



2024

Popcorn Guidebook



2023 TOP SELLING SCOUTS

1.	Benjamin C.	Pack 194 Bedford	\$5,555
2.	Tyler S.	Pack 733 Reading	\$4,963
3.	Olivia M.	Pack 6 Quincy	\$4,800
4.	Noah C.	Pack 8 Dracut	\$4,758
5.	Lachlan F.	Pack 6 Quincy	\$3,740
6.	John E.	Pack 8 Dracut	\$3,245
7.	Asher G.	Pack 8 Dracut	\$3,166
8.	Lucien O.	Pack 733 Reading	\$3,105
9.	Caleb W.	Pack 160 Lexington	\$3,008
10.	Bennett T.	Troop 194 Bedford	\$2,821

2023 TOP SELLING UNITS

1.	Pack 8 Dracut	West Wind	\$47,617
2.	Pack 4 Amesbury	Northern Light	\$28,448
3.	Pack 621 Peabody	Great Eastern	\$25,303
4.	Pack 49 Tewksbury	West Wind	\$22,280
5.	Pack 194 Bedford	Flintlock	\$22,081
6.	Pack 4 Needham	Great Blue Hill	\$20,926
7.	Pack 11 Marblehead	Great Eastern	\$20,219
8.	Pack 6 Quincy	Great Blue Hill	\$19,838
9.	Pack 42 Quincy	Great Blue Hill	\$19,706
10.	Pack 733 Reading	Flintlock	\$19,495

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2024 POPCORN KEY DATES

Monday, August 12th	Popcorn Kickoff – Woburn Service Center
Wednesday, August 14th	Popcorn Kickoff – New England Base Camp, Milton
Tuesday, August 20th	Popcorn Kickoff – Chelmsford at The Paul Center
Friday, August 23rd	Initial order due
Thursday, September 5th	Home deliveries to qualifying units
Saturday, September 7th	First delivery
Saturday, October 19th	Returns Due
Friday, November 1st	Final order due
Saturday, November 16th	Final delivery
December 1st	Sale is over – all prizes are awarded/announced

2024 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	33%
\$5K Bonus	Take-order & Show N' Sell sales over \$5,000	1%
\$10K Bonus	Take-order & Show N' Sell sales over \$10,000	2%
\$16K Bonus	Take-order & Show N' Sell sales over \$16,000	3%
TOTAL		39%
Online Sales	Separate from regular sales commission	35%

PREPARE

Register Your Unit Today →

- Gain access to:
 - Reserve & manage storefronts
 - Track Scout sales
 - Inventory management
 - and much more...
- New Leaders receive their username by email after registering



Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget →
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



Unit Popcorn Training

- Watch Scout & Parent training videos as a group
- Review "Scout Pitch"
- Do fun repetitions as a group
- Talk about Unit Goals and the program you're working towards



Leader Portal →

- Sale Resources
 - NEW Leader training videos
 - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council



Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!*

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
 - Give your Trail's End Unit Code (coming soon) to new Scouts



SELL

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations →

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time!



Credit is Preferred

- Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:
- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
 - Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type in card information
 - Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Cash to Credit™ →

- Parents turn 1 pt for each (cash) dollar collected into 1.25 pts by using their card and keeping the cash
- Leaders can also use their card to convert cash collected for more Scout Rewards



WRAP UP

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality!
Thank you for choosing the Trail's End fundraiser!

**For more information
Visit our FAQs**



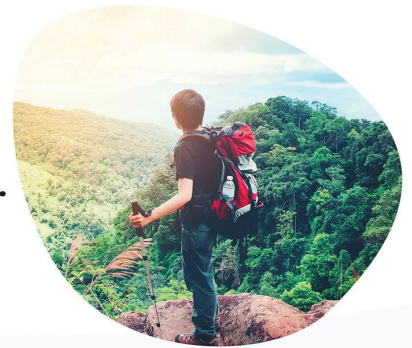
**Join the Trail's End Popcorn
Community on Facebook**



FUND YOUR HIGH ADVENTURE!

