

2020 POPCORN SALES UNIT KERNEL HANDBOOK

San Diego - Imperial Council Boy Scouts of America



Christopher D., Troop 108, 2019 Sales = \$13,565

San Diego-Imperial Council
1207 Upas St, San Diego CA 92103
(619) 298-6121

Table of Contents

District Contact Information	Page 3
2020 Key Popcorn Dates	Page 4
Products and Prices	Page 5
Trails End Website and Online Sales	Page 6
Unit Popcorn Ordering	Page 7
Trails End App & Square Readers	Page 8
Switchboard	Page 9
Commission & Return Policies	Page 10
Popcorn Prizes	Page 11
Popcorn Distribution	Page 12
Popcorn Pickup	Page 13
Deposits	Page 14

District Contact Information

District

District Kernel Contact

Coastal Sage

Faith Thomas
thomasfaith85@yahoo.com
619-729-8819

Desert Trails

Foothills

Merrie DiCroce
merpas@hotmail.com
619-212-3134

Palomar

James Noordyk
jnoordyk4sdhomes@aol.com
619-807-5478

Rancho Mesa

Shona Wigley
shonaw93@gmail.com
858-231-3867

Rancho San Luis Rey

Sweetwater

Martin Brandt
mbrandt10@cox.net
619-972-4125

Council Support

Jana Palmisciano
jpalmisc@bsamail.org
619-298-6121 x214

Trails End Support

Becci Ault
becci.ault@trails-end.com
951-833-4578

2020 Key Popcorn Dates

DATE	DAY	WHAT	WHEN	WHERE
Ongoing		Trails-End Webinars		https://www.trails-end.com/webinars
6/30/2020	Tuesday	Council Kick Off	7:00 pm	Zoom
July	Various	District Kick Offs/Training	Various	Various
7/1/2020	Wednesday	Online Direct Sales Begin	Online	Trails End App
7/13/20	Monday	Storefront Reservations Begin	Online	Trails End Unit Leader Portal
8/3/2020	Monday	Online Show & Sell Orders Due to Council	Online	https://www.trails-end.com/
8/22/2020	Saturday	Show & Sell Distribution	9 am-12 pm	Council Office
8/24/2020	Monday	Re-Order Day	by noon	Distribution on 9/4/20
8/31/2020	Monday	Re-Order Day	by noon	Distribution on 9/11/20
9/14/2020	Monday	Amnesty Day - Last day for returns	By 5:00 pm	Council Office
9/21/2020	Monday	Re-Order Day	by noon	Distribution on 10/2/20
10/19/2020	Monday	Online Take Orders Due to Council with military donations	Online	https://www.trails-end.com/
11/7/2020	Saturday	Take Order Distribution	9 am-12 pm	Council Office
11/16/2020	Monday	Unit Close Out	By 5:00 pm	
December		Top Seller Event		To Be Determined

In order for a unit to be “closed out” and receive their commission, they must:

1. Return any unsold popcorn by 9/14/20
2. Place a Take Order by 10/19/20 for any additional products **and any American Hero donations**
3. Deposit funds for all cash/check sales (including military donations)
4. Achieve a 0 (zero) balance on the Unit Invoice
5. Maintain a record of each Scout’s sales by product

Close Out Date	Commission Rate
By 11/16/20	35%
By 12/15/20	25%
By 1/15/21	15%
By 2/15/21	5%
By 3/15/21	0%

Commissions will be deposited to the unit accounts held at the Council office unless a check is requested in writing to jpalmisc@bsamail.org

Products and Prices

Traditional Products
Trail's End

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover's Collection
Over \$22 to local Scouts*
Contains Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn

Comes in a gift box.

NEW! BIG BAG

Salted Caramel Popcorn
Over \$77 to local Scouts*
Contains Milk and soy

NEW! BIG BAG

Blazin' Hot Popcorn
Over \$14 to local Scouts*

BIG BAG

White Cheddar Popcorn
Over \$14 to local Scouts*
Contains Milk

NEW! BIG BAG

Unbelievable Butter™
Over \$10 to local Scouts*

NEW!

