup>th</sup> Commission drops 10%

### **ONLINE SALES COMMISSION:**

- 30% for ALL online sales
- Commissions are posted to the unit account as a credit this reduces the amount the unit will need to pay the council for their popcorn

# 2019 Great Smoky Mountain Council

## Popcorn Patch



All scouts that sell \$100 or more of popcorn will earn this custom patch only available to Great Smoky Mountain Scouts.

You can also earn pins by doing the following:

**Have one Online Sale!**



Online  
Sales Pin

**Have one or more Military Sales!**



Military  
Sales Pin

**Achieve \$650 in Total Sales!**



Top Seller  
Pin

The total sales amount applies to all parts of the sale; including, Face-to-Face sales (Show & Sell, Show & Deliver, and Take Orders) and Online Sales.

Patches will be ordered along with prizes at the end of the sale by the Unit Popcorn Kernel.



**All Scouts that sell \$50 or more of Popcorn will Earn this custom patch**  
**Only Available To Great Smoky Mountain Council Scouts!**



**You may also earn Pins by Doing the Following:**  
**Having One Online Sale!**



**Having One Military Donation!**



**Achieving \$650 In Total Sales!**



## **Blitz Club!! – Its BACK - - - Earn a SURVIVAL BOTTLE!**

All Scouts that sell at least **\$400 during the first four weeks of the sale**  
 (September 9-October 9) will receive a Survival Bottle for all of their scout outings!  
 Many of the ten-essential gear for all campers.



## **Mystery House - - - Find a Mystery House, earn a Prize!**

Houses in your community will be selected to have the winning certificates for the **2019 Mystery House!** When you receive a Mystery House certificate, bring it to the Great Smoky Mountain Council Service Center and you will be able to pick from the Treasure Chest of **awesome** prizes! Look for **Clues** beginning **September 9, 2019!**

## **Additional Sale Incentives:**



**REGAL**  
 ENTERTAINMENT  
 GROUP

### **\$150 Club**

**REGAL MOVIE DAY!**

- Two FREE Regal Movie passes for **9AM, Saturday, January 11, 2020!**



### **\$450 Sports Club**

**ICE BEARS HOCKEY GAME!**

- One FREE Ticket to a Knoxville Ice Bears Home Game! \*



### **\$650 Club**

**DOLLY'S PIRATE VOYAGE TOP SALESMAN AWARDS DAY!**

- Scouts receive a free ticket! Date is TBD. Parents, Leaders, other Scouts & family members will be able to purchase Scout Day Admission tickets for a special per person discount!  
 \*All Top Salesman & Top Selling Units will be recognized during the event!



### **\$1,000 Club**

**SMOKIES VIP DAY!!**

- Scouts and an adult of their choosing get FREE Ticket! \*

## **Top Council & District Salesman**

- The Top Selling Scout in the Council (1) will receive a \$250 Scout Shop gift card and the top Selling Scout from each district (10) will receive a \$100 Scout Shop gift card. The Top selling Scouts must sell a minimum of \$1,000 to qualify.

\* Scouts will receive all incentives up to their level of sales  
 \* For the 2019-2020 season. Game date to be determined.



## 2019 Popcorn Sale Mystery House Prize

Welcome to the Great Smoky Mountain Council's Popcorn Sale "Mystery House" Program! During the popcorn sale period (September 9 through October 27, 2019) if you are the first to knock on the door of one of our Mystery Houses you will be eligible to select a prize from prize box at the Council Office.

Clues are posted on <https://www.easttncscouts.org/parents/fundraising/> beginning on Sunday, September 8, 2019

