



2023 Great Smoky Mountain Council



Popcorn Guide book.

2022 Top 10 Selling Scouts per Trails-End.com

1. Preston B.	Pack 194	\$12,618
2. Andrew L.	Troop 20	\$5,304
3. Lucas C.	Pack 146	\$3,634
4. Landon R.	Pack 242	\$3,562
5. Kate M.	Pack 346	\$3,300
6. Conner M.	Pack 346	\$3,300
7. Matthew D.	Pack 243	\$3,200
8. Evan Y.	Troop 146	\$3,060
9. Anthony K.	Pack 22	\$2,867
10. Quinn C.	Pack 177	\$2,849

2022 Top 10 Selling Units

1. Pack 346	Mount Le Conte	\$95,651
2. Pack 506	Mount Cammerer	\$38,056
3. Pack 830	Mount Le Conte	\$22,199
4. Pack 22	Mount Le Conte	\$21,197
5. Pack 194	Cataloochee	\$20,052
6. Pack 242	Mount Le Conte	\$19,363
7. Pack 146	Mount Le Conte	\$17,560
8. Troop 246	Mount Le Conte	\$14,689
9. Pack 12	Mount Le Conte	\$14,567
10. Pack 101	Eagle Creek	\$13,732

Table of Contents

• 2023 Popcorn Key Dates	Pg 3
• 2023 Popcorn Sales Commission Breakdown	Pg 4
• Council Incentives	Pg 5
• Register for a Trails End Account	Pg 6
• 2023 Trail's End Product Mix	Pg 7-8
• Trail's End Rewards	Pg 9
• Trails End App Flyer	Pg 10
• Code of Conduct	Pg 11
• Online/Credit Card Sales	Pg 12
• Ordering & Payment Info	Pg 13
• Product Delivery, Distribution & Returns	Pg 14
• Unit Kernel Position Description	Pg 15
• Popcorn Contacts	Pg 16

New or updated in 2023

- Popcorn Sale Commission Structure
- Trail's End App
- 2023 Product Lineup
- 2023 Prize Program
- 2023 Participation Patch
- Youth Kick-off
- \$2500 Seller Club Prize Party
- Hero and Helpers blitz club

2023 Popcorn Key Dates

2023		Popcorn Calendar
July	25	Popcorn Kickoff - Knoxville, 6:30 pm - Scout Service Center
	27	Popcorn Kickoff - (Outlying), 6:30 pm - Locations Jefferson City and Lenoir City
August	1	Popcorn - Online Sales Begin
	19	2023 Youth Sales Training Day---TBD
	22	Popcorn - Follow Up Kickoff, 6:30 pm - Sansom Scout Center/Zoom (if necessary)
	25	Popcorn - Show & Sell Order Deadline
	8/28-9/14	Unit kick-offs held
Sept	1	Popcorn - Take Order Sales Begin and Blitz Club 1 begins
	14-15	Popcorn - Show N Sell Delivery
	15	Popcorn - Show & Sell Starts
	22	Popcorn - Blitz Club 1 Sales End
	22-Oct. 22	Food City Show & Sell Dates
	28	Swap and Shop Party---Exchange product with other units
	29	Replenishment Orders Due / Late Sale Show & Sell Orders due
	29	Popcorn - Blitz Club Salesman Forms Due
October	5	Swap and Shop Party 2---Exchange product with other units
	12	Replenishment Product Delivery (final swap and shop if needed)
	16-22	Heroes and Helpers Blitz Club (Great opportunity to locally donate product before returns)
	27	Popcorn - Show & Sell Returns and Money Due/Late Sale product pick-up
November	1	Popcorn - Hamblen County / Late Order Sales Begin
	3	Popcorn - Take Orders Due / Salesman Prize Orders Due
	4th-11th	Heroes and Helpers delivery
	9	Take Order Delivery
	11	Hamblen County/Late Sale Heroes and Helpers sales blitz day
December	1	Popcorn - Hamblen County Show and Sell ends/ Late Sale Take Orders Due
	12	Late Sale Take Order pick up
	22	All prizes and local incentive forms due and all accounts paid and closed

2023 Popcorn Sales Commission

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	28%
\$4000-\$5999	Sell \$4,000-\$5,999	30%
\$6000-\$9999	Sell \$6,000-\$9,999	34%
\$10k Bonus	Sell \$10,000+	36%
TRAILS END PRIZE OPT OUT	Opt out of Trails End rewards and submit Youth incentive plan get 2% additional commission	+2%
Online Sales	<i>Separate</i> from regular sales commission.	30%

Notes

2023 Council Incentives

COUNCIL INCENTIVES

- Blitz Club: Sell \$400 or more during specified time and unit turns in form.



