

2023 JAYHAWK AREA COUNCIL POPCORN KICKOFF

Trail's End



WHY SELL POPCORN?

Fund [Unit #] Adventures

- [Insert your Unit Leader Planner Adventures and Expenses here]

Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn

The Scouts will love the REWARDS!!

- Millions of choices with Amazon Gift Cards

2023 COMMISSION

- *Traditional Sales Commission = 30 %*
- *Online Sales Commission = 30%*
- *Bonus Commissions Available
up to 50%!*



Jayhawk Area Council

BONUS COMMISSION QUALIFICATIONS

- 1) Attend a Popcorn Training.
- 2) Sell more than last year.
- 3) Achieve 85% of Scouts to place orders using the Trails End App.

Conditions

- a) Units that did not sell last year must at least sell \$1,000 to qualify.*
- b) 85% Goal will be based on 6/30/23 membership.*

2023 COMMISSION BONUS

Based on a Sales/Scout goal, you will receive the following bonus percentages on the amount you sell over your 2022 sales.

- *\$300.00 per Scout Average = 40%*
- *\$400.00 per Scout Average = 45%*
- *\$500.00 per Scout Average = 50%*

Per Scout Average will be based on the number of registered Scouts in your unit as of June 30, 2023.

EXAMPLES

PACK 0124

2022 Sales = \$3,131.00

6/30/22 Youth = 17

2022 Sale/Scout = \$184.18

Commission = \$939.30

2023 Potential

6/30/23 Youth = 20

\$500/Scout = \$10,000.00

Commission

- $\$3,131 \times 30\% = \939.30
- $\$6,869 \times 50\% = \$3,434.50$

Total = \$4,373.80

PACK 3456

2022 Sales = \$6,928.00

6/30/22 Youth = 15

2022 Sale/Scout = \$461.87

Commission = \$2,078.40

2023 Potential

6/30/23 Youth = 23

\$400/Scout = \$9,200.00

Commission

- $\$6,928 \times 30\% = \$2,078.40$
- $\$2,272 \times 45\% = \$1,022.40$

Total = \$3,100.80

TROOP 7890

2022 Sales = \$0.00

6/30/22 Youth = 11

2022 Sale/Scout = \$0.00

Commission = \$0.00

2023 Potential

6/30/23 Youth = 13

\$300/Scout = \$3,900.00

Commission

- $\$1,000 \times 30\% = \300.00
- $\$2,900 \times 40\% = \$1,160.00$

Total = \$1,460.00

WAYS TO SELL



WAYS TO SELL

ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$XXX per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

WAGON SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

TIP: Always make sure you see a confirmation screen before navigating away



NEW THIS YEAR!

**Register for the Popcorn Sale
Today!**

Scan the QR code below, or visit:
<https://trails-end.com/unit-registration>



TRAIL'S END TECHNOLOGY FOR LEADERS

MAKE OUR SALE EASY!

Trail's End App

(Scouts Only)

- Record sales (accepts credit cards)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- Leaders will manage the sale from the leader portal
- www.trails-end.com/leader
- Portal is mobile friendly when accessed through the browser on your phone
- When Scouts use the app, Leaders can:
 - Track progress toward goal, monitor inventory, oversee storefront sign ups, setup storefronts and sales splits, manage accounting and more!

CREDIT CARDS

Tell your customers

“We prefer credit/debit”

- Trail's End pays the credit card fees*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click 'Pay Now' on the Wagon Sales screen)**

**TIP: You must use the Trail's End app for credit card fees to be covered (no need for the Square app)*

***NOTE: Using Pay Now does not count as a credit card sale for Trail's End rewards points*



A SUCCESSFUL SALE



A SUCCESSFUL SALE

Prepare your Unit Leaders

- Attend Webinar & Training Tab
- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner
- Secure storefronts
- Obtain any supplies needed:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Prepare for your Unit Kickoff