- |   |   |
|---|---|
| <i>*BSA Ultralight Hammock w/straps</i>             | <i>*SOL Scout Survivor Kit</i>          |
| <i>*LEGO Star Wars Starship Set</i>                 | <i>*Leatherman Squirt Multi Tool</i>    |
| <i>*Build Your Own Drone</i>                        | <i>*Nano Space Station</i>              |
| <i>*LEGO Super Heroes Kit</i>                       | <i>*Neptune II Drone</i>                |
| <i>*V Pad Insulated Sleeping Pad</i>                | <i>*Mountaineer 70L Backpack</i>        |
| <i>*20 Degree Sleeping Bag</i>                      | <i>*Ninja Rope &amp; Slack Line set</i> |
| <i>*Leatherman Leap Camping/Survival Multi Tool</i> | <i>*Eclipse MP3 Player 4 GB</i>         |
| <i>*Walkie Talkie Set 5KM range</i>                 | <i>*Space Scooter</i>                   |
| <i>*Camping Blue Tooth Speaker</i>                  | <i>*2 Person Camping Tent</i>           |
| <i>*Trekking Poles</i>                              | <i>*One Person Backpacking Tent</i>     |
| <i>*Hydration Pack</i>                              | <i>*Camp Stove w/Regulator</i>          |
| <i>*BSA Scout Shop \$25 gift card</i>               | <i>*BSA Scout Shop \$50 gift Card</i>   |
| <i>*BSA Scout Shop \$75 gift card</i>               | <i>*RC Flash Speed Motorcycle</i>       |
| <i>*Headlamp Tikkina 150</i>                        |   |

To select and receive your item, you must bring this certificate to the Great Smoky Mountain Council Scout Center located at 1333 Old Weisgarber Road, Knoxville, TN 37909.

You will then select from the remaining prizes available. (first come/first served) Or email [tracy.slice@scouting.org](mailto:tracy.slice@scouting.org) with your prize selection!!

**MYSTERY HOUSE CLUES ARE AVAILABLE AT:**

**<https://www.easttncscouts.org/parents/fundraising/>**





## PRIZES

PRIZES The Prize Program for the Council Annual Popcorn Sale is administered by Trail's End – through ***TRAIL'S END REWARDS*** Program.

Prizes are in the form of an AMAZON.COM GIFT CARD and may be ordered online using the Trails End Popcorn System. The deadline for ordering prizes is October 29. Please keep in mind that Prize Levels are NOT cumulative. For example, if a Scout sold \$500 of Popcorn, they could select 1-Prize from the \$500 level, OR 2-Prizes from the \$250 Level, OR 5-Prizes from the \$100 Level. They MAY NOT select 1-Prize for the \$100 Level AND 1-Prize from the \$250 Level AND 1-Prize from the \$500 Level.

### ***IMPORTANT NOTE:***

***TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL'S END ACCOUNT.***

Sales Level	Amazon Gift Card Amount	Reward % Retail	Scholarship*	Rewards Total
\$40,000+**	\$3,200	8.0%	\$1,000	\$4,200
\$30,000-\$39,999	\$2,400	8.0%	\$1,000	\$3,400
\$25,000-\$29,999	\$2,000	8.0%	\$1,000	\$3,000
\$20,000-\$24,999	\$1,600	8.0%	\$1,000	\$2,600
\$15,000-\$19,999	\$1,200	8.0%	\$900	\$2,100
\$10,000-\$14,999	\$800	8.0%	\$600	\$1,400
\$7,500-\$9,999	\$550	7.3%	\$450	\$1,000
\$5,000-\$7,499	\$350	7.0%	\$300	\$650
\$3,500-\$4,999	\$225	6.4%	\$210	\$435
\$2,500-\$3,499	\$150	6.0%	\$150	\$300
\$1,500-\$2,499	\$75	5.0%	\$0	\$75
\$1,000-\$1,499	\$45	4.5%	\$0	\$45
\$750-\$999	\$30	4.0%	\$0	\$30
\$500-\$749	\$20	4.0%	\$0	\$20
\$350-\$499	\$10	2.9%	\$0	\$10

\*Scholarship credit is percent based (6%) and not fixed level  
 \*\*Scouts receive 8% of their total retail at every additional \$10,000 they sell



## Trail's End Scholarship Program

Sell \$2,500 and earn a Trails End Scholarship. Scouts must sell \$2,500 only once to qualify. Scouts earn 6% of their gross sales for their scholarship. Your scholarship account accumulates interest each year as well as 6% of any additional popcorn sales. Scholarships will be payable to any secondary school. Forms and other information can be found at <http://scouting.trails-end.com>.