- Regal Movie Day: Sell \$150 or more earn 2 free tickets for movie day.



REGAL

- \$500 Club: Earns 1 ticket to the Knoxville Ice Bears game for the qualifying Scout. Sit as a unit this year!



- \$750 Club: Earn a free outing to the all new Pirates at Mermaid Bay immersive miniature golf experience in Sevierville!



- \$1000 Club: Enjoy a special reception and recognition prior to the Ice Bears Game...More to come

- Top Selling unit by average sale per registered Scout as of 10/15/2023 earns a free overnight campout at Camp Pellissippi or Camp Buck Toms

- Top 3 Scouts sales in the Council earns gift cards and special recognition at the Ice Bears game including dropping the opening puck!

- \$2500 Club earns additional 3 tickets to Ice Bears game, plus pre-game party with Big Prize Drawing.

NOT SIGNED UP YET?

**Register for the Popcorn Sale
Today!**

Scan the QR code below, or visit:
<https://trails-end.com/unit-registration>



Show & Sell / Take Order Mix

TE Products - Traditional

Sweet and Salty
Kettle Corn
\$15



Popping Corn
\$15



White Cheddar
\$20



Sea Salt
\$50



S'Mores
\$25



12pk Unbelievable
Butter Microwave
\$25



Salted Caramel
\$25



Chocolatey
Pretzels
\$30



Every Hero
Deserves a Snack!
All donations go towards sup-
porting our Local Heroes & Help-
ers!



2023 Trail's End Product Mix

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING	PRODUCT AVAILABILITY		PRODUCT RETURNS
					Show & Sell	Take Order	
Salted Caramel Corn	\$25	\$300	12:1	Bag	Yes	Yes	Yes
Unbelievable Butter Microwave	\$25	\$150	6:1	Box	Yes	Yes	Yes
White Cheddar Cheese Corn	\$20	\$240	12:1	Bag	Yes	Yes	Yes
Sweet & Salty Kettle Corn	\$15	\$180	12:1	Bag	Yes	Yes	Yes
Popping Corn	\$15	\$135	9:1	Jar	Yes	Yes	Yes
S'mores Popcorn	\$25	\$300	12:1	Bag	Yes	Yes	Yes
<i>NEW 28 Pack Snack Pack Sea Salt Popcorn</i>	\$50	--	1:1	Box	N/A	Yes	Yes
Chocolatey Pretzels	\$30	\$360	12:1	Bag	N/A	Yes	N/A
Gold Heroes & Helpers Donation	\$50	--	--	--	Yes	Yes	N/A
Silver Heroes & Helpers Donation	\$30	--	--	--	Yes	Yes	N/A
Heroes & Helpers Donation	\$1+	--	--	--	Yes	Yes	N/A



Show & Sell and Take Order
RETURNABLE



Take Order ONLY
NON-RETURNABLE



Show & Sell and Take Order
NON-RETURNABLE

Trail's End. REWARDS

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



Earn More! Earn Easier! No need to write in orders!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transactions fees.

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

trails-end.com/rewards



POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



An Amazon.com Gift Card prize program where kids get to buy the prizes they want. The more you sell, the more you earn!

All third party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. © 2022 Trail's End Popcorn Company.

Trail's End®

Fund Your Entire Year!

You Can Sell Over \$1,000* in Under 8 Hours
& Earn More with Trail's End Rewards

Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY



It only takes ONE MINUTE to register an account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Kid Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.



Record ALL of Your
Sales in the App,
Even Take Order Sales!

Fundraising with Popcorn Helps Kids



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger

JOIN THE TRAIL'S END PARENT FACEBOOK GROUP

GET ANSWERS TO QUESTIONS AND TIPS ON SELLING

Text PARENTFB to 62771 to join!

