

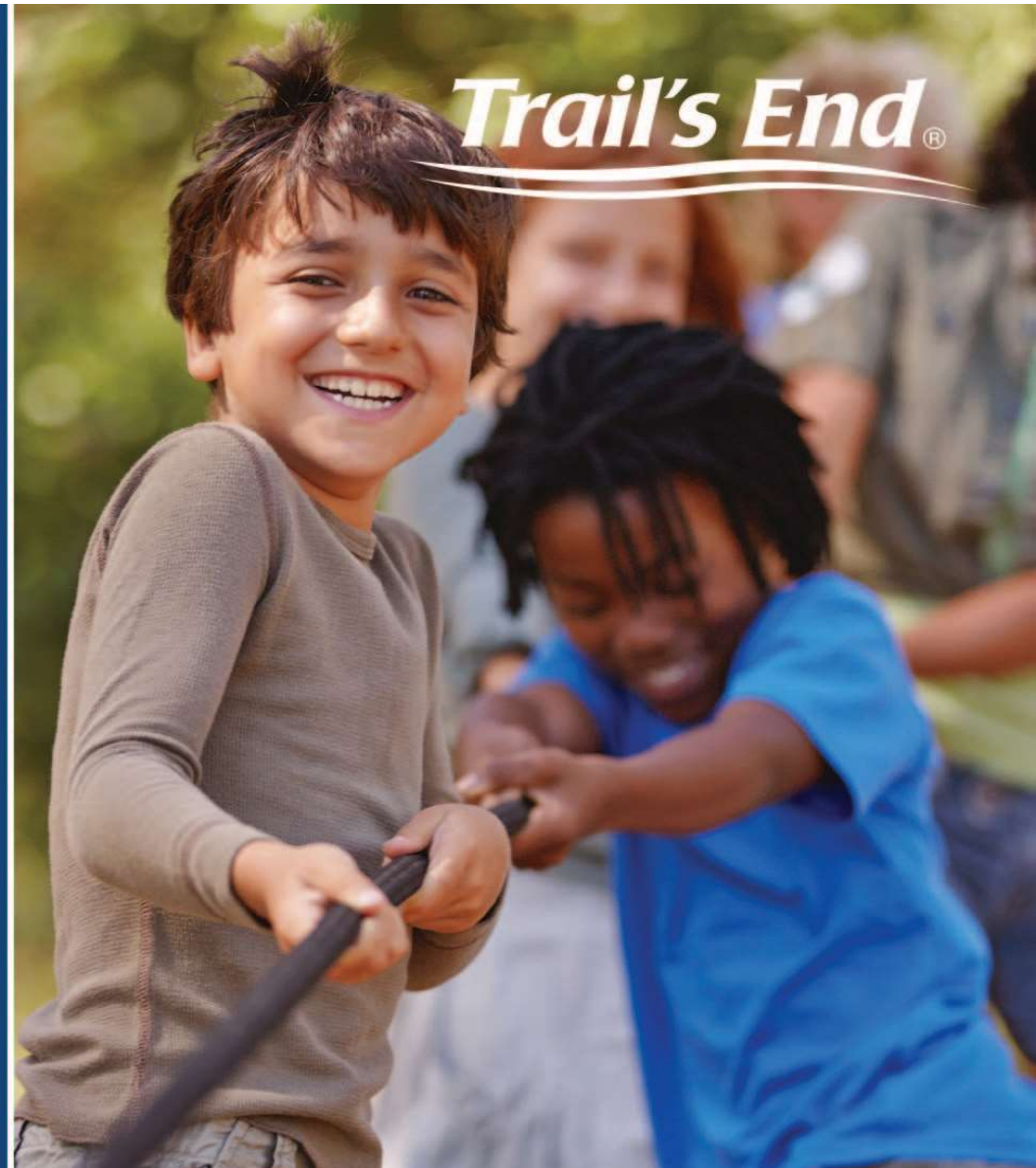
Popcorn
Sneak Peek!

Blackhawk Area
Council

June 17, 2021



BOY SCOUTS OF AMERICA®
Blackhawk Area Council



Why Popcorn?



- Fund your unit's program
- Teaches:
 - Salesmanship
 - Financial management
 - Entrepreneurship
- Character development
- Awesome Rewards
- Improve our camps and council resources
- More adventures, less time fundraising!

OVER **\$4 BILLION** returned to your programs SINCE 1980

Why Popcorn?