<b>2019 Products and Packaging</b>		<b>Across the entire Trail's End Product line, an average of 73% goes to local Scouting</b>	
<b>\$10 Classic Caramel Corn Bag</b>		<b>\$25 Premium Caramel Corn Tin</b>	
<b>\$15 Popping Corn</b>		<b>\$25 Chocolatey Crunch Tin</b>	
<b>\$20 White Cheddar Chesse Bag 9oz</b>		<b>\$30 Cheese Lovers Box (ShowNsell Only)</b>	
<b>\$20 Microwave Butter Popcorn</b>		<b>\$35 Cheese Lovers TIN</b>	
<b>\$20 Kettle Corn Popcorn</b>		<b>\$55 Chocolate Lovers Tin</b>	
<b>\$25 Salted Caramel Corn bag</b>		<b>\$30 or \$50 Military Donation</b>	





## POPCORN FOR OUR TROOPS

Trail's End sends popcorn treats to the U.S. Military on behalf of the Boy Scouts of America.



### Fun facts in Trail's End's 13th year of Popcorn For Our Troops:

- Over **\$5.8 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **129,000** Military Donations
- In 2017, over **2,400** pallets of popcorn was shipped to 45 locations in 22 states

## SOLDIERS' ANGELS

Trail's End has teamed up with Soldiers' Angels to donate popcorn to VA Hospitals, National Guard units, and military bases across the country.

### Great things Soldiers' Angels has done for our U.S. troops:

- Shipped **hundreds of thousands** of care packages to deployed soldiers
- Sent millions of letters and cards to deployed soldiers
- Supplied wounded soldiers with **over 25,000** First Response Backpacks
- Contributed **over 6,000** voice-controlled laptops to severely-wounded soldiers
- Provided care and comfort to those in stateside military and VA facilities

For more information about Soldiers' Angels, visit [www.SoldiersAngels.org](http://www.SoldiersAngels.org)

HOW  
TO  
SECTION  
  
BSA POLICIES

# 2019 Popcorn Fundraiser Guidelines

To all Unit Popcorn Chairs and Unit Committee Chairs:

The popcorn sale is a money earning activity – not a money solicitation event. Scouts are learning how to earn their way by selling a product.

In past years we have received phone calls and emails from store managers, customers and parents regarding donation solicitation from Scouts at Show N Sell booths. ***We realize that not all units do this, but we just want to review with each unit.*** We also realize that unsolicited donations do occur and that is great for the unit! See below on how to record these funds in your unit's popcorn sales.

We are at risk of being shut out of retail centers if this continues, this does not teach our Scouts how to earn their way, and some of our customer base is losing faith in our methods of fundraising.

Help us by keeping Scouting's image and relationship strong and healthy with our retail operators and customers.

Take a moment to review the BSA Fundraising Policies listed below.

Thank you for all of your hard work helping your unit and Scouts earn their way.

## BSA Fundraising Policies

### Popcorn Fundraising do's

1. **Do teach youth members to earn their own way.**
2. **Do follow safe practices listed in the [Guide to Safe Scouting](#).**
3. **Do convert unsolicited donations received at a popcorn sale into military donations.**  
**The money was received as a result of the popcorn sale/fundraiser and should be used for its intended purpose – to support the scouts in their popcorn sale.**

### Popcorn Fundraising don'ts

1. **Don't solicit funds (DONATIONS) in the name of Scouting; Remember the Popcorn Sale is a Unit Fund Raiser not a solicitation campaign.**  
**Don't put a donation jar out at your popcorn sale.**  
**Don't have Scouts ask for donations from customers at a popcorn Show N Sell booth.**
2. **Don't conduct popcorn sales without adequate adult supervision.**
3. **Don't forget to use the buddy system, and don't go into unsafe or unfamiliar areas.**

## Individual Youth Accounts

A Scout is thrifty. Learning to manage money is one of the ways the Boy Scouts prepare youth for life. Budgeting and earning money to accomplish goals through an approved council or unit project helps Scouts develop self-reliance and the skills of personal finance management. Unit fundraising designed to make Scouting affordable is a fundamental part of Scouts “earning their way.”

