

2024 Popcorn Sale

**What to do now for a
successful fall!**



Agenda

Welcome

Calendar Review

5 things to do now for a successful fall

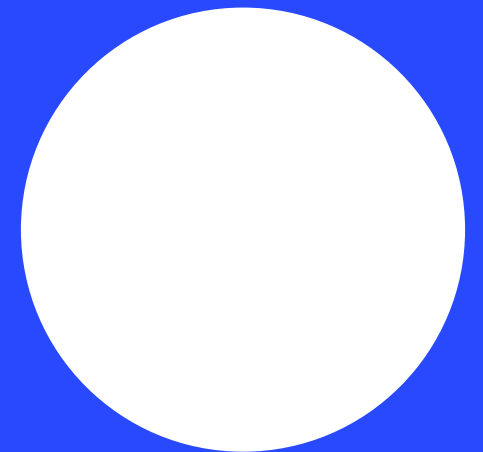
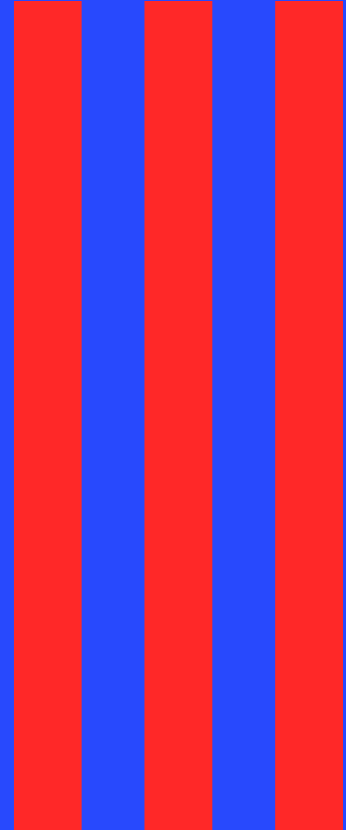
Q&A

Adjourn



Key Dates

- **July 23-Popcorn Kickoff Council Office**
- **July 25-Popcorn Kickoff Roane Co/Jefferson City**
- **Aug. 23-25 and 30-31 Hamblen Co. Food City Blitz**
- **Aug 22 Show & Sell Order deadline**
- **Sept 6 & 11 Show & Sell delivery**
- **Sept. 13 Show & Sell Begins and Blitz Club**
- **Sept. 24 Swap and Shop**



5 Things to do now for a GREAT Sale!



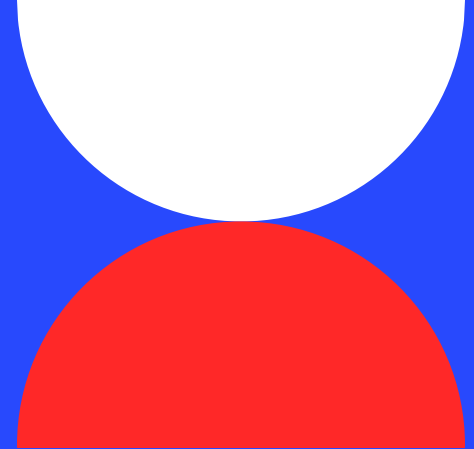
1. **Register for the sale on Trails End.**
 1. The QR Code is on the screen now.
 2. This ensures you will get ALL communications, promotions, can place an order, and you have access to sign up for Show and Sell Dates.
 3. You must register at least 1 unit kernel/chair....but Multiple is better! Register them as co-kernels!

Recruit a Chair/Kernel

1. How many of you on the call are a Cubmaster, Scoutmaster, Crew Advisor, etc?
2. It is vital to recruit a parent/leader to run the sale so you can focus on running the unit program.
3. It is an important role and should be a team.
 1. Show and Sell Lead, Pick-up/distribution lead, unit kick-off chair, etc.
 2. Make it fun!



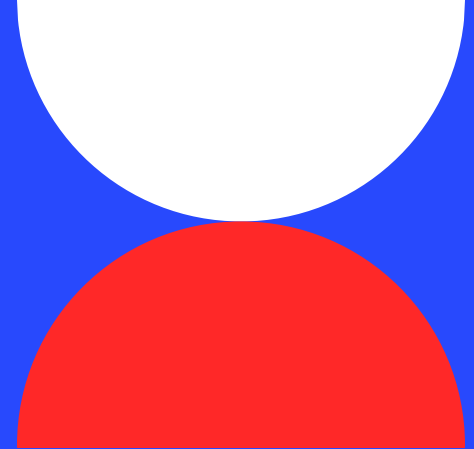
Plan your calendar



- Include attending one of our Kick-offs on July 23 or 25!
 - Great information, networking, and opportunity to get ready for a great sale
- Schedule, promote, and host a Unit Kick-off!
 - 2 Audiences. Scouts and Adults.
 - Make it fun, have a goal for your unit, tell families WHY!
 - Suggested timeframe: August 26-Sept. 11. Before Show and Sell begins
- Target Show and Sell Dates
 - Booked through unit leader portal
 - Opens in late July.
- Host Neighborhood Blitz days, check school and community calendars for festivals and events.
- Schedule Online Sales Blitz Weeks--- watch for Trails End Promotions.



Scout Families-GET THE APP

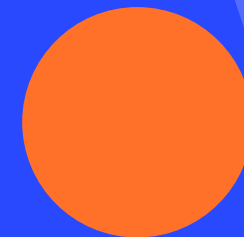


- Encourage families to sign up early.
- Trails End and our Council communicate with all registered families via email.
 - Units use your communication platform to invite families to sign up and then track it.
- By signing up early prepared to sign up for Show and Sell shifts, enter a goal, sell online, and take orders from friends and family.



Scouts and Families Love Prizes and Incentives!

- Review the GSMC Prize Program
 - Final Coming soon---Keller Prizes with added Gift Card Options.
- Discuss your unit participation in the prize program or the opt out option for 2% commission
 - Requires an incentive plan for Scouts and families to be submitted.
- Plan additional incentives at Unit and/or Scout level.
 - Focus on high sales/top sellers
 - Incentivize parents---Sell \$X and get X. Dues paid, big trip/event free, etc.



Questions?

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Trails End

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Thank you