Fundraising with Popcorn Helps Scouts



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Fund their Scouting Adventures
- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com gift cards
 - Millions of prize choices
 - Youth buy prizes they *want*

Scouts Learn...

- How to be fiscally responsible
- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- To be part of something bigger

Sale Dates



June 16	Trail's End Webinars Begin
July 19-24	Storefront Signups
Aug 9	Unit Training in Rockford
Aug 9	Unit Training in McHenry
Aug 10	Unit Training in Wisconsin
Aug 10	Unit Training in Freeport
Aug 12	Unit Training Virtual
Aug 20	Storefront Orders Due
Sep 10	Popcorn Pickup
Sep 11	Storefront & Wagon Sales Begin
Oct 22	Payment for Storefront Orders Due
Oct 22	Wagon Orders Due
Nov 12	Popcorn Pickup
Nov 12	Payment for Wagon Orders Due
Nov 19	Popcorn Sale Checks Deposited
Dec 10	Rewards Ordering Deadline

Traditional Products



\$40 Sweet & Savory



\$25 Chocolatey Pretzels



\$25 Salted Caramel



\$20 Kettle Corn



\$20 Unbelievable Butter MW



\$20 White Cheddar



\$15 Popping Corn



\$10 Caramel Corn



American Heroes Donation Program

Register your Unit

Trail's End[®]



Get Your Popcorn Fundraiser
Started Off Right

Register Now



***Scan the QR code to get
your Unit signed up today
& learn more about the
2021 Popcorn Sale!***



Register Now



- Unit leaders can register at <https://www.trails-end.com/unit-registration>
- If the unit leader is registering for themselves, they will select "REGISTER AS MYSELF"

Unit Commitment

Who is registering?

REGISTER AS MYSELF

REGISTER ON BEHALF OF ANOTHER LEADER

Register Now



Existing Leader:

- A popup will appear on the next screen prompting the person registering to login if they already have an account. If they have an account but cannot remember their username or password, they can use the recovery options at the bottom of the popup box.

New Leader:

- If the person registering does not have an account, they will click on “I don’t have an account” underneath the Sign In button.

The image shows a 'Unit Commitment' login interface. At the top, there are three steps: 1. Unit Information, 2. User Information, and 3. Confirmation. A white popup box is centered on the screen, titled 'Hello! Let's get started. Enter your details below.' It contains a 'User Login' section with two input fields: one for the username (containing 'UnitLeader') and one for the password (masked with dots). Below these fields is a blue 'SIGN IN' button. Underneath the button are two links: 'I dont have an account' and 'Need Help? Forgot Username or Reset Password'.

Register Now



Existing Leader:

- If the person registering logs in to their account, the council, district, and unit information will be automatically populated in the drop-down menus.

New Leader:

- If the person registering does not have an account, the drop downs will be blank, and they will need to select their council, district, and unit.

Unit Commitment

1 Unit Information 2 User Information 3 Confirmation

Select Your Unit

Select Council *
Order Testing Council

Select District *
Order Testing District

Select Unit *
Order Testing Unit

CONTINUE

Unit Commitment

1 Unit Information 2 User Information 3 Confirmation

Select Your Unit

Select Council *

Select District *

Select Unit *

CONTINUE

Register Now



Existing Leader:

- If the person registering already has an account, their name and email address will automatically be populated. They will still be prompted to confirm their email address before continuing.

New Leader:

- If they do not have an account, they will be prompted to fill out all the information. The only information required to complete registration is a name and email address.

Unit Commitment

1 Unit Information 2 User Information 3 Confirmation

*Full Name:

Unit

Leader

*Email Address:

*Confirm Email Address:

Emails do not match

Phone:

Address:

Street

Apt/Suite:

City:

