



Last Frontier Council Popcorn Leaders' Guide



2021



BOY SCOUTS
OF AMERICA®

LAST FRONTIER COUNCIL

Thank you

for your participation in the **Last Frontier Council 2021 Spring and Fall Popcorn Sale**. With COVID-19 still having an impact on our communities and families, we know how important it is now more than ever for Scouts to have this opportunity to help fund their scouting adventure. Each year, this fundraiser achieves three main objectives for our Scouting program: first, the money Scouts earn will help your unit to continue to provide a quality program for your Scouts; secondly, the sale is also important to our council. The funds earned are used to make improvements to our council summer camp, day camps and resident camps as well as providing support for council services. Lastly, the sale instills a strong work ethic in participating youth, teaching Scouts of all ages the importance to **“earn their own way”** for activities and events.

Thanks to Trail’s End for giving our council an opportunity to have not one but two popcorn sales this year! These popcorn sales are a huge resource to strengthen our local Scouting program. By participating in the sale, you guarantee an opportunity for your unit to have better programming, maintain low pricing for council events, and more provide fun for your Scouts!

I hope this guidebook assists your unit in planning, executing and enjoying the rewards of a successful popcorn sale. After all, I know the most important part of the popcorn sale is what it allows your unit to do!

Thank you for your leadership and participation. Have a great sale and an even better year in Scouting!

Keep Scouting Strong,
LaToyia Sand
Last Frontier Council
Council Popcorn Chair



Popcorn Resource Guide/Spring '21

This Resource Guide will provide Unit Kernels with the details to promote a strong and successful program.

In addition to this guide, the Last Frontier Council provides program information through weekly motivational emails, the Council popcorn webpage, trainings and District teams.

Here is what you will find inside.....

Inside this guidebook you will find the following details about the sale:

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2021 Council Goal

\$1.2 Million

My Unit Goal:

\$ _____

GETTING STARTED



What does a Unit Popcorn Kernel do?

Help your Scouts succeed by organizing and managing your Unit's popcorn sale to meet or exceed their goals.

KEYS TO SUCCESS:

1. Develop a Unit Popcorn Committee to help you ensure an effective and efficient selling program – you don't have to do this alone!
2. Develop an incentive plan for your Scouts in addition to the program prize structure
3. Clearly communicate what popcorn sales pay for in your Unit and for the Scouts
4. Encourage all Scouts to set up their Trail's End online account at trails-end.com
5. Distribute Take Order forms to your Scouts in early August
6. Host a FUN & EXCITING Unit Kickoff Event.
7. Manage the popcorn inventory
8. Encourage all Scouts to track their sales with the Trail's End App
9. Remind Scouts along the way why they are selling, what they will earn & how to succeed
10. Celebrate a great season with an End of the Year closing event



If you are new to Popcorn, don't worry, you have a District and Council team to help you along the way. Here is what to do next....

1. SET UP YOUR TRAIL'S END POPCORN SYSTEM ACCOUNT

This is the administration site for the sale where you can place Unit orders, track sales, transfer between Units, view your invoice and run reports to get sale data

To get started or if you forgot your username or password go to: <https://scouting.trails-end.com/>

2. GET TRAINED

This step you have already started using this resource will provide you with the details to help guide you through the logistics of the popcorn sale.

Last Frontier Council offers in-person training every summer, check the popcorn webpage for upcoming dates.

Trail's End offers online training videos for Leaders and Youth designed by Trail's End and top selling Units and Scouts across the country. They can be accessed by any mobile device at :

<https://www.trails-end.com/training>

3. SHARE WHAT YOU KNOW

Teach the Scouts in your Unit about goals, products and sale details.

Get them excited about everything they can do in Scouting

Show them how this is possible through their popcorn sale.

My Trail's End Username: _____



Spring Popcorn Sale Calendar

TBA	“Unit Kernel Training, Best Practices and Sale Maximization”
March 5	Show N Sell Popcorn Order Due to Council
April 7-8	Show N Sell Popcorn Distribution to Units
April 9-11	Show N Sell Weekend #1
April 16-18	Show N Sell Weekend #2
April 23-25	Show N Sell Weekend #3
April 30—May 2	Show N Sell Weekend #4
May 7	All payments due, unopened cases returned to Council office
May 10	Commission drops by 5%