Product sale fundraising is an important asset to units and their members to help provide the resources required for Scouting to succeed.

Private benefit rules of the Internal Revenue Service prohibit those involved in nonprofit fundraising from receiving a substantial personal benefit for their efforts. Some practices where dollar for dollar credit is provided for the sole benefit of the person who sold product based upon amount sold could violate the private benefit prohibition.

While the BSA has not endorsed “Individual Scout Accounts” for private benefit of individual Scouts who participate in fundraising because of the IRS rules, unit fundraising designed to make Scouting affordable is a fundamental part of Scouts “earning their way”.

Funds raised by the unit from product sales belong to the unit. They may not be transferred to the Scout or another unit, but may be re-assigned to units sponsored by the same chartered organization, such as when a Scout moves from Cub Scouts to Boy Scouts or Boy Scouts to Venturing. The unit committee is responsible for expenditures from unit funds for the benefit of the unit. Unit funds may be used to reduce the cost of participation, including the cost of attending camp or obtaining uniforms.

They may be used to provide financial assistance or awards to individual Scouts based upon their level of participation generally or in specific activities benefiting the unit, chartered organization or community, attendance, advancement and/or need. Unit funds may be used to buy equipment for the unit or for any other legitimate need of the unit.

## **Guidelines for Show N Sell Locations (as approved by the retailers)**

1. No more than three Scouts may be present and selling per shift.
2. While you must maintain at least two-deep adult leadership – please discourage having excess adult involvement.
3. All Scouts and Leaders must wear official uniform. Shirts must be tucked in.
4. Discourage all siblings and non-Scout youth from being present at sale locations.
5. Be respectful of business patrons – do not invade their personal space.
6. Do not block entrances and exits. Allow customers to pass by freely.
7. Ensure that all Scouts, leaders, and parents, act in a manner that truly represents the Scout Oath and Law - A Scout is Courteous.
8. Be aware of your surroundings and potential hazards to safety. (i.e. traffic, shopping carts etc.)
9. During the scheduled sale time Scouts may not enter the place of business except to maintain personal hygiene.
10. Always say “*Thank You.*”

*If a problem or disagreement occurs that is unable to be solved by your Unit – please contact your district popcorn chairman or district executive.*

# HOW TO SECTION

Kickoff Planner/Be Safe Tips  
Sales Tips



# KICK OFF PLANNER

**A great sale starts with a great kickoff!**

**Follow these simple steps to start your popcorn sale with a **BANG** and motivate Scouts, parents and other volunteers.**

1. Plan ahead. Be sure to utilize the agenda from the Sales Kit, along with the product samples provided for your Unit Kick-off. A good kick-off should be under an hour.
2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. Trail's End makes it easy to sell gourmet popcorn so Scouts can spend more time having fun and less time selling.
3. Show Scouts the tools available from Trail's End. This includes their order forms, prize sheets, training videos and much more!
4. Spend some time explaining the different ways to sell, key dates for the programs and Show & Sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize! Trail's End also offers a scholarship program for top sellers.
6. Finish the evening with a memorable event, like throwing pies in the leader's faces or funny role-playing. A kick-off will be exciting when Scouts are involved in the action!
7. Go to [www.eastnscouts.org](http://www.eastnscouts.org) or [www.trails-end.com](http://www.trails-end.com) for additional information.

# Be Safe & Sales Tips

## POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Beware of loose dogs.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

## GENERAL POPCORN SALES TIPS

1. Ask your parents to be the first to buy popcorn.
2. Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters...)
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
10. Be sure to post on social media!
11. ALWAYS WEAR YOUR UNIFORM!

## Show N Sell Tips

- ✓ Follow establishments rules and guidelines.
- ✓ Usually 2 – 3 Scouts selling at a time.
- ✓ Discourage excess adults outside of 2-deep leadership and no siblings.
- ✓ All adult leaders and Scouts must wear BSA uniform with shirts tucked in.
- ✓ Do not invade customers' personal space & do not block entrances, exits, or customer paths.
- ✓ During the scheduled sale time, Scouts should not enter the business except for personal hygiene maintenance.
- ✓ Donation Jars are not allowed!
- ✓ You can recruit scouts during your Show-N-Sell.
- ✓ Ensure all Scouts and adults adhere to the Scout Law. A Scout is courteous.  
Always say Thank You!!