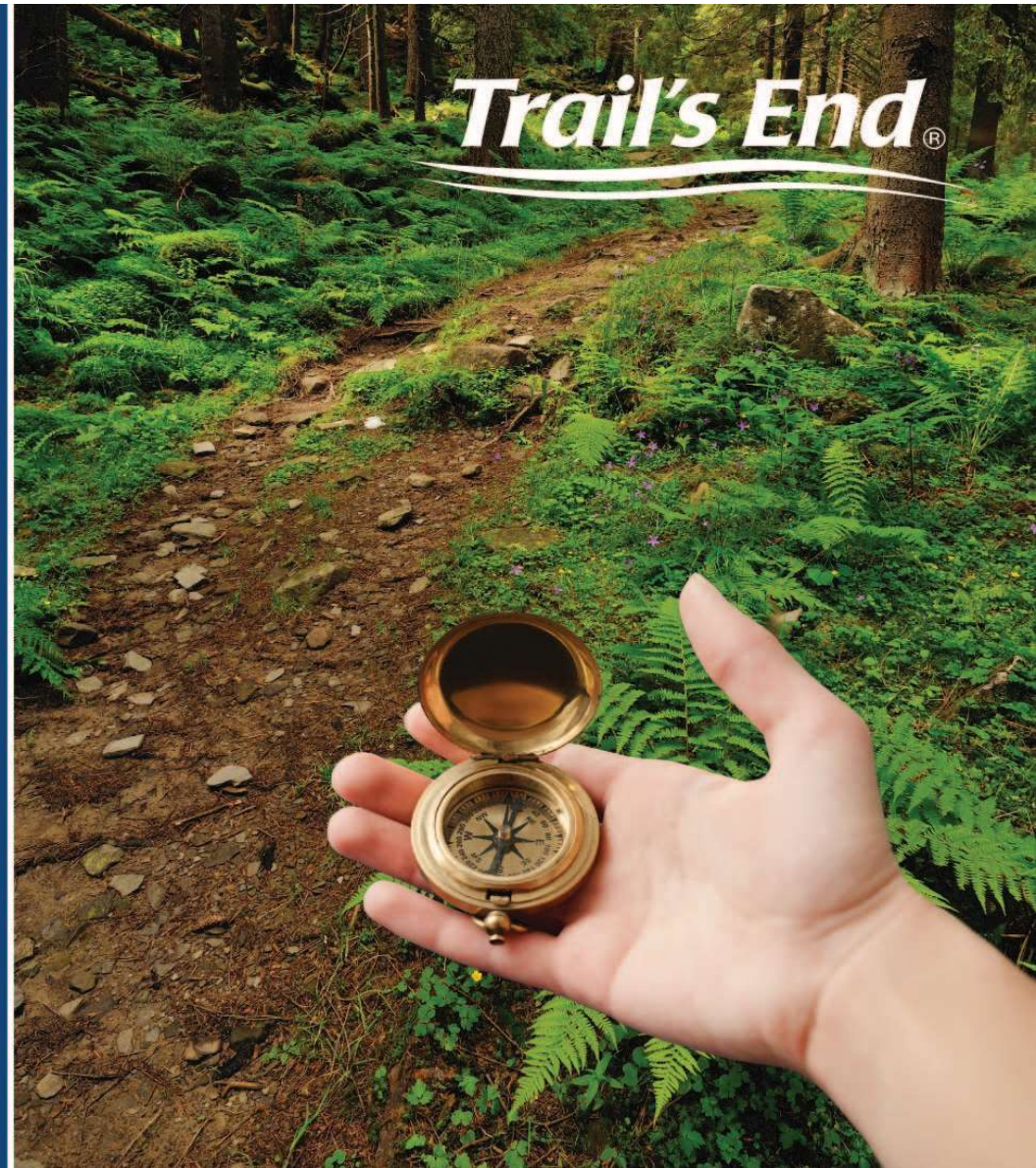
State:

Zip Code:

☐ I would like to receive text messages pertaining to my Unit's popcorn fundraiser! I agree to Trail's End's SMS [Terms](#)


CONTINUE

GOAL SETTING



Unit Resources




Troop's End
 Scout's Life

2021 Program Planner

1. Enter your unit fees and costs under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the shaded boxes at the bottom of the sheet.