Popping Corn Jar
Over \$10 to local Scouts*

NEW!

Caramel Corn
Over \$7 to local Scouts*
Contains Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

\$50
\$30

Donation Levels

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!

Cheese Lover's Collection Box	1 container per case	\$35.00
Salted Caramel Corn	12 containers per case	\$25.00
*Blazin' Hot	8 containers per case	\$20.00
White Cheddar	8 containers per case	\$20.00
*Unbelievable Butter Pre-Pop	8 containers per case	\$15.00
*Popping Corn Jar	9 containers per case	\$15.00
Caramel Corn	12 containers per case	\$10.00
American Heroes Donations		\$1, \$30 & \$50

***New in 2020**


Additional Products Available Online!

TRAIL'S END WEBSITE

www.trails-end.com.

The Popcorn Sales System makes it easy for you to manage your Trail's End Popcorn Sale using a convenient web-based platform. Using this platform, you can:

- Order popcorn
- Create and manage Scout lists and sales records
- Track your inventory, deposits and balance due as well as online sales
- Users with administrative access (Leaders) will be able to change data in the system (add, edit or delete).
- Users with read-only access (Members) can view data in the system and manage their own personal account information.
- The visible menus and pages in the Popcorn System are determined by your role and your organizational responsibility. Some menus and other features are available only to Leaders. If you are a read-only user (Member), these menus and features will not appear when you log into the Popcorn System.
- If you are the Popcorn Kernel of more than one unit, you may have multiple roles available.



How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP 1 **Create a Trail's End account for your Scout.**

- Text APP to 62771 to download the Trail's End App.

STEP 2 **Make a list of 30+ people you know to ask for support.**

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3 **Draft your Scout's sales pitch.**

- Example: Hi **customer's name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4 **Build your Scout's personalized fundraising page.**

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP 5 **Ask for support.**

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6 **Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.

Unit Popcorn Ordering

The initial order (Show-N-Sell) is primarily for store front sales, therefore, Scout orders are not required for placing the Unit Order. You will be ordering **FULL** cases. NO chocolate products will be approved for this order. It is recommended that a unit's initial order be approximately 50% of last year's sale. **This order needs to be submitted via the Trails End website by Monday, August 3, 2020.**

Units will be able to place additional orders for Show-N-Sell on 8/24/20, 8/31/20 and 9/21/20. Please see page 4 for corresponding distribution dates.

The last order of the season, typically referred to as the Take Order, is where leaders will be required to enter Scout Orders (entering the quantity of each product sold by each Scout on the Take Order Forms) before placing the unit order. **Any American Hero donations must be included in the Take Order. This order needs to be submitted by Monday, October 19, 2020.**

A case of Trail's End product contains multiple selling units, whereas a container is equivalent to one selling unit of product (bag, carton, collection box, tin, etc.). Some orders may require your unit to order only by the case (CS), and some may allow you to order down to the container (CT).

Placing a Unit Order –

1. From the unit homepage, click the Order Popcorn button. This will take you to the New Unit Order screen.
2. From the dropdown menus, double check to make sure that the correct campaign is set (This automatically defaults to the current year) and select the appropriate order from the "Choose Delivery" dropdown box to populate the product ordering rows.
3. Use the Order Adj column to enter and/or adjust the order quantities (use positive or negative integers to adjust), and then click Submit to send your order to Council for approval or click Save to hold your quantities to be submitted at a later time.

The Final Unit Order column will reflect your final order quantity to your Council.

Trails End App & Square Readers

Trail's End App

Trail's End



Improvements Based Upon Leader Feedback Faster...easier...simpler...time saver

- Rebuilt in Google Flutter.
- Faster Scout registration; Takes less than 1 minute.
- Checkout ... 9 clicks to 4 by streamlining and eliminating extra steps.
- New **Online Direct** in TE App.
 - Sell face-to-face, swipe a card, ship online products directly to consumer.
- Consolidated Scout and storefront views, reporting and actions.
 - Fewer clicks to find information and take action.
 - Simpler inventory views by storefront and by Scout.
- Re-associate storefront orders between shifts for easier managing sale.

New enhancements are **READY** Now!