## Important Links

Council Website: <http://www.eastTNscouts.org>

Scout login/ Bio setup: [www.trails-end.com](http://www.trails-end.com)

On-line ordering/ Forms/ Reporting: [www.scouting.trails-end.com](http://www.scouting.trails-end.com)

Credit Card Sales: [www.payanywhere.com](http://www.payanywhere.com)

## RUN YOUR SALE LIKE THE PROS

### STOREFRONT SALES STRATEGY



#### SHOW N SELL FOCUS

- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting



#### BUILD A TEAM

- Popcorn Kernel Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable



#### BOOKING LOCATIONS

- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal



#### RECRUITING

- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information



#### MOTIVATING SCOUTS

- Start Prizes at Per Scout Goal
- 3% - 12% Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face



#### SALES TRACKING

- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting



#### PARENT BUY-IN

- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It's What We Do



#### PREDICTABLE

Knowing your sales per hour can help you determine the number of sites and shifts needed to meet your unit's goal.

## 1:1

#### ONE SCOUT PER SHIFT

Increase coverage, productivity, and sales per hour by only booking one Scout and parent per storefront shift.



#### SCALABLE

Continue to grow your sale by increasing the number of sites and shifts booked.



#### 8 HOUR COMMITMENT

Scouts that work four 2-hour shifts can sell up to \$1,000, which covers their entire year of Scouting.

# HOW TO SECTION

Trail's End Website

# POPCORN ORDERING & DISTRIBUTION

## PLACING ORDERS

1. Contact [support@trails-end.com](mailto:support@trails-end.com) if you do not know your username and password.
2. Login at [www.trails-end.com](http://www.trails-end.com)
3. Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
7. Click the “Choose Delivery...” button and choose the order you are placing
8. Enter the quantities that you wish to order in the adjustment column
9. Click SUBMIT when you are finished with your order
10. You will receive an order confirmation to your email address once your order is approved by the Council

## GETTING YOUR POPCORN

Orders may be picked up at designated district locations. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

## GETTING MORE POPCORN

Additional popcorn may be requested during the Show N Sell period as well as the month of November. Orders will be filled according to the availability of product in the local warehouse. Send your requests to [tracy.slice@scouting.org](mailto:tracy.slice@scouting.org). Please allow 2-3 days to fill the orders if product is available. If product needs to be ordered from Trail's End, then allow 7-10 days for additional product.



# TRAIL'S END SCOUT APP

Sell with the Trail's End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. NO CREDIT CARD FEES!

Unit Leaders log into [www.trails-end.com](http://www.trails-end.com) and manage their unit's sale...

## KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales.
- Built with Square technology
  - Works with existing Square readers
  - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry

\*Only Scouts with a Trail's End account can log into the Trail's End app



Built with Square

## HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in [www.trails-end.com](http://www.trails-end.com).
- If you have a balance due to council on your popcorn invoice statement, app credit card sales and unit commissions from online sales will be credited towards your unpaid balance.
- Once you have a \$0 balance due to council, remaining funds can be requested for payout (bank information required).
- Requested funds will be transferred to your unit's bank account via ACH on the 14th and 28th of each month, or the following business day, depending on the date of your payout request.

## HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION'S BANK ACCOUNT?

1. From the unit leader dashboard, click UNIT INFO on the left navigation menu
2. Expand the MANAGE UNIT BANK ACCOUNT section
3. Fill out the required fields
4. Click SAVE

Payment Request Range	Payment Date
July 1 - July 10	July 15
July 11 - July 24	July 29
July 25 - August 9	August 14
August 10 - August 23	August 28
August 24 - September 11	September 16
September 12 - September 25	September 30
September 26 - October 9	October 14
October 10 - October 23	October 28
October 24 - November 9	November 14
November 10 - November 23	November 28
November 24 - December 11	December 16
December 12 - December 25	December 30
December 26 - January 9	January 14
January 10 - January 23	January 28
January 24 - February 9	February 14
February 10 - February 23	February 28
February 24 - March 11	March 16
March 12 - March 25	March 30