Popcorn Kernel Contacts

Baden-Powell: Lauren Howery
7200-301-7366 lauren.howery@scouting.org

Big Teepee: Tina Clark
405-206-6227 tinathehairgirl@yahoo.com

Black Beaver: LaToyia Sand
580-917-8655 toysand81@gmail.com

Canadian Valley: Brandy Schafer
832-868-8644 ddreamer2004@gmail.com

Chisholm Trail: Amy Willoughby
405-822-0011 amy.willoughby@scouting.org

Eagle: Bob Porter
405-514-6259 bobporter@earthlink.net

Kickingbird: Lindsey Miller
580-471-0275 lindsey.miller@scouting.org

Manuel Perez: Jonathan Still
405-549-1576 Jonathan.still@scouting.org

New Horizons: Jonathan Still
405-549-1576 jonathan.still@scouting.org

Sooner: Jill Rodgers
(918)-505-7104 jillrodgers3248@gmail.com

Western Plains: Thomas Horton
580-323-7828 fireinstructor05@yahoo.com

Wiley Post: Andy Melvin
918-240-6647 Andrew.melvin@scouting.org

Will Rogers: Beth Griesel
405-590-5316 bethgriesel@hotmail.com

Council: LaToyia Sand
580-917-8655 toysand81@gmail.com

Council Staff Advisor: Andy Melvin
918-240-6647 Andrew.melvin@scouting.org

SPRING 2021 PRODUCT LINE



SHOW & SELL / DELIVER

Salted Caramel 20 oz. bag	\$25 each / \$300 case (12)
12 Pack Unbelievable Butter Microwave	\$25 each / \$150 case (6)
White Cheddar Cheese 9 oz. bag	\$20 each / \$160 case (8)
Blazing Hot 8 oz. bag	\$20 each / \$160 case (8)
Caramel Corn 11 oz. bag	\$10 each / \$120 case (12)
Military Donation	Any denomination through the App

In addition to the products above, Trail's End offers a variety of coffee, chocolate, beef jerky, and other products through the Online Sale.

Sizes and prices will differ from the list above as the online items are set at the National price.

Commission will be set at 32% for all units.

*****All returns and payments are due by May 7, 2021. Commission drops by 5% after this dates. Units may return full, unopened cases of product.**

Trail's End Rewards!

Trail's End Rewards for 2021!



Top Seller Incentives

Sell a total of:

\$1,500 - \$70 Amazon Gift Card

\$1,750 - \$80 Amazon Gift Card

\$2,000 - \$100 Amazon Gift Card

\$2,500 - \$200 Amazon Gift Card

\$3,000 - \$250 Amazon Gift Card

\$3,500 - \$300 Amazon Gift Card

\$4,350 - \$350 Amazon Gift Card

\$5,000 - \$450 Amazon Gift Card

\$6,250 - \$575 Amazon Gift Card

\$7,500 - \$700 Amazon Gift Card

\$10,000 - \$1,000 Amazon Gift Card

\$12,500 - \$1,250 Amazon Gift Card

\$15,000 - 10% in Amazon Gift Card



CREDIT CARD PROCESSING

Free Credit Card Processing

All Units/Scouts are eligible for Free Credit Card Processing through the Trail's End App powered by Square.

Units do not need to attach Unit bank accounts to accept credit card payment.

How it works:

Scout logs into the Trail's End App from any handheld device

Select products being purchased

Total the sale and select credit for the purchase type

Use any attached Square reader or key in the card information on the device

All credit card payments are paid directly to Trail's End and are deducted from the Unit invoice.

Splitting Sales:

If more than one Scout sells at a booth, either Scout or both Scouts may use the Trail's End App to process sales. The unit leader will need to select the split method prior to the sale.

RECEIVING ONLINE COMMISSION

Unit invoices are inclusive. This means Unit Leaders will see all parts of the sale on one invoice. Online Sales Commission will be applied to Unit invoice as payment received by Trail's End

What if our Credit Card and Online Sales Exceed Cash Sales?

If your Unit has an overpayment to Trail's End, your committee may choose to either:

1. Enter the Unit bank account information into the Square portal to receive payment from Trail's End quarterly and the unit needs to request the payment.

or

2. Unit may choose to receive payment from Last Frontier Council with either a check or deposit Into Unit's registration or Scout Shop account. These payments will be completed during the month of December.