*Based on national averages. Individual Scout sales may vary.

Scout's Honor

(FOR STORE FRONT / BOOTH SALES)

Guidelines for Scouts & Leaders Selling Popcorn

- Ideally, each popcorn booth will have a minimum of 4 people present at all times. That includes two adults (2 deep leadership) and two Scouts.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform/Unit T-shirt. It is recommended that at least one adult volunteer of the two deep leadership also be in Field uniform or unit t-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay 8–10 feet away from the door or at a distance as designated by the store manager.
- If by chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS units receive during store front sales *will be put towards their Heroes & Helpers donations collected.***

ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES, INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.

CREDIT SALES ARE BEST

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- **Bigger Rewards** - Earn 1.25pts per \$1 sold in the Trail's End App
- **Safer** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - Accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT

Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from the safety of home.



Product Variety
Even MORE products to choose from.



No Handling
Products ship directly to your customers.



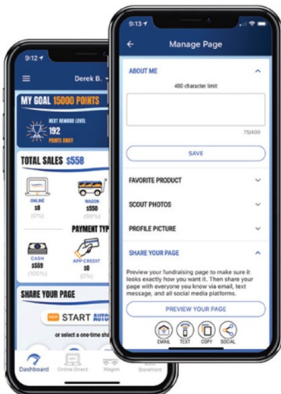
Trail's End Rewards*
Earn MORE when you sell Online Direct.

*Council participation in Trail's End Rewards may vary.

HOW IT WORKS

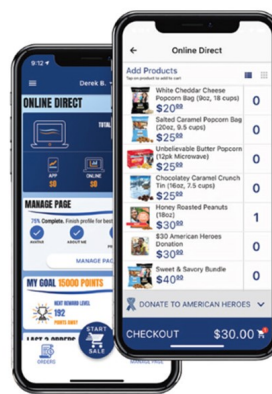
TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) "Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!

Ordering & Payment Info

Order Deadlines

On or before August 25, 2023: “Show & Sell” Popcorn orders are due. Again, orders are to be placed online at www.sell.trails-end.com. **Order by the case for “Show & Sell” sale.** All units will have their order reviewed by the Council Popcorn Staff Advisor and kernel prior to final approval. “Take Orders” are due by November 14th. Order the exact amount by container. You can enter a sales amount and it will auto fill your order based on our council’s sales mix from 2022 and projections for 2023. Please do not adjust the S’mores Popcorn amount. We have a limit we can order.

Late Sale orders are due September 29, 2023

Forms to Council Service Center

Submit all popcorn orders online. Prize orders are done online as well. Council incentives are going to be tracked through our office again this year and more information will come out via email. This includes: Blitz Club, \$150 Club, \$500 Club, \$750 Club, \$1000 Club, \$2500 Club, Heroes and Helpers, and more!

Payment

With the majority of money collected in the app, if you have a final balance after the sale is completed, it is due in full by December 22. If anything is owed, you will receive a billing statement shortly after you pick up your popcorn. Payments should be made if possible in the form of **one check from the unit for the total amount due.** **You keep your commission up front!** **Bounced checks processed by the council will be charged back to unit accounts as well as any bank fees.**

Product Delivery, Distribution & Returns

Step 1: Show and Sell Popcorn will be picked up at your selected location. A Tentaroo form will be sent for you to sign up for a location, date, and time. **You MUST schedule your pick-up time via the form or call Tracy Slice.** We will have your order ready when you come so you can check it out in a convenient manner.

Use the following estimates to know how many cars/volunteers you will need when you pick up your order:

Car: 20 cases; SUV, Mini Van, Pick-up: 30-40 cases; Full Size Van: 50-70 cases. **Please do your best to take your entire order at your pick-up time.**

Step 2: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 3: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 4: Have a receipt for each patrol, den or Scout to verify the amount of product they received.

Step 5: Remember

Check any damaged cases at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave or contact the Service Center. **If customers notice something wrong or are not satisfied with the product, please refer them to email help@trails-end.com, and they will arrange for replacement product to be sent directly to the customer.**

Product Delivery, Distribution & Returns

Popcorn Returns: If before end of sale can be made at swap and shop days or by schedule at the popcorn warehouse. Please return any unsold products in their original cases to assist in processing. Partial cases will be accepted of *returnable products*. No damaged or open individual containers will be accepted for returns. Please schedule a time for returning your unsold popcorn with Tracy Slice. A form will be provided closer to time to sign up for a time slot. (Reminder emails will be sent prior to return/pick-up dates for units to schedule an appointment.)