\*Payment schedule is year-round

# Trail's End App

## Frequently Asked Questions



**Question:** Can a unit leader sign into the Trail's End App with their unit leader account?

**Answer:** The app is a point-of-sale application for Scouts to use while taking orders for popcorn. Only Scout accounts registered through the app or at [www.Trails-End.com](http://www.Trails-End.com) can sign into the app. Unit leaders will manage their unit's sale through the unit portal at [www.trails-end.com](http://www.trails-end.com). If you need unit leader access to the [trails-end.com](http://trails-end.com), complete the registration for your unit [here](#).

**Question:** Does a family need a separate Trail's End Scout account for each Scout?

**Answer:** Yes. Each Scout needs their own Trail's End account so their sales can be tracked individually in the Trail's End system.

**Question:** Can the same email address be used for multiple Trail's End accounts?

**Answer:** Yes.

**Question:** What do we do if a Scouts sells with the paper order form?

**Answer:** If Scouts sell with the paper order form, it is most likely because they do not have access to a data-enabled mobile device for door-to-door selling. Scouts can enter their orders afterward at home in the Trail's End App, or through the Scout web portal at [www.Trails-End.com](http://www.Trails-End.com).

**Question:** How does the Trail's End System automatically allocate storefront sales credit for Scouts?

**Answer:** There are preset options for allocating storefront sales:

- Sales will be split between all Scouts registered for the storefront shift, regardless of the Scout that records the sale.
- Sales will be split among Scouts that work each at a given storefront that day.
- Based on the amount of time the Scout is registered to work at the store, the system will divide the total sales for the day by number of Scout hours, and Scouts will receive sales credit based on the stores hourly rate.
- If your unit allocates storefront sales credit differently, each Scout's total sales can be adjusted at any time to account for differences.

**Question:** How do we handle cash donations in the Trail's End App?

**Answer:** The App has the two standard Military Donation product levels, as well as a new product field for Misc. Military Donations. Misc. Military Donations can be entered as they are received (any amount can be entered), or they can be entered as a lump sum at the end of the shift/day. When you place your final popcorn order, you can order Military Donations to the exact dollar (example: \$832).

**Question:** Can I bulk upload/import names and emails instead of typing one-by-one?

**Answer:** Not at this time. We are looking into this functionality in the future but at this time they will need to be entered manually. We recommend copying and pasting from an existing document you may have.

**Question:** Can Scouts take credit card payments without a Square reader?

**Answer:** Yes, they can manually enter credit card info, and credit card processing is still free!

**Question:** Can you change your storefront split method or is it final?

**Answer:** You can change your storefront split method at any time. Please note that when you change it, all previous sales will be adjusted to match that split selection.

**Question:** If there are multiple Scouts working a storefront shift, how do they record their sales?

**Answer:** It depends how you have storefront sales split. If they are split by shift, all of those Scouts will get equal credit for all of the sales made during that shift, even if the sales are recorded through one account.

**Question:** How do Scout storefront hours get recorded/calculated? Can we edit that as a unit leader if someone doesn't show up?

**Answer:** Scout hours are calculated based off shift registrations. You can add and remove Scouts from shifts to manage those hours, or you can adjust their total sales, but you cannot directly edit hours.

**Question:** What is the difference between Wagon Sales and other sales?

**Answer:** Wagon Sales is the term we use to describe all sales that are not from a storefront and not an online sale. This includes door to door (with and without product), friends, family, and business sales. Wagon Sales can be marked delivered or undelivered (Take Order) depending on whether or not you have product on hand.

**Question:** Will the Scout Roster from last year (2018) be carried over to this year (2019)?

**Answer:** Yes, but only if those Scouts had online selling accounts last year. You can use the "Invite a Scout" feature to invite additional Scouts to create their accounts.

For more app information and training resources, go to [app.trails-end.com](http://app.trails-end.com), or reach out to us at [teappsupport@trails-end.com](mailto:teappsupport@trails-end.com).

