

## What's Poppin' #1 – Recap of Kickoff Meeting

To All Popcorn Kernels,

Popcorn season is off and running. Are you ready??

This email may seem a little long but full of useful information. Please read to the end!

Due to some technical difficulties, the kickoff meeting was not recorded. We apologize for the inconvenience. I have compiled some of the highlights below. The Powerpoint presentation used during the meeting is available on the [www.sdicbsa.org/popcorn](http://www.sdicbsa.org/popcorn) website.

### Recap

- Time to plan your campaign (based on your budget) and set your goals, both for the unit and the scout. Excite your scouts and your parents!!
- Get your Leader Portal information plugged in. Get your scouts entered into the portal and invite them to sell. Help your scouts get the app setup. The app is where most of the action will happen, from selling at a Site Sale, taking credit cards and getting your Amazon gift card!!
- All sales receive a 35% commission, including online sales.
- Keep on top of the due dates. The first 2 key dates are Storefront Booking from July 19-24 and first Site Sale order due July 26. The [www.SDICBSA.org](http://www.SDICBSA.org) website has the chart of dates on the Popcorn page.
- The Storefront Booking is all done through the Leader Portal of Trails-End. It opens for everyone on July 21 (top sellers on July 19 and 20). Leaders should have received an email on Friday, July 16 regarding the available stores and the booking process. If your unit does not see their usual store on the list, you are welcome to approach the stores yourself **for permission**.
- Sign up for Trails-End webinars and Facebook for additional information. Trails-End is more of the facilitator of the SDIC popcorn program and the new technology is theirs. Learn all you can on how it works to make your campaign as successful as possible!

In addition to the recap, here are some other interesting tidbits.

- **First Show & Sell Order:** The first order is due to Council by July 26 with pickup available Aug 14. Order your product via the Leaders Portal. It is already available! If you choose not to sell this round, please let us know so we don't keep asking.
- **Online Sales are Open!!** Once your scouts get their app set up, they are ready to go for sales opportunities. There are different products available online than in person.
- **Product Line:** The product line that is available is on the [www.sdicbsa.org/popcorn](http://www.sdicbsa.org/popcorn) website. Single page order forms are on there as well if you want to start asking around. Chocolate pretzels are ONLY available for the final take order. They are available online to be shipped directly to a customer. Various other products are available via online orders. Work all the angles.
- **2 Stage Authentication:** In the interest of security, everytime you log into your system, whether as a leader or a scout, there is an authentication code that is sent to an email or via text message, based on what you have in your profile. Keep this in mind when you give a phone to a scout or at a site sale. This is part of Trails-End commitment to keep the scouts safe!
- **Leader Portal:** The leader portal has been designed to be accessible from a desk top and for adults only. If you are a leader and also have a scout, there will be 2 different logons: one for the scout and one as the leader. There was some controversy if you would also need 2 email addresses, one for each type of account. Check it out. Any technical questions, contact Trails-End support desk for assistance.
- **Return Policy:** The return policy has changed slightly this year. The drop dead return date will be October 25 and only 10% of your order will be allowed to be returned. This may change how you run your campaign so plan accordingly. The Council has not been able to return any of the unused popcorn in the past, causing a lot of excess inventory after the selling season is over. Let's be good popcorn stewards this year!!
- **Credit Cards:** All of the major credit cards are accepted by Trails-End and the CC money is sent directly to them. CC Readers will not be available by the Council this year. Any of the readers available on the market are compatible with the Trails-End app and credit cards can also be entered manually (for a higher fee). Council pays for all of the credit card fees.
- **Commission:** ALL sales are eligible for the 35% commission. Payouts for the commission will be different this year. All of the sales that you record via the app will directly deduct from your invoice amount due. The invoice will only reflect an amount of 65% due. Once that is paid, any other sales (like cash or checks) are your commission, which you will have on a faster turn around. If you over pay on the credit cards, Trails-End will send you an email for a payout option. You can have the money sent to your bank account or to Council. If it goes to Council, then we will deposit into your account or send you a check.
- **Patches:** Patches will be available at the end of the selling season and your account must be closed out to receive them. I am looking for a cool patch design. If you are interested, send me your proposal by August 10th. May the best design win!!
- **Shipping Charges:** If you have an online order, the following shipping charges will apply. 1 item = \$8.99, each additional item is \$.99. Microwave popcorn is \$1 extra. Orders over \$55 are free (except for the microwave fee). Trails-End often will run free shipping campaigns for short periods of time. Watch your email for those opportunities.
- **Need Aug 14 Support:** If your unit is interested in helping distribute/load vehicles on Aug 14, please let me know!
- **Ways to Sell:** There are many ways to facilitate a popcorn selling season. Not all ways for every unit. Find a way that works best for your unit. Don't be afraid to try something new for your unit. There are many more products available online and you can sell from the comfort of your home. Engage your parents to design a successful popcorn selling season.

I think I have covered all of the high points for now. If there is something you think I should address, please let me know! I am hoping to do these emails frequently, depending on what needs to be communicated.

Good luck on your selling season!  
Thanks  
Deb Oberg  
SDIC Popcorn Kernel