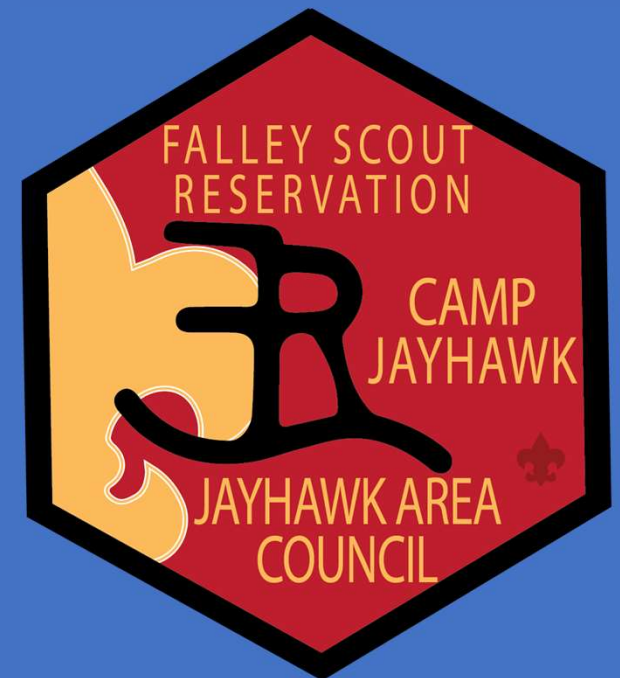
Prepare your Scouts & Families

- Training Tab
- Setup accounts in the app (One Account per Scout)
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

BUDGET & GOAL

- Plan your ideal year's key adventures and expenses
- Determine your Unit's expenses
 - Dues
 - Advancements
 - Supplies
 - Etc...
- Set your Sales Goal based on your budget
- Estimate Storefront hours needed to meet your goal
- Set individual sales goals
- Decide on Unit incentive for Scouts

See our Kernel Guide for planning



UNIT KICKOFF

Make it fun

- Build excitement with food, games, and prizes

Set Goals

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

Get started with the Trail's End App

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

Talk about prizes

- Trail's End Rewards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

2023 TRAINING & LIVE SUPPORT



UNIT LEADER TRAINING

Webinars

- New & Existing Unit Kernels are encouraged to attend
- First session launched on July 8th
- Register at www.trails-end.com/webinars

Training Tab

More recorded videos available



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from

Hello, I'm _____ from [Unit #]

- Let people know what you are doing

I'm earning my way to summer camp

- Close the sale

Can I count on your support?

- End with a pitch for credit cards

We prefer credit/debit

Sales Tips

- Always wear your field uniform (Class A)
- Always speak clearly and say 'Thank you.'
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

UNIT BOOKED

STOREFRONTS

- We recommend booking 1-2 months in advance
- Look for high foot traffic times and locations (Google Analytics)
- Visit in your Uniform with one or more Scouts
- Ask the manager after shopping the store
- If permission is granted, get details of the expectations and then follow them
- Always say 'Thank you!'



REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-Gift card!*



POINTS	GIFT CARD
17,500	10% of total sale
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!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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*Based on average Council program. May vary in your Council.

TRAIL'S END 2023

TRADITIONAL PRODUCTS

Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$17



White Cheddar

\$20



12pk Unbelievable
Butter Microwave

\$23



S'Mores

\$25



Salted Caramel

\$25



TRAIL'S END 2023

TRADITIONAL PRODUCTS

Chocolatey
Pretzels

\$28



Sea Salt

\$45



ORDERS & DISTRIBUTION













Order Due Dates

- Initial Order:
August 21st
- Replenishment Order 1:
September 18th
- Replenishment Order 2:
October 9th
- Final Order:
October 28th

Distribution

- Initial Order:
September 7-8
- Replenishment Order 1:
September 22
- Replenishment Order 2:
October 13
- Final Order:
November 9-10

Warehouse Location TBA

 Mid-Size Car	>>	 20 Cases
 Small SUV	>>	 40 Cases
 Crossover	>>	 40 Cases
 Mini-Van	>>	 60 Cases
 Large SUV	>>	 70 Cases
 Full-Size Van	>>	 70 Cases

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

2023 COUNCIL SALE SPECIFICS



KEY DATES

Add these dates to your Calendar

- Popcorn Sale Begins: **September 4th**
- Product Return Amnesty Week: **October 2nd - 6th**
- Super Saturday: **October 28th**
 - Popcorn Sale Ends
 - Product Exchange
 - Pre-Order Payments Due
 - Top-Seller Forms Due
 - Final Take Orders Due
- Final Payments Due: **November 30th**



#ADVENTUREON!

TOP SELLER CLUB INCENTIVES

- **\$1,500**
 - T-Shirt and Banner
- **\$2,500**
 - Invitation to Council Dinner plus 1 guest
 - T-Shirt and Banner
- **\$5,000**
 - Invitation to Council Dinner including Special Recognition plus 2 guests
 - T-Shirt and Banner

KERNEL CHECKLIST

July/August

1. Determine your budget & set your goals
2. Place initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

HAVE QUESTIONS? GET ANSWERS

Council Contacts

- Ian Lamb
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785-276-3345
- Jeshua Bandy
Jeshua.Bandy@Scouting.org
785-276-3344

Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

Visit our FAQ's

<https://support.trails-end.com>