INVENTORY, RETURNS & PAYMENT



Product Inventory

All popcorn ordered from Trail's End cannot be returned so it becomes the property of the Last Frontier Council. Returned popcorn is used to fill Take Orders and as part of our Military Donations taken to local military sites. Unit returns are limited to FULL CASES ONLY and are not accepted past the deadline. The steps below will help reduce the amount of returns:

- Order your popcorn based on last year's sale with a little bit of growth and any changes on your Unit membership.
- Look at your sales plan. Do you have more or less sale booths lined up than you had last year?
- Do not give a family product that equals their goal at the start of the sale. Your unit should determine a retail amount with exceptions to high achievers with specific plans.
- Check tracked sales weekly to assure product is being moved.
- Ask the Scout families not to fill their personal family orders first. This will provide more product for storefront and neighborhood sales. The family orders can be filled with popcorn from returns from other Scouts or the take order.
- Additional popcorn may be available throughout the course of the sale.
- Units should work through their District Popcorn Kernel to share excess inventory.

Council's Return Policy and Procedures

NO LATE RETURNS ACCEPTED

- Before any returns are made, contact your District Popcorn Kernel for possible transfers.
- Unit to Unit transfers are submitted through the Trail's End Popcorn System.
- ONLY FULL CASES WILL BE ACCEPTED.
- Returned product must be in its correct case and in SELLABLE condition. Products damaged by the unit will not be accepted.

Council Payment Policy & Procedures

- Print your Trail's End Unit invoice (available in the Popcorn System under reports) before you make a payment.
- Review the Trail's End Unit invoice for accuracy. Contact Kahlil Garner, kahlil.garner@scouting.org, immediately if you find a discrepancy.
- Units can make check payable to the Last Frontier Council.



It's so easy!!!

Place your Show N' Sell
Order by March 9!

The Trail's End Popcorn System

Go to the 2021 Unit Registration Website at <https://www.trails-end.com/unit-registration?council=ca76e0c8-f21c-11e5-a5eb-0632e198f0a5&campaign=e59d58b3-09e2-11e9-9936-127eedb020aa> beginning February 1, 2021. Make sure you are using either Chrome or Firefox from a computer to ensure full site functionality. Once you've submitted your Unit's popcorn commitment form, you will receive your login information from Trail's End via email.

This single login is fully integrated with the Online Sales System—Enter and track your Unit's sales by Scout, Place your Show N Sell and Take Orders here, Print reports and packing slips, and Order your Unit's prizes at the end of the sale.

If you haven't been able to register your unit by February 26, 2021, please contact Andy Melvin at Andrew.Melvin@scouting.org for assistance.

Logging In and Reference Guide

Login to the Popcorn System at: scouting.trails-end.com

Once you have registered your unit and received your username, follow the instructions below to access the full site.

1. Go to scouting.trails-end.com in your internet browser (Firefox and Chrome are preferred).
2. Type your username and Password into the respective fields.
3. Click the Sign In button.
4. If you have forgotten your Username and Password, click the Need Help? Link and follow the prompts to have your Username or Password emailed to your email address on record. Within the Popcorn System, look under the PSS Manual to review the Trail's End Popcorn Sales System Manual Reference Guide for Unit Leaders.

Trail's End
REGISTER LOG IN

WELCOME BACK!

Enter your Username
Username

Enter your Password
Password

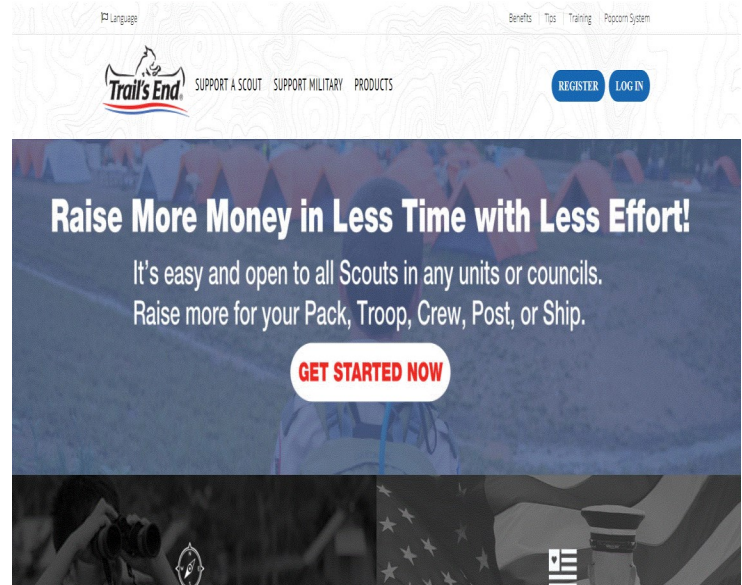
LOG IN

What's my Username?
What's my Password?