BENEFITS OF SELLING

- Earn your way to one of the National High Adventure Bases!
- Cover your bus fare and other transportation costs.
- Fund ALL your adventures and supplies.

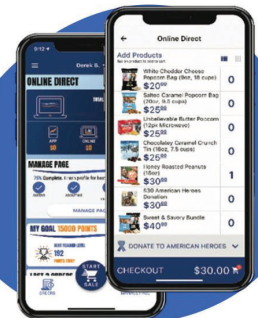


GET SIGNED UP!

- Use your phone to scan the QR Code.
- Follow the link to download the app.
- Create an account and get selling online!

HOW IT WORKS

1. Share your fundraising page via email, text or social media.
2. Customers click your link to place online orders.
3. Products ship to your customers.



REWARDS & COMMISSION

- Collect points to earn Amazon.com Gift cards.
- Earn **1.25 POINTS** per every \$1 sold Online & Credit/Debit.



Trail's End®

Product Mix

Trail's End®

**SALTED CARAMEL
CORN**

\$25



**NEW!
S'MORES
POPCORN**

\$25



**UNBELIEVABLE BUTTER
MICROWAVE POPCORN**

\$25



**WHITE CHEDDAR
POPCORN**

\$20



POPPING CORN

\$15



**SWEET & SALTY
KETTLE CORN**

\$15



Trail's End®

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Cash to Credit™ (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



more info here



2024 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
- To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout and their parent per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 – August 31) and earn 100 bonus points

POINTS	GIFT CARD
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Earn More! Easier!

Download the App today



Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms
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COUNCIL INCENTIVES

Popcorn Participation Patch

All Scouts who sell a minimum of one item of popcorn will receive this year's participation patch.

How Scouts Earn the Heroes & Helpers Patch

Last year over \$8,500 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount from \$1 to \$250 towards Heroes & Helpers and it is presented to local Heroes in our own communities. This year donations will be going to the VA in West Roxbury and Soldiers Angels Deployed Adoption. Each Scout that collects a minimum of \$50 in Heroes & Helpers donations will receive a special patch to complement their participation patch. For every 5 Scouts that earn the Heroes & Helpers patch, a leader will also earn a Dunkin Donuts gift card.

\$1500 Club

Scouts who sell a minimum of \$1,500 will receive a Top Sellers Club patch and a \$15 gift card for the Scout Shop.

Top 100 Sellers Club

The Top 100 Scouts that sell popcorn in 2024 will be invited to the Dave & Buster's Experience party on January 11, 2025 which includes lunch and a \$20 play card as well as unlimited gaming on all blue games.

Weekly Prizes

Stay tuned to our Facebook page at <https://www.facebook.com/scoutingboston> for our weekly prize announcements. Prizes last year included a Weather Station Kit, Mess Kit, and Magnetic Games.



UNIT LEADER PLANNER

Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ AND EARN
SELL \$ AND EARN
SELL \$ AND EARN

Step 7: Plan your Unit's popcorn kickoff event

DATE LOCATION TIME

Step 8: Add Key Dates to Your Unit Calendar

UNIT POPCORN KICKOFF
STOREFRONTS AVAILABLE TO SIGN-UP
STOREFRONT SALES BEGIN
WAGON SALES BEGIN
FINAL ORDERS DUE
CASH COLLECTED DUE TO POPCORN KERNEL
SUBMIT REWARDS