Peak (7 mos)	120
Number of Scouts in Unit	20
Unit Commission %	35%

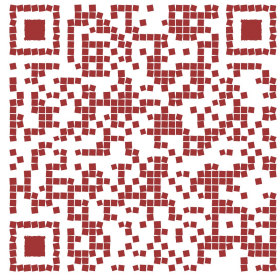
September			October			November												
Activities	Cost	Activity	Activities	Cost	Activity	Activities	Cost	Activity										
Program Base Rate (90)	\$100	Magical	9%	Gifts Monthly Expense	\$100													
Total Cost			\$100	Total Cost			\$10	Total Cost										
December			January			February												
Activities	Cost	Activity	Activities	Cost	Activity	Activities	Cost	Activity										
Monthly Plan	\$50	Winter Fun Day	\$10	Black & White Dinner	\$50													
Total Cost			\$50	Total Cost			\$60	Total Cost										
March			April			May												
Activities	Cost	Activity	Activities	Cost	Activity	Activities	Cost	Activity										
Program Base Rate (90)	\$100	Activity	\$10	Scouting Party (Pilot)	\$100													
Total Cost			\$100	Total Cost			\$10	Total Cost										
June			July			August												
Activities	Cost	Activity	Activities	Cost	Activity	Activities	Cost	Activity										
One Camp Price	\$1000			\$10	Pat. Rec. Off		\$10											
Total Cost			\$1000	Total Cost			\$10	Total Cost										
900	Registration & Insurance			Total Activity Cost & Expenses		\$5,640												
500	Scout's Life			Other Unit Expenses		\$0												
100	Advancements			Unit Sales Goal		\$10,114												
500	Joining Fee			Scout Sales Goal		\$100												
\$5,540	Unit Expenses			Unit Commission		\$5,640												

Unit Program Planner

Budgeting

Set a goal

Program Planner template
available at www.trails-end.com



Scan me for Unit Resources!

How to sell \$1,000 in under
8 hours!



How to sell \$1 K!

Popcorn = Program



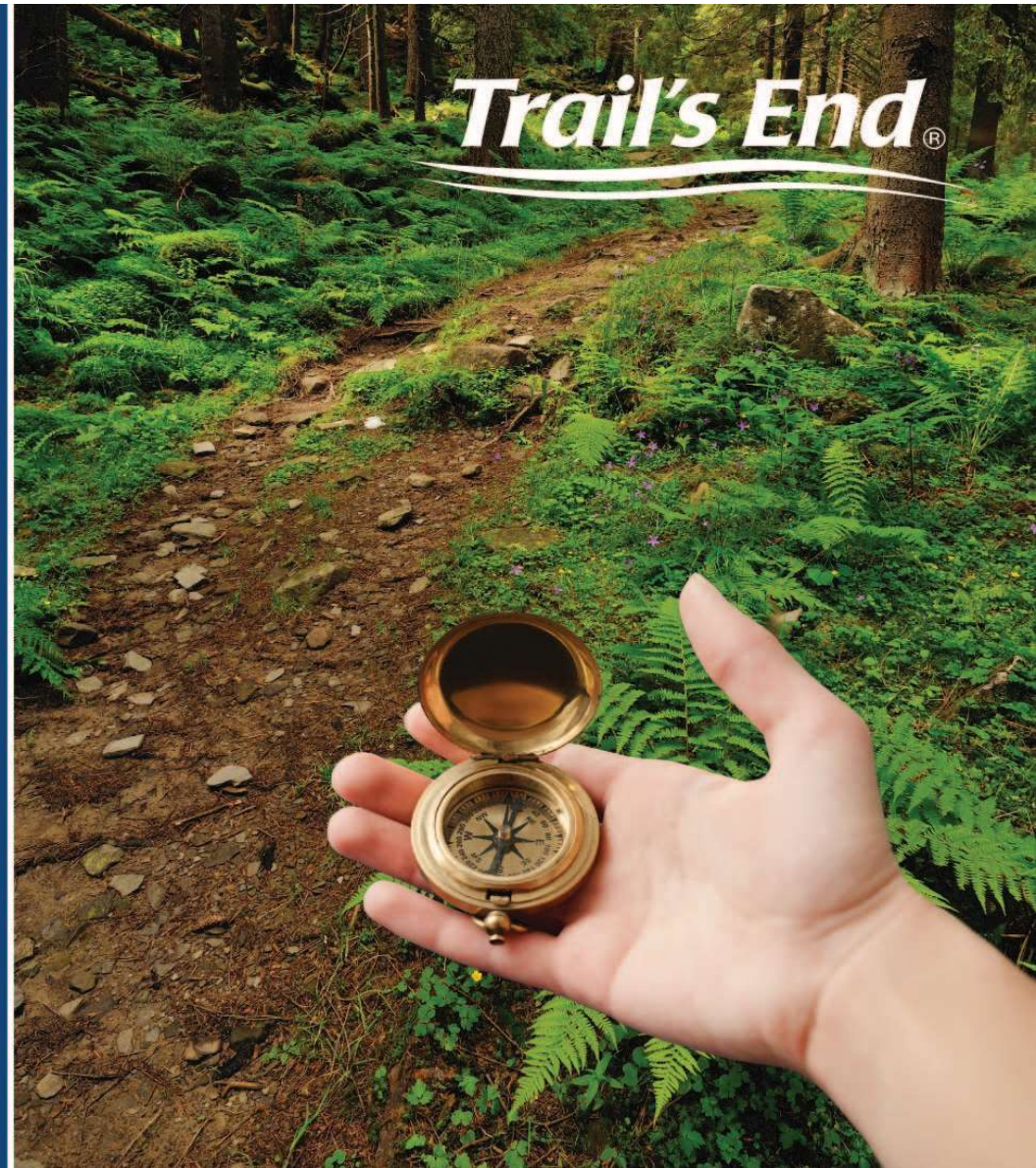
Fund all your program related expenses and activities that you want your Scouts to enjoy this year, through Popcorn.