****POPCORN MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN**

**REMEMBER FOR 2023 WE HAVE A MAXIMUM RETURN OF 20% OF
YOUR ORDER**

NOTES

Team Leader Job Description

Job Title: Unit Popcorn Team Leader

Position Concept: To give leadership to the unit popcorn sale.

Principal responsibilities:

1. Follow 2023 Popcorn Dates and schedule for Unit Leaders.
2. Attend the Popcorn Kickoff (Team Training/Orientation) on July 25 at 6:30 PM at the Scout Service Center, 1333 Old Weisgarber Rd. Knoxville, TN 37919 or July 27 at 6:30 pm at Saint Thomas the Apostle in Lenior City or First United Methodist Church in Jefferson City.
3. Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Show & Sell, Take Order, Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per “Key Dates” calendar.
5. Prepare handouts for Unit Kick-off meeting for leaders, Scouts, and parents. Handouts could include:
 - Timeline showing sales dates, date orders are due, time and place for pick-up.
 - Unit goal and per-scout sales goal.
 - Unit Master Record form to den leaders to record Scout’s sales for den/patrol totals. **Only if not using the app.
 - Parent’s letter, to explain the importance of the sale to parents, Scouts, Unit & Council, prize sheets, council incentives, and more.
 - Order forms, prize flyer, and show and sell schedule.
6. **Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!**
7. Submit your unit’s popcorn orders by due dates for show and sell and take order.
8. Establish a system for checking out/in popcorn to your Scouts if your unit is participating in “Show & Sell”.
9. Make arrangements to pick up popcorn at the scheduled time and day at the pickup site. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Check throughout the sale to see how your Scouts are doing. When you are doing “Take Order”, if you find Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling a lot.
12. Collect and tally money/popcorn by unit due date – “Show & Sell” units will bring a check along to pay for the popcorn.

Popcorn Contacts

District Name	Name	Email	Preferred	Role
Cades Cove	District Kernel Va-			District Kernel
Cades Cove	Geoff Cusick	Geoff.Cusick@scouting.org	865-324-4608	Sr. District Executive
Cades Cove	Sarah Stephens	Sarah.Stephens@scouting.org	423-920-4536	District Executive
Cataloochee	Carolyn Bowers	clynbowers@gmail.com	423-277-5581	District Kernel
Cataloochee	Russ Patterson	Russell.Patterson@scouting.org	865-455-4284	District Director
Cataloochee	Jason Collins	Jason.Collins@scouting.org	423-258-3136	District Executive
Eagle Creek	District Kernel Va-			District Kernel
Eagle Creek	Rex Warner	Rexford.Warner@scouting.org	931-248-3318	District Executive
Mount Cammer-	Ben LaBarre	bTLabarre@yahoo.com	706-817-0511	District Kernel
Mount Cammer-	Anthony Ingram	Anthony.Ingram@scouting.org	865-455-5268	District Director
Mount Cammer-	Zane Joyeuse	Zane.Joyeuse@scouting.org	865-455-6722	District Executive
Mount Le Conte	Samara McBride	xxsamaraxx1984@gmail.com	865-973-1555	District Kernel
Mount Le Conte	Patrick Finn	Patrick.Finn@scouting.org	865-455-1757	District Director
Mount Le Conte	Jeremy Logan	Jeremy.Logan@scouting.org	865-455-4230	District Executive
Tremont	District Kernel Va-			District Kernel
Tremont	Angel Ryker	Angel.Ryker@scouting.org	865-454-7799	District Executive
Council	Morgan Colonna	Morgan.Colonna@gmail.com	804-357-7155	Council Kernel
Council	Nathan Cunningham	Na-	865-686-2353	Staff Advisor
Council	Tracy Slice	Tracy.Slice@scouting.org	865-566-0642	Popcorn Customer Ser-

Go Scouts!

Your Adventure Awaits!

www.eastTNscouts.org/popcorn