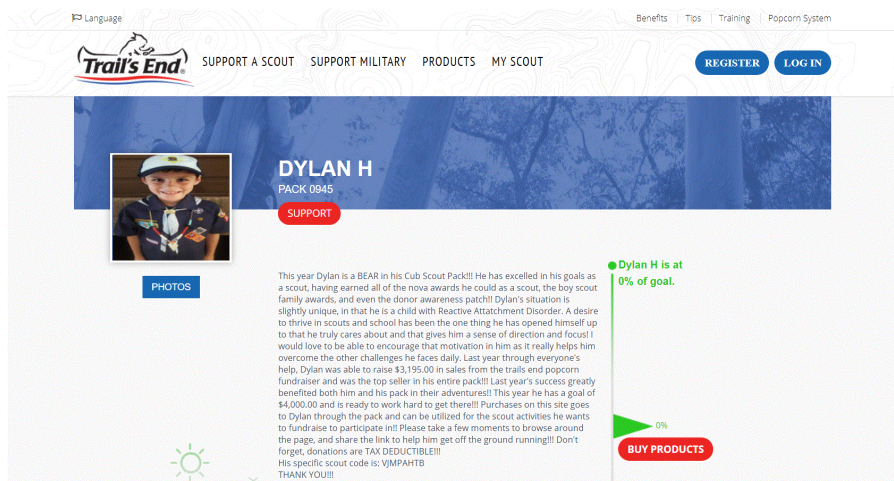
Setup for Scout On-line Sales

Register your Scout at www.Trails-End.com.

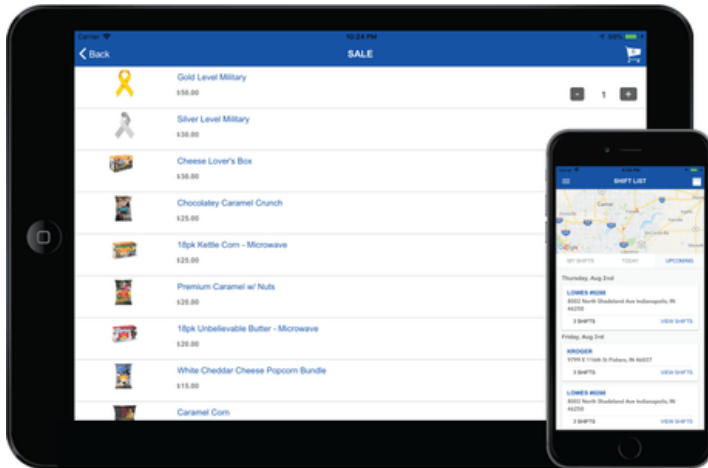
- ◆ Scouts under 13 require a parent/guardian to register.
- ◆ Know your Scout's unit **number**. For example, Pack 123's unit number is "123". Some units may have 4 digits.
- ◆ Unit Leaders can log in here, too.



Once a Scout's page is created, they can begin inputting their information. When finished, it's easy to share link to their customers via email and on all Social Media platforms for a great year of Scouting!



Note: Every Scout selling on ANY platform needs to register online to be eligible for prizes. Chrome or Firefox on a PC is preferred (no phones). Please know what district your unit is in before registering.



Download the
Trail's End App
Now!

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and sign up for storefront shifts.

FREE CREDIT CARD PROCESSING
Powered by Square, paid by Trail's End!

- Every Scout, every sale, will receive **FREE** payment processing with swipe capability through the Trail's End App. The app is powered by Square, the leading credit card solution for units
- Existing Square readers can be used and still receive free processing.

In 2019 and 2020, over 100 units in the LFC used the Trail's End app and it led to more sales!

These units grew their sale by an average of 31%

Credit sales averaged 20% higher than cash.



Additional Tools to Benefit

- Integrated scheduling and management of storefront sites and shifts.
- Robust popcorn inventory and cash tracking for storefront sites and Scouts' personal sales (optional).
- Real-time, dashboard and downloadable reporting of sales, inventory and storefront registrations.

Be Safe & Sale Tips



Popcorn Safety Tips

- When Selling popcorn in your neighborhood, always have an adult and/or buddy with you.
- Never enter a stranger's house without an adult.
- Follow all CDC, state, and local guidelines related to COVID-19.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never Sell at night.
- Always be courteous.



General Popcorn Sales Tips

1. Ask your parents to be first to buy popcorn.
2. Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters...)
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a gift.
10. Be sure to post on social media!
11. ALWAYS WEAR YOUR UNIFORM!