# ONLINE SELLING

## FREE SHIPPING ON EVERY ONLINE ORDER!

### HOW IT WORKS

1. Download the Trail's End App and register, or register at [www.trails-end.com](http://www.trails-end.com)
2. Scouts create their online fundraising page - It takes less than 10 minutes to register, personalize a Scout page, and start selling. Register at [www.trails-end.com](http://www.trails-end.com).
3. Scouts share with family and friends - Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
4. Receive support - Family and friends visit the Scout's fundraising page, where the average order value is \$65, and place orders on Scout's behalf.
5. Track online fundraising orders - Scouts see who's supported their fundraiser, send them thank you emails, and request additional support.

### ONLINE FAQs

**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 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 60% of every product sold goes to local Scouting.

# HOW TO SECTION FORMS!



## How much popcorn will your vehicle hold?

Plan ahead to have enough room in your vehicle, and enough vehicles to load all of the popcorn you will sell!

A sport utility vehicle will hold about 30 cases.



A mid-sized car will hold about 15 cases.
















A mini-van with the seats removed will hold about 50 cases.

Your best bet is to rent a truck for a day. It will hold a lot of cases! It is a very inexpensive way to move a lot of popcorn!





# 2019 Unit Show N Sell/Take Order Product Order Form

SHOW & SELL _____		Design on Case	# Per Case	Product Description	Price	Order	Price	Order	Total Sales
TAKE ORDER _____					Individual Containers	Individual Containers	Full Cases	Full Cases	
			1	\$50 Military Donation	\$50		\$50		\$0
			1	\$30 Military Donation	\$30		\$30		\$0
			1	Chocolate Lover's Tin (Not Returnable)	\$55		\$55		\$0
Date of Order _____			1	Cheese Lover's Tin	\$35		\$35		\$0
			1	Cheese Lovers Box (Show N Sell Only) (Not Returnable)	\$30		\$30		\$0
			6	Chocolate Caramel Crunch Tin (Not Returnable)	\$25		\$150		\$0
District _____			6	Caramel Corn with Nuts Tin	\$25		\$150		\$0
Pack # _____			12	Salted Caramel Corn	\$25		\$300		\$0
Troop # _____			6	18 Pack Unbelievable Butter Micro Wave	\$20		\$120		\$0
Crew # _____			6	18 Pack Kettle Corn Micro Wave	\$20		\$120		\$0
Lab # _____			8	White Cheddar Corn Bag	\$20		\$160		\$0
			12	Popping Corn Tin	\$15		\$180		\$0
			12	11 oz Caramel Corn Bag	\$10		\$120		\$0
				Total		0		0	
				Total \$ Value					\$0



Please place this order for our unit.

Date Picked Up:

Signature \_\_\_\_\_

Money Due By:

Name \_\_\_\_\_

Business Phone: ( ) \_\_\_\_\_

Street Address \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_














City \_\_\_\_\_

State TN ZIP \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_

Email \_\_\_\_\_

# 2019 FAMILY/SCOUT Product Receipt

SHOW & SELL _____	Design on Case	# Per Case	Product Description	Price Individual Containers	Order Individual Containers	Price Full Cases	Order Full Cases	Total Sales
TAKE ORDER _____		1	\$50 Military Donation	\$50		\$50		\$0
		1	\$30 Military Donation	\$30		\$30		\$0
		1	Chocolate Lover's Tin (Not Returnable)	\$55		\$55		\$0
Date of Pick Up _____		1	Cheese Lover's Tin	\$35		\$35		\$0
		1	Cheese Lovers Box (Show N Sell Only) (Not Returnable)	\$30		\$30		\$0
		6	Chocolate Caramel Crunch Tin (Not Returnable)	\$25		\$150		\$0
District _____		6	Caramel Corn with Nuts Tin	\$25		\$150		\$0
Pack # _____		12	Salted Caramel Corn	\$25		\$300		\$0
Troop # _____		6	18 Pack Unbelievable Butter Micro Wave	\$20		\$120		\$0
Crew # _____		6	18 Pack Kettle Corn Micro Wave	\$20		\$120		\$0
Lab # _____		8	White Cheddar Corn Bag	\$20		\$160		\$0
		12	Popping Corn Tin	\$15		\$180		\$0
		12	11 oz Caramel Corn Bag	\$10		\$120		\$0
			Total		0		0	
			Total \$ Value					\$0



I acknowledge receipt of the above popcorn.