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Hikes
- Christmas Party
- Blue & Gold Banquet
- Pinewood Derby
- Meeting Supplies & Equipment
- and more...

Unit Goal: \$25,000 **Scout Goals:** \$1,000 (each)

Text **MYPLAN** to 62771 to download: How to Sell \$1,000 in under 8 hours

What's happening
over the next 60
days?



Sign-up for a Kickoff

Trail's End[®]

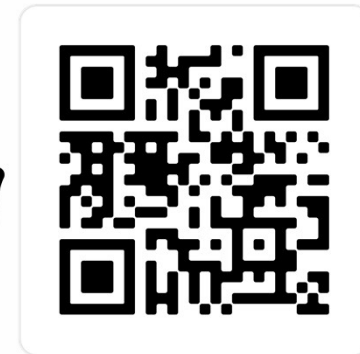
Monday Aug. 9th
McHenry County
OR
Our Council
Program Center
in Rockford



Tuesday Aug. 10th
WI Community Bank
in Platteville, WI
OR
Highland Community
College in Freeport, IL

Blackhawk Area Council & Trails
End are hosting 4 In-person & 1
virtual kickoff council wide. Pick
your location / date today!

Thursday August
12th
Via zoom!



Sign up here

Storefronts



SAVE TIME AND PREVENT DOUBLE BOOKINGS

Trail's End and The Blackhawk Area Council will be contacting local stores and securing hours again for this Fall.

- July 19 Top selling units, 1 picks within their district
- July 20 Top selling units, 2 picks within their district
- July 21 All units, 1 picks within their district
- July 22 All units, 2 picks within their district
- July 23 All units, 4 picks within their district
- July 24 All units, unlimited picks within their council

ON CALL LIST

Piggly Wiggly
Sullivan's Foods
Lowe's Home Improvement
Starbucks
Sam's Club
Menards
The Home Depot
Walmart
Meijer
CVS
Walgreens
Dollar General
Tractor Supply
Ace Hardware
and many more...

Trail's End Webinars



June 16 – July 14

Two Sessions:

**New Kernel
&
Returning Kernel**

Register NOW!



Take me to webinars!

Register for a Webinar



Now Supporting
Jared S

Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!

New Kernel Training

Audience: New Kernels



Returning Kernel Training

Audience: Returning Kernels



New Kernel Training

An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Trail's End Unit Leader Portal, Trail's End App and Best Practices to help get you started on the right foot! 45 Minute Training + Q&A

Audience: New Kernels

DATE	DAY OF WEEK	TIME EST	
2021-06-16	Wednesday	03:30 PM	REGISTER
2021-06-16	Wednesday	06:30 PM	REGISTER
2021-06-16	Wednesday	09:30 PM	REGISTER
2021-06-18	Friday	03:30 PM	REGISTER
2021-06-18	Friday	06:30 PM	REGISTER
2021-06-18	Friday	09:30 PM	REGISTER

Facebook Groups



CREATED & MANAGED BY POPCORN KERNELS

Get your questions answered and share ideas between unit leaders across the country about the Trail's End popcorn fundraiser.

- Discover best practices with other unit leaders and learn new popcorn sale ideas.
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join today!

Steps to Success



1. Attend a Trail's End Webinar
 - Register at www.trails-end.com/webinars
2. Build Your Plan
 - Selling Methods
 - Unit Incentives (pie in the face)
 - Communication
 - Unit Kickoff
3. Invite Scouts to Register
4. Hold 'High Energy' Unit Kickoff
 - Present 2021-2022 Program Plan and Budget
 - Parent Buy-In
 - Scout Training
 - All Scouts Registered on Trail's End App.