Accepting Credit/Debit

Trail's End



CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT"
It's safer!

Trail's End pays for all credit card fees!

- **Bigger Rewards** – Earn 'More Points' for credit card sales in the Trail's End App
- **Safer** – Scouts don't have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry

TRAIL'S END APP

Trail's End



Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- **Families can turn in cash payments via credit card**
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download.

SDIC POPCORN SWITCHBOARD AT WWW.SDICBSA.ORG!

Trade Popcorn Products with Other Units

Popcorn Switchboard Registration

Unit Popcorn Kernels can use this form to indicate:

- Items they are short, hoping that another unit has extras that they are willing to transfer.
- Items they are over, willing to transfer to another unit in need.

When entering a value, please indicate whether you are requesting/offering boxes, bags or cases.

Required information is highlighted.
You must provide at least one contact method - email or phone.

Items you want:	Items you have:
<input type="checkbox"/> Cheese Lover's Box	<input type="checkbox"/> Cheese Lover's Box
<input type="checkbox"/> Salted Caramel Popcorn	<input type="checkbox"/> Salted Caramel Popcorn
<input type="checkbox"/> Blazin' Hot Popcorn	<input type="checkbox"/> Blazin' Hot Popcorn
<input type="checkbox"/> White Cheddar Popcorn	<input type="checkbox"/> White Cheddar Popcorn
<input type="checkbox"/> Unbelievable Butter Popcorn	<input type="checkbox"/> Unbelievable Butter Popcorn
<input type="checkbox"/> Popping Corn Jar	<input type="checkbox"/> Popping Corn Jar
<input type="checkbox"/> Caramel Corn	<input type="checkbox"/> Caramel Corn

Name

Email Address

Phone Number

Location/ZIP Code
eg. 92101 or La Mesa

District

Unit Type
 Pack
 Troop
 Crew
 Ship

Unit Number

The information you are registering will be made available for no less than two days [HERE](#) for other units to view.

Trade Popcorn Products with Other Units

The “Switchboard” is very helpful to units in managing their inventory. Postings will remain on the board for 2 days. Units can contact each other directly to trade products. You may need to re-post after 2 days.

The Council “Switchboard” provides for easy transfer of product between units. See the Trails End YouTube ‘Unit to Unit Transfers’ training video available at https://www.youtube.com/watch?v=R24SwpV_0EQ to record your transfers.

Commission

35% Commission on ALL sales!

Commissions will be deposited to the unit accounts held at the Council office unless a check is requested in writing to jpalmisc@bsamail.org.

Return Policy

No Returns Accepted After September 14, 2020

Effective stewardship of Scouting resources is an important part of any Scouting program. **The popcorn purchased from Trail's End cannot be returned by the Council if unsold.**

Although we want you to have the inventory on hand that you need, we ask that you “Do Your Best” to minimize returns. Based on an analysis of the inventory control issue, the following guidelines have been established for 2020:

1. Units should plan their initial Show and Sell order to be 50% of last year's sales amounts. Last years' sales information is available by selecting the 2019 Fundraising Cycle as the period.
2. **Amnesty Day – September 14th** – Only non-chocolate products may be returned no later than this date.
3. All popcorn product returns **MUST be in re-sellable condition.**
4. **All** returns **must** be recorded as Unit Returns in the Popcorn System prior to returning the product to Council. See the Trails End YouTube ‘Unit Returns’ training video available at <https://www.youtube.com/watch?v=cd7gMS6nwz0>.

Prizes



Trail's End REWARDS
Earn amazon.com Gift Cards and choose the prize YOU want!

