



2019 Council Popcorn Sale Unit Guidebook



MOUNT BAKER COUNCIL
BOY SCOUTS OF AMERICA



Serving Snohomish, Skagit, Island, Whatcom and San Juan Counties



Rules & Regulations

- Read and be familiar with this Guidebook.
- A representative from every Unit must attend the Council Kickoff on Saturday, August 10th. This person(s) must be the Unit Popcorn Kernel or other member of the unit, not a delegate from another unit.
- In order to qualify for **any** Bonus Commission, units must do the following:
 - Attend the kickoff
 - Place all product orders on time
 - Pay popcorn balance on time
 - Bonus Commission Requirements shown on the Commission Structure page
- Returns:
 - Units that order more than 100% of prior year Traditional Sales for their current year Show and Sale order will **NOT** be eligible for returning **ANY** product.
 - Units may only return up to 10% of initial Show & Sale order.
 - Returns NOT ALLOWED for any of the following:
 - Gift Boxes or Tins
 - Chocolate Products

2019 Popcorn Calendar for Unit Kernels

Wednesday, August 1	Fall Popcorn sale begins with credit for sales for both Traditional and Online
Saturday, August 10	Council Kick-off at the Arlington Performing Arts Center
Saturday, August 10	Units can begin placing their Show & Sale order
Thursday, August 22	Deadline to place Trail's End Show & Sale order online (by the case) Unit order is limited to 100% of your previous year's total sale.
Wednesday, September 11	Show & Sell product arrives at district locations
Thu-Sat, September 12-14	Show & Sell product distribution day—pick up your units show & sell order from your district distribution site. Times will be set up by your District Distribution Kernel or District Kernel
By District	Mid-Sale Popcorn Swap Day
Sunday, October 13	Last day for Show & Sales
Sunday, October 13	Popcorn Sale ends Last day for Online sales to count toward prize program
Thursday, October 17	Turn-in Form due to District Kernel (for returns)
Saturday, October 19	Turn-in for returns [no gift boxes or chocolate]
Sunday, October 20	Last day to order take-order product on the Trail's End web site. All Scout sales must be entered into the popcorn system to receive prizes.
Wednesday, November 6	Take-order popcorn arrives at district distribution sites to be sorted by unit.
Thu-Sat, November 7-9	Final Delivery: Distribution of take-order popcorn by district Times will be set up by your District Distribution Kernel or District Kernel
Wednesday, Nov 13	Last day for Swaps, Returns, and/or Additional Product to be reflected in commissions
Fri-Sun, November 15-17	Bonus Commissions will be assigned
Mon-Fri, November 25-29	Close-out week with District Kernels: Popcorn money is due. District Kernels will set up time to close out with your unit.

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2019 DISTRICT POPCORN KERNEL LEADERSHIP

North Cascades District

District Kernel	Ray Baldwin	425-892-5002	rayt-304@hotmail.com
Assistant Kernel—Site Sales	** OPEN **		
Assistant Kernel—Distribution	** OPEN **		
District Director	Sven Gilkey	360-632-6999	sven.gilkey@scouting.org
District Executive	Blake Jones	360-310-8522	blake.jones@scouting.org

Salish Sea District

District Kernel	Dana Kirschten	206-612-4385	dan.kir@frontier.com
Assistant Kernel—Site Sales	Sean Moena	425-633-0070	rsmoena@outlook.com
Assistant Kernel—Distribution	** OPEN **		
District Director	Brian Lenhart	425-338-0380	brian.lenhart@scouting.org
District Executive	Jose Rodriguez 4	425-244-1106	jose.rodriguez2@scouting.org

Pilchuck District

District Kernel	Anna Foster	425-345-3073	pilchuck.popcorn@gmail.com
Assistant Kernel—Site Sales	** OPEN **		
Assistant Kernel—Distribution	** OPEN **		
District Director	Alan Barkley	425-338-0380	alan.barkley@scouting.org
District Executive	Dan'l Adams	360-965-9034	danl.adams@scouting.org

Council Popcorn Leadership Team

Council Popcorn Kernel	Joni Davidson	206-310-7708	jonidavidson65@gmail.com
Assistant Council Kernel	Ray Baldwin	425-892-5002	rayt-304@hotmail.com
Staff Advisor	Brian Lechner	425-338-0380	Brian.Lechner@scouting.org
Sr. VP Development	GaryBazzell	425-314-8733	lifelongscouter@gmail.com



2019 District Popcorn Delivery Locations

North Cascades District

Skagit Industrial Park
500 Metcalf Street
Sedro Wooley, WA

Salish Sea / Pilchuck Districts

McCarthy General Contractor
14608 Smokey Point Blvd
Marysville, WA 98271

Resources

- Mount Baker Council Popcorn Page
www.mountbakerbsa.org/giving/popcorn/
 Includes electronic version of this Guidebook, Forms and Updates
- Trail's End Web Site / Unit Leader Portal
 Popcorn System – Section for placing Product Orders
 Online Sales – Section for Scouts to sell product online
 Resources – Training videos, product images, Top Sellers, and FAQs

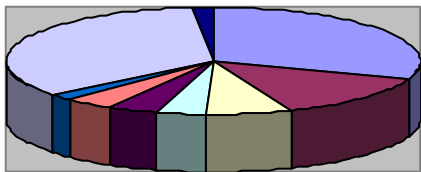
Why Sell Popcorn?

The goal of the popcorn sale is to raise funds needed to help Units fund their Scouting year and to support our local Scouting programs
 The Popcorn sale can also be an extremely important financial resource for families.

Mount Baker Council Revenue Chart

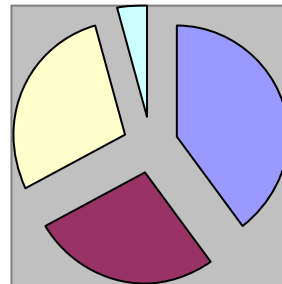
The annual popcorn sale currently contributes about 14% to the Annual Budget of Mount Baker Council. Your Council uses these funds to provide recruitment support, training, administrative support, camping services, registration and advancement support, marketing support, and professional staff.

Mount Baker Council Revenue



- Camping Revenue-31%
- Popcorn Sale - 14%
- Scout Store - 7%
- Auction & Sporting Clay- 4%
- Activity Revenue-3%
- Investment-4%
- Other Revenue-2%
- FOS and other Campaigns- 35%
- Campership Donations-1.7% (optional)

Proceeds from Popcorn Sales



- Unit Commission - 40%
- Cost of Product-27%
- Council Revenue-29%
- Expenses-4%

The Unit Popcorn Kernel

POSITION