Show N Sell Tips

- Follow establishment rules and guidelines related to COVID-19.
- Discourage excess adults outside of 2-deep leadership and no siblings.
- Do not invade customers' personal space & do not block entrances, exits, or customer paths.
- During the scheduled sale time, Scouts should not enter the business except for personal hygiene maintenance.
- Ensure all Scouts and adults adhere to the Scout Law. A Scout is courteous. Always say Thank You!!!
- Please see pages 16-17 for the Last Frontier Council's Popcorn Fundraiser Show N' Sell Guidelines.

Important Links

Council Website: <http://www.scoutingrocks.tv>

Unit Commitment: www.scoutingrocks.tv/popcorn

Scout Login/Bio Setup: www.trails-end.com

Online ordering/Forms/Reporting: www.scouting.trails-end.com

Trail's End Popcorn Training: <https://www.trails-end.com/training>



BOY SCOUTS OF AMERICA®

LAST FRONTIER COUNCIL

2021 Last Frontier Council Popcorn Fundraiser Show N' Sell Guidelines

1. Always secure your Show N' Sell locations using the approved form on the council popcorn page or get the form from your District Popcorn Chair. Remember to have the store record your unit type, number and date the form.
2. No more than four Scouts may be present and selling per shift. Ensure that all CDC and local COVID guidelines are being followed, wear masks, and social distance.
3. While you must maintain at least two-deep adult leadership – please discourage having excess adult involvement.
4. All Scouts and Leaders must wear official uniform. Shirts must be tucked in.
5. Discourage all siblings and non-Scout youth from being present at sale locations.
6. Be respectful of business patrons – do not invade their personal space.
7. Do not block entrances and exits. Allow customers to pass by freely.
8. Ensure that all Scouts, leaders, and parents, act in a manner that truly represents the Scout Oath and Law - A Scout is Courteous.
9. Be aware of your surroundings and potential hazards to safety. (i.e. traffic, shopping carts etc..)
10. During the scheduled sale time Scouts may not enter the place of business except to maintain personal hygiene.
11. Always say “*Thank You.*”



If there is a situation where two units show up to a Show N Sell location at the same time to sell, the unit leaders should work together to come up with a plan to share the location for that day. This should be done without involving the store and the Scouts opportunity to sell should always come first.

If a problem or disagreement occurs that is unable to be solved by your Unit Leaders, the following steps should be taken –

1. Both units need to show confirmation to sell at the location on the approved dated form (see guideline #1, page 13) with the unit having secured the location first getting to sell that day.
2. If neither unit has the approved form, the District Popcorn Chair will be contacted to resolve the issue. If the District Popcorn Chair is unavailable, the District Executive will be contacted.
3. If neither unit has the approved form and the two units are from different districts, the units will contact their District Popcorn Chair or District Executive who in turn will communicate to resolve the issue. The Chairs will then communicate the resolution to their unit.

The stores or store managers should never be involved in resolving an internal issue such as this. Show N Sell locations occasionally double book units by mistake so we should do what we can to give our youth the opportunity to sell.



STEPS FOR A SUCCESSFUL UNIT SALE

Units having the greatest success in the popcorn sale have several things in common...

- Attend Popcorn Training.
- LEAD with Enthusiasm - This is a motivating factor for both the Scouts and their parents.
- COMMUNICATE Effectively - Make sure Scouts and parents understand the popcorn sale plan.
- Include Popcorn in your Unit Budgeting - Planning the Unit's yearly program around a budget demonstrates just how much it costs to provide a great program.
- Establish GOALS - Both the Unit and the Scouts need goals. The Unit can plan the annual program around the sale. A great sale helps enable a great program. Planning and explaining the benefits of the Scouts' goals motivates both the youth and his parents.
- EDUCATE parents of the direct benefits to them - i.e. Johnny sells \$x amount in popcorn and gets to go to camp.....without Mom or Dad having to open their checkbook.
- EXPLAIN benefits of this important fundraiser, including prizes, free program activities, opportunity for scouts to build confidence and learn salesmanship techniques, and how this fundraiser gives back to the Unit and the council.
- HOST a FUN and EXCITING Unit KICKOFF to provide families all the materials and MOTIVATION for a successful sale. Review prizes and incentives.
- CREATE a UNIT INCENTIVE PROGRAM in addition to the Council Rewards Program. *For example each Scout who sells \$500 gets to go to Day Camp for free, or a portion of Webelos Camp or Summer Camp is paid; top selling den / patrol gets a pizza party; sell \$800 or more and the Scout gets to pie the Cubmaster / Scoutmaster; Scout that has the highest sales each week gets a prize.*
- ESTABLISH a Customer Base – Contact last year's customers for this year's sale
- Keep accurate records - Collect the money when popcorn is delivered. Schedule a turn-in party at the end of the sale to collect orders and money from the Scouts.
- Remind parents of all the great uses popcorn gifts make for teachers, co-workers, neighbors, babysitters, friends and relatives.