Signature \_\_\_\_\_

Money Due By: \_\_\_\_\_

Name \_\_\_\_\_ Unit Position \_\_\_\_\_

Street Address \_\_\_\_\_

Home Phone: ( ) \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Cell Phone ( ) \_\_\_\_\_

Email \_\_\_\_\_

**Prize Order Form Fall Product Sale 2019**  
**Turn in to Council Office by October 28, 2019**

Council Name: **Great Smoky Mountain Council**

Pack # \_\_\_\_\_

Council Headquarters City: **Knoxville, TN**

Troop # \_\_\_\_\_

District Name: \_\_\_\_\_

Venture Crew/Post # \_\_\_\_\_

**Ship Prizes To:**

**Retail Sales Dollars** \$ \_\_\_\_\_

Name: \_\_\_\_\_

**# of Scouts Selling:** \_\_\_\_\_

Street: \_\_\_\_\_

(Can NOT Ship UPS to a P.O. Box)

**E-MAIL ADDRESS** \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Numbers: \_\_\_\_\_

Day Time

Night Time

<u>Description</u>	<u>Tally/Scout</u>	<u>Order</u>			
<b><u>Prize Level 1 - Sell \$50</u></b>					
<b>1 Hometown Hero Patch (sell \$50 of popcorn)</b>					
Online Pin (sell one item online)					
Military Pin (sell one military item)					
Seller's Club Pin (\$650 combined sales)					

## 2019 Blitz Club Salesman

Top Salesman Report Form Due October 10, 2019

**Please list Scouts that have sold \$400 or more during the period of Sept. 9 - Oct. 9, 2019**

[illegible]

This Form Is Due On Thursday, October 10, 2019

Please email [tracy.slice@scouting.org](mailto:tracy.slice@scouting.org) or fax to 865-212-0093

## 2019 Top Salesman

## Top Salesman Report Form Due October 29, 2019

**Please List Scouts that have sold \$150 or more during the popcorn sales period.**

**You may include all sources of sales - Take Order/ShowN Sell/Online**

[illegible]

This Form Is Due On Tuesday, October 29, 2019

Please email [tracy.slice@scouting.org](mailto:tracy.slice@scouting.org) or fax to 865-212-0093





## Boy Scouts of America Funding the Adventure!

### The Popcorn Sale is essential to our collective ability to provide quality Scouting programs:

- ◇ To the individual Scout, it provides an unparalleled opportunity to earn his/her own way, a scholarship, incentives & life lessons.
- ◇ To the program, it offers invaluable lessons in planning, goal setting, marketing, sales, finance, public speaking and more.
- ◇ To the unit, it's a way to do one main fundraiser and then offer an ideal year of Scouting without overburdening families.
- ◇ To the Council, it provides scholarships, events, programming, facilities, and the support structure to make Scouting possible.

## 2019 Show and Sell Commitment Form

Thank you for helping our youth Fund their Adventure!  
Our goal is to have all Show and Sell location secured by July 24, 2019

Please fill out the form completely and return to \_\_\_\_\_  
or [Neal.drown@scouting.org](mailto:Neal.drown@scouting.org)

District \_\_\_\_\_

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

City, State/Zip \_\_\_\_\_

Phone Numbers: Cell \_\_\_\_\_ Business: \_\_\_\_\_

Email Address: \_\_\_\_\_

Available Dates/Times (Generally Friday afternoon, Saturdays, or Sundays): \_\_\_\_\_

Location Details: Number of entry ways \_\_\_\_\_ How many Scouts/Adults are allowed \_\_\_\_\_

Who is the contact onsite for sales day \_\_\_\_\_

We agree to let the Great Smoky Mountain Council, BSA sell popcorn at our facility with the above stipulations.

Signature and Date: \_\_\_\_\_



**FALL POPCORN  
SALE**



**Thank you for  
your support of  
Scouting  
through our  
Popcorn Sale!**