



# Salish Seas District Breakout

# District Popcorn Team



District Popcorn Kernel  
Dana Kirschten

Assistant District Popcorn Kernel  
Sean Moena



# Popcorn Distribution

- Reducing to two distribution sites to reduce costs

- South Location:

McCarthy General Contractor

14608 Smokey Pt Blvd Marysville, WA 98271

Just North of Whitehall Brewing Company (close to freeway exit)

- Show & Sell Distribution: September 11 - 13

- Take Order Distribution: November 6 – 8

- Volunteers will be needed

# Other Important Dates

- August 22 (Thur.) Show & Sell order deadline
- October 13 (Sun.) Popcorn sale ends
- October 17 (Thur.) Return forms due to district kernels
- October 19 (Sat.) Popcorn returns due (No gift boxes or chocolate)
- October 20 (Sun.) Take order deadline  
Scout sales must be recorded for Trails End prizes
- November 13 (Wed.) All returns, swaps & additional product must be recorded on the Trails End system to be reflected in your commissions
- November 25 – 29 Close out week, popcorn \$ is due

# Show & Sell Order



- You can now order up to 100% of last year's order without asking for an exception.
- You can request more than 100% if you have a plan for how to sell more.
- Deciding how much to order
  - Review your unit's invoice for the previous year.
  - Consider how much of last year's sales were for military popcorn sales (no physical product needed).
  - Consider who is selling this year (new scouts & scouts that have moved on).
  - Consider your unit goals.



# New Trails End App

- 100% participation
- Wi-Fi not needed to record sales
- Manage site sale sign ups with the portal & app
- Webinars: link on council website

# New Trails End App - Square

- You just need a square reader and a device with the app to do credit card sales.
- Credit card payments are deposited to the council's account & apply towards the cost of your popcorn.
- There are no sales fees to the units.

# New Trails End App - Prizes

- The scouts will receive Amazon gift cards based upon their sales totals. The prizes shown on the prize sheet are for illustration purposes.
- The percentage applied to the gift card increases as the total sales increase and can be as high as 8%. There is no maximum gift card.
- Trails End will distribute the gift cards once the scout's sales have been recorded and approved. Therefore, each scout's sales must be entered.




# Obtaining more popcorn

- Request more from your popcorn kernel
- Units can swap directly
- Do we want a swap day?
- Option – Spreadsheet with who needs more & who has popcorn to spare

# General Information

- Use the prices selected by the council during site sales & door to door until the fundraiser is over.
- There should be no donation jars at site sale tables.
- It is okay to promote military popcorn sales at site sales but use signage & word of mouth rather than jars.
  - The military popcorn option is a great response for many objections.
  - My son's unit accepts any denomination and then lumps it together when ordering since orders must be in \$30 & \$50 increments. In most cases, we round up.
  - We used a separate zipper bag for military \$ with baggies per shift to keep track of which scout(s) received the \$ for military popcorn.

# Site Sales - Etiquette



It is a privilege to sell at stores and we don't want to lose that privilege.

- Scouts should always be polite.
- Scouts should wear their class A uniforms.
- Please don't block the entrances.
- Respect the displays.

# Site Sales Locations



- We are adding weekday evenings at the stores that allow it.
- Units can find their own locations to supplement.
- We are using Sign Up Genius for the district but recommend that units use the app to manage their site sale shifts.
- Some times/locations will be assigned then units can sign up for more times/locations in two phases.



# Hand Out Supplies to Units

- Bags
- Gift Cards
- Unit invoices from last year's sales
- Sales goals for each unit for maximum commissions



Q & A