A great sale starts with a great kickoff!

Follow these simple steps to start your popcorn sale with a BANG and motivate Scouts, parents and other volunteers.

1. Plan ahead. A good kickoff should be under an hour.
2. Emphasize why it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. Trail's End makes it easy to sell gourmet popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the tools available from Trail's End. This includes their order forms, prize sheets, training videos and much more!
4. Spend some time explaining the different ways to sell, key dates for the program and Show N Sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize!
6. Finish the evening with a memorable event, like throwing pies in the leaders' faces or funny role-playing. A kick off is exciting when Scouts are involved in the action!
7. Be sure to include a breakout session where the Scouts go practice their sales presentation and the parents remain with the popcorn leaders to learn more about what they will need to do.
8. Go to <https://www.trails-end.com/kickoff> to view kickoff videos.



UNIT POPCORN KICKOFF SUGGESTIONS

A successful popcorn kickoff is the single most important part of your popcorn sale!

Here is a kickoff plan to get you started. Customize your kickoff to suit your Unit.

Objective: Get scouts excited about what they can win. Get parents informed about why they should sell.

Sample Kickoff Agenda (40 minutes):

Grand Opening (5 minutes):

Play music, dim the lights, make a scene and have fun!!.

Share your Scouting program & promote upcoming adventures (10 minutes):

Make sure families understand the benefits of selling popcorn and how it pays for their program

Highlight key dates that are important to the popcorn sale

Train your Scouts (20 minutes):

Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have internet

Explain the different ways Scouts can sell: Show-N-Sell, Show & Deliver, Take Order and online at Trails-End.com

Educate them on the tracking their sales through the Trail's End app and credit card processing.

Use role playing games to practice their scripts

Showcase your Scout rewards (5 minutes):

Introduce your unit incentive program, including Trail's End Amazon.com Rewards and Scholarship Program

The Big Finish:

Have the top sellers from last year throw pies in the faces of the leaders

Send everyone home motivated to sell!

Keep it fun! Keep it moving! Keep it short!

THE SALES PITCH

Focus on Scouting instead of the product. "Will you support Scouting by purchasing popcorn today?" "Will you help us go to camp by purchasing popcorn today?" Avoid asking if they would like to 'buy popcorn', **if they just wanted to buy popcorn, they could get it cheaper in a store**

People buy popcorn to support Scouting and the Scout in front of them. They can't buy the Scouting experience for a young person through store-bought popcorn.

Be specific on how the money will be used. People are more willing to purchase if they know where the money is going. (73% of the money directly supports scouts in the Last Frontier Council to provide needed funds for camping, leadership development and staffing).

Maintain eye contact. If the customer is not looking at you or you are not looking at them, somebody is not paying attention.

Be polite. Use 'Sir' and 'Ma'am' when addressing potential donors.

Don't ask people IF they will buy – **ask at which level they would like to support your Scout program** with the various popcorn products and prices representing the various levels.

Offer higher-priced products first to generate more program revenue.

Dietary restrictions? –suggest *Popcorn For The Troops* donation or holiday gifts for teachers or coworkers

Have the Scouts practice the pitch until they don't have to think about what they are going to say.

Most people do not buy because they were not asked...80%+ will buy popcorn when asked.

Over 90% of people who buy popcorn from a Scout have made up their mind to support Scouting before they have even seen what the Scout is selling!

Say THANK YOU – even if only for their time.

Note: Adults should be prepared to deal with people who espouse a political agenda. Our scouts don't need to be exposed to this, so consider how to quietly defuse a situation. Do not get into an argument with the individual, simply affirm their right to hold an opinion and thank them for their thoughts.

Sample Sales Script

Hi, my name is _____ (say first name only). I'm a Cub Scout with Pack _____.

We are raising money for our pack by selling popcorn. By buying popcorn today, you'll be helping me earn my way to camp next summer and do fun things with my pack all year long. More than 73% of your purchase directly supports Scouting in the Last Frontier Council.

(Hand the customer the Take Order form and a pen, or at a Show and Sell, point out a high cost product).

Which product would you like to buy or would you rather send popcorn to our military?

You'll help us, won't you? Thank you for your support of Scouting!

SPRING POPCORN SALE CHECKLIST

February

- Recruit a Unit Popcorn Kernel and give them this guide. If possible, provide them with an overview of how the sale works and the Unit's sales history.
- Discuss your Unit budget with your Committee to set a Unit popcorn goal.
- Register your Unit for the annual spring popcorn sale online at <https://www.trails-end.com/unit-registration>. Know your Council, District, and Full Unit Number (May be 4 digits)
- Join the appropriate Trail's End Facebook pages
- Join the Last Frontier Council Popcorn Facebook page

March

- Attend Unit Popcorn Kernel training. Refer to the scoutingrocks.tv/popcorn for scheduled trainings.
- Attend District Popcorn Kickoff
- View Trail's End Training (<https://www.trails-end.com/training>) and attend Trail's End Training Webinar
 - Learn and understand the Council's commission structure.
- Decide with your Unit leaders how much popcorn to allot each family for Show & Sell throughout their neighborhoods and places of business.
- Book Show & Sell locations or register for a District-set location and time slot. Ensure you get a signed SNS form available at scoutingrocks.tv/popcorn
- Logon to www.scouting.trails-end.com and follow the online instructions to order your popcorn.
Remember, use historical sales as a guide, and adjust for unit membership changes and sales plan/sites. Please note that you can only order and return Show & Sell popcorn in full cases.

April

- Establish and share the deadline for payment for all Scout families to have their money turned in. All checks should be made payable to your Unit....NOT the Council as you assume all liability for accounts with insufficient funds. Units should consider whether payment is required before or after the take order is due, and this date should be at least on week prior to the Council's payment dead line to ensure adequate time for the Unit Popcorn Kernel to get a check from the Unit Treasurer. Prompt payment should be made to the Last Frontier Council to avoid a late fee.

- Host a Unit Kickoff Event. Make it fun and create excitement for the Scouts and parents. Emphasize importance of the sale to parents and the benefits they can receive. Make sure everyone is aware of deadlines for returning popcorn and tracking every sale.
- Create a sign-up sheet or use the Trail's End App for Scouts to sign up for Show and Sell booths
- Train youth on salesmanship techniques and have them memorize and practice the sales script. All Scouts must be in Class A uniform while they are selling.
- Sign up for a pick-up slot for your order (you will receive an email notification). Be sure to bring a large enough vehicle to haul your order and be on time to ensure timely distribution.
- Store product in a cool and clean location to keep sweeter, coated items from melting and prevent damage. The Unit assumes all liability for the product once it is received.
- Distribute an allotted amount of popcorn to each Scout at a pre-scheduled time and location. Have Scouts and parents sign a receipt accepting responsibility for payment or return of unsold product. This product should be used by Scout families for Show & Sell / Deliver throughout their neighborhoods and places of business.

May

- Share and post a chart with your Unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart. Each week show the Unit goal chart and check on your Scouts' progress. Present weekly prizes or incentives.
- After the final week of sales, collect all unsold Show & Sell/Deliver popcorn from the Scouts.
- Collect any paper take order forms with orders that have not been tracked through the app. Remember, 75% of the sale must be tracked through the app to qualify for Trail's End Rewards, so this should be used in extreme cases only, and should be logged by the unit leader into the sales portal for the Scout if the parent has created an account.
- Use extra Show & Sell product to fill take orders. Popcorn can only be returned in full cases.
- Pay final bill at the Council office and return any unopened cases you do not wish to keep

SHOW & SELL BOOTH CHECKLIST

- Pack items that you will need for the sale: popcorn, order forms, banners, tables, canopy, change, patriotic box/can for military donations, pens, PPE items, schedule, etc.
- Arrive early and check in with store manager to find out any necessary information for the location. If there is a Unit already selling at the location, please do not confront the store manager. Politely approach the Unit leader and work out any scheduling conflicts amongst yourselves. Remember, a Scout is courteous and kind. Follow the SNS Guidelines laid out in this Leader's Guide. Review local and any store policies related to COVID.
- Set up product and site in an organized fashion. Keep site clean throughout the sale. Sweep up dirt and pick up any garbage. All empty popcorn boxes should be removed from the premises. Do not pile them into a trash can in front of business nor in their dumpster. This will make your presentation look better and strengthens your Unit's relationship with the location.
- As your Scouts show up, begin to build teams of two putting more extroverted and/or experienced youth with more introverted and/or inexperienced youth. This will help build confidence and motivation.
- Always maintain two-deep leadership.
- Let the Scouts do the selling. It's easy for adults to say no to adults, but very tough to say no to Scouts in uniform.
- Checks should be made payable to your Unit, as you assume all liability for accounts with insufficient funds

REMEMBER: You are not selling popcorn; never ask, "Would you like to buy some popcorn?"