LEADER PORTAL

Invite Your Scouts



ORDER POPCORN

LEADER DASHBOARD

GOAL PROGRESS



Support



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text FACEBOOK to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

support.trails-end.com

COUNCIL CONTACT INFO

Cynthia Graf: Council Kernel

cynthiagraf01@gmail.com

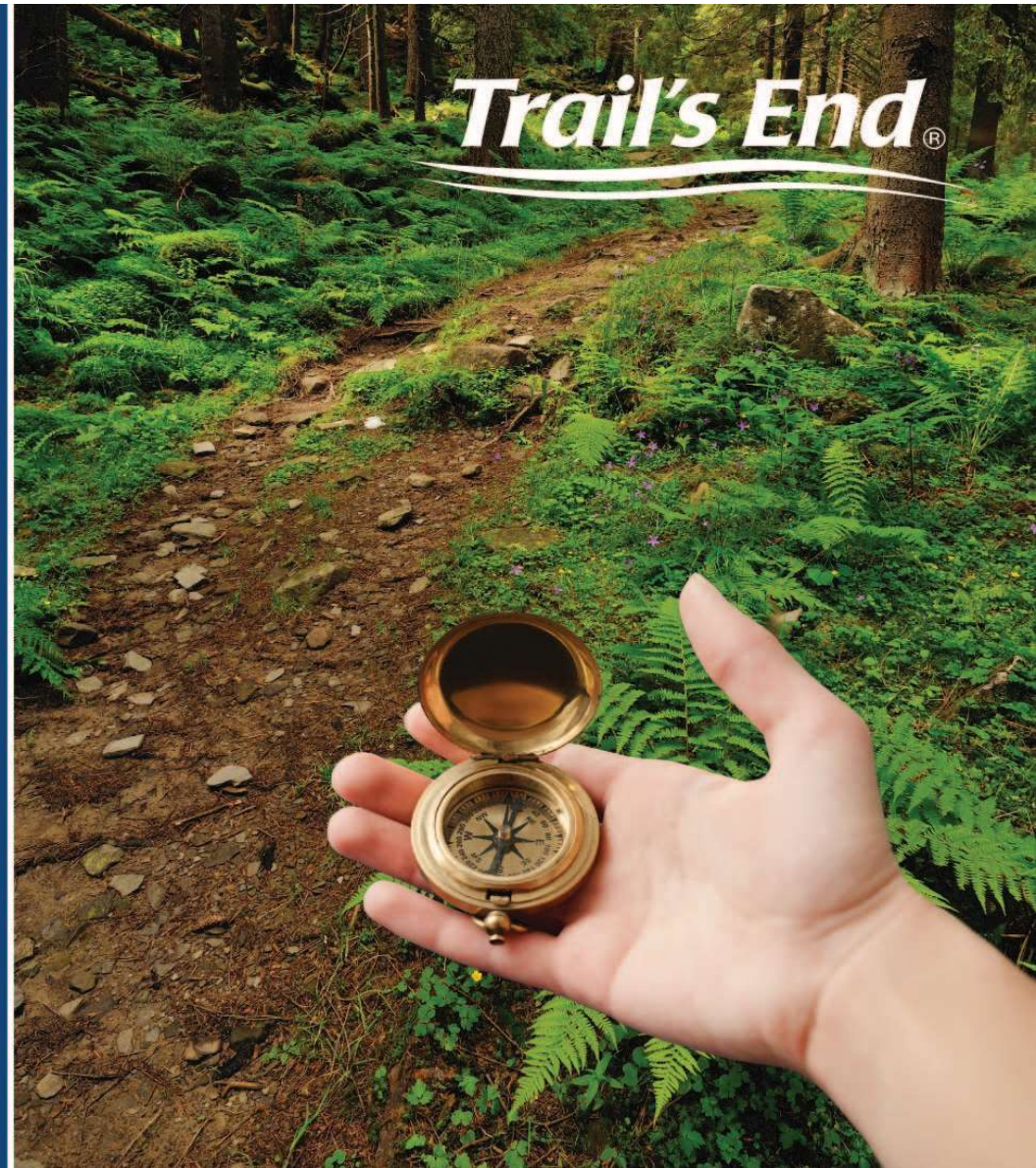
(815) 245-8927

Emily Cross: Popcorn Staff Advisor

Emily.Cross@scouting.org

(815) 397-0210

Questions?
Comments?



THANK YOU!