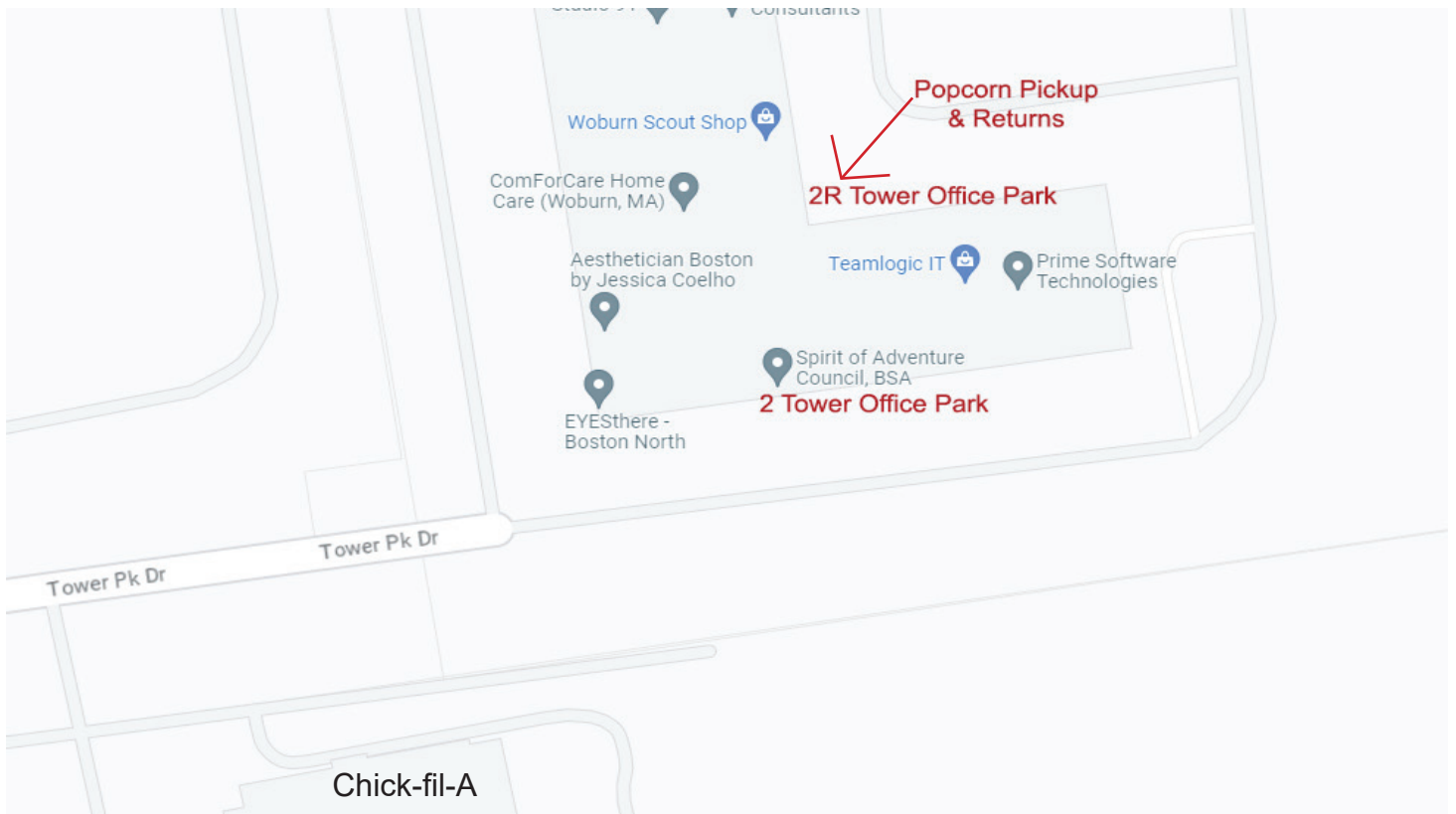
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!



PRODUCT DELIVERY, DISTRIBUTION & RETURNS

Popcorn Returns

At the Woburn Service Center, please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Returns due back by October 19th. please schedule a time for returning your unsold popcorn with Angela Rzeszut at Popcorn227@scouting.org.



Popcorn Pick-up

Woburn Service Center
Scout Shop Entrance
2R Tower Office Park
Woburn, MA 01801

Pick-up

1st Order
September 7th

Returns

Show & Sell
October 19th

Pick-up

Take Order
November 16th

GO
SCOUTS
GO!