SUPPORT SCOUTING

How much popcorn will your vehicle hold?

A mid-sized car will hold about 15 cases.



A sport utility vehicle will hold about 30 cases.



A mini-van with the seats removed will hold about 50 cases.



Your best bet is to rent a truck for the day. It is a very inexpensive way to move a lot of popcorn!



BOY SCOUTS
OF AMERICA®

LAST FRONTIER COUNCIL

3 Things to Ensure Your Unit Will Have a Successful Popcorn Sale

1. Participate in SNS. And if you already do SNS, you can teach Scouts how to maximize their storefront sales.
 - Talk to every person who passes by
 - Scouts do the selling, not the parents
 - No sitting and selling
 - Up-sell
 - Right number of Scouts for traffic flow & number of entrances/exits
2. Sales pitch (including enthusiasm, appearance, product knowledge, etc)
 - Up-sell
 - Help the customer find just the right product
 - Well groomed, Class A
3. Create enthusiasm in the unit and maintain excitement through the sale
 - Weekly updates on progress
 - Celebrate successes each week
 - Use unit incentives (bracelets, no dues, camp incentives, sales levels to attend end of sale celebration, etc)
 - Somehow show that the highest prize levels are achievable, even within our council. I feel like people think they're mythical sales levels and only the Scouts they see on the back of the packaging can sell to those levels.



JASON K.

TIGER SCOUT | PACK 50

"I decided to sell Trail's End Popcorn to help raise donations for my Pack and to help support other boys like me in Scouting. I was able to sell so much popcorn by asking friends and family if they would help support Scouting. My best success came from my online sales and the help of a YouTube video of my fundraising pitch. I then worked with my dad to send emails, texts, posts on Facebook and made some phone calls. I had lots of fun selling popcorn and look forward to doing it again this year!"

Unit Net of \$1000+

Item (Cont per Case)	Retail / Container	Total Cases	Total Retail	Total Containers
Caramel w/ Sea Salt (12:1)	\$25	1	\$ 300	12
12pk Unbelievable Butter (6:1)	\$25	6	\$ 900	36
White Cheddar (8:1)	\$20	4	\$ 640	32
Blazing Hot (8:1)	\$20	2	\$ 320	16
Caramel Corn (12:1)	\$10	9	\$ 1,080	108
TOTALS		22	\$ 3,240	204
32% Standard Unit Commission			\$ 1,037	

Unit Net of \$2000+

Item (Cont per Case)	Retail / Container	Total Cases	Total Retail	Total Containers
Caramel w/ Sea Salt	\$25	2	\$ 600	24
12pk Unbelievable Butter	\$25	11	\$ 1,650	66
White Cheddar	\$20	7	\$ 1,120	56
Blazing Hot (8:1)	\$20	4	\$ 640	32
Caramel Corn (12:1)	\$10	20	\$ 2,400	240
TOTALS		44	\$ 6,410	418
32% Standard Unit Commis-			\$ 2,051	

Unit Net of \$5,000+

Item (Cont per Case)	Retail / Container	Total Cases	Total Retail	Total Containers
Caramel w/ Sea Salt (12:1)	\$25	7	\$ 2,100	84
12pk Unbelievable Butter (6:1)	\$25	28	\$ 4,200	168
White Cheddar (8:1)	\$20	15	\$ 2,400	120
Blazing Hot (8:1)	\$20	9	\$ 1,440	72
Caramel Corn (12:1)	\$10	50	\$ 6,000	600
TOTALS		109	\$ 16,140	1044
32% Standard Unit Commission			\$ 5,165	

LFC Spring Popcorn Fundraiser Contract

I _____
of unit _____ have preregistered for Summer Camp and secured
the Early Bird rate. I will I pay my Summer
Camp fee using my commission from 2021 Spring popcorn sells.

Scout

Unit Leader

LFC Spring Popcorn Fundraiser Contract

I _____
of unit _____ have preregistered for Summer Camp and secured
the Early Bird rate. I will I pay my Summer
Camp fee using my commission from 2021 Spring popcorn sells.

Scout

Unit Leader

Unit: _____

Location: _____

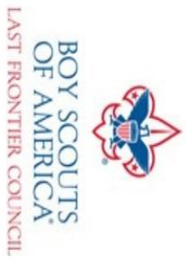
Date & Time of Sale: _____

Scout Popcorn Sale



Manager Signature: _____

Date: _____



District Kernel: _____

District Executive: _____

2021 Last Frontier Council Popcorn Sale

Where you will.....