TELEPHONY POINTS TO EARN AMAZON.COM GIFT CARDS TO QUALIFY ALL SALES MUST BE RECORDED IN THE TRAILS END APP. WAREHOUSE CALCULATES TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS
NO LIMIT Earn 7,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

6,000 pts Earn a \$400 Amazon.com Gift Card	1,750 pts Earn a \$70 Amazon.com Gift Card
5,000 pts Earn a \$50 Amazon.com Gift Card	1,500 pts Earn a \$50 Amazon.com Gift Card
4,000 pts Earn a \$30 Amazon.com Gift Card	1,250 pts Earn a \$50 Amazon.com Gift Card
3,500 pts Earn a \$25 Amazon.com Gift Card	1,000 pts Earn a \$40 Amazon.com Gift Card
3,000 pts Earn a \$20 Amazon.com Gift Card	800 pts Earn a \$30 Amazon.com Gift Card
2,500 pts Earn a \$10 Amazon.com Gift Card	600 pts Earn a \$20 Amazon.com Gift Card
2,000 pts Earn an \$80 Amazon.com Gift Card	400 pts Earn a \$10 Amazon.com Gift Card

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

SCOUTS EARN DOUBLE ONLINE

2PTS PER EVERY \$1 SOLD ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD CREDIT/DEBIT

1PT PER EVERY \$1 SOLD CASH

Scouts will earn prizes under the New Trails End Prize Program. Amazon.com gift card rewards are managed and digitally redeemed by Scouts through the Trail's End App. No preset prize selection – Scouts choose the prize they want.

Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:

- Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
- Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

Popcorn Distribution

Each unit will be contacted with their scheduled popcorn pick up time on Saturday, August 22nd, between 9:00 am and 3:00 pm. *Someone from the unit must be available to pick up your unit's entire Show-N-Sell order on Saturday, August 22nd!* See the following page for suggested vehicle capacity.

Packing slips will be provided at the distribution site for the orders placed by your unit. Only the product on the packing slip will be available for pick up at the distribution site on August 22nd.

Show-N-Sell Distribution Site:

San Diego – Imperial Council
1207 Upas Street
San Diego, CA 92103

The Show-N-Sell distribution process is designed to be a 3-lane drive thru with units arriving at a scheduled time to pick up their ordered products without having to leave their vehicle. The first pick up will be scheduled to start at 9:00 am.

Please contact your District Kernel if you can volunteer to help with the popcorn distribution. Youth must be at least 14 years old and will receive a Certificate of Service Hours.

If you do not place an online Show-N-Sell order on August 3rd, you can check out popcorn from the Council office on Tuesday, August 25th, or place an online order by the Monday Re-order Days.

Additionally, if you need more popcorn, it can be checked out at the Council office from available inventory.

Order forms and deposit slips can be requested by emailing to jpalmisc@bsamail.org and will be mailed to the Unit Kernel.

POPCORN PICK UP DAY

WHAT SIZE CAR DO I NEED?

20 CASES OR LESS

MID-SIZE CAR

(NO CAR SEATS OR PASSENGERS)



40-60 CASES

MINI-VAN/SUV

(NO CAR SEATS OR PASSENGERS)

60+ CASES

FULL SIZE TRUCK





DEPOSIT SLIP INFORMATION NEEDED:

DEPOSIT TICKET
FOR CLEAR COPY, PRESS FIRMLY WITH BALL POINT PEN.

DATE _____

WELLS FARGO BANK, N.A.

TP/SD IMPERIAL COUNCIL
BOY SCOUTS OF AMERICA
POPCORN-UNIT TYPE & # _____

CURRENCY	DOLLARS	CENTS
COIN		
LIST EACH CHECK		
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		

\$ _____

2-10/03-1803

PLEASE PLACE TOTAL HERE FOR IMMEDIATE WITHDRAWAL

TOTAL _____

ALL ITEMS MUST BE PROPERLY ENDORSED.

DEPOSITS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL

CHICKS AND OTHER ITEMS ARE ACCEPTED FOR DEPOSIT SUBJECT TO THE PROVISIONS OF THE IMPERIAL COUNCIL POPCORN UNIT APPLICABLE COLLECTION AGREEMENT.

Date of the Deposit

You may either list the checks or attach an adding machine tape to the deposits.

Endorse the back of each check with:

For Deposit Only
SDIC – BSA
A/C #4124546557

Make sure to total your deposit correctly!

IMPORTANT!!
PUT YOUR UNIT TYPE AND NUMBER ON THE DEPOSIT SLIP!!

Deposits can be made at any Wells Fargo branch.

Please request that the bank teller use the deposit slip with the unit number written on the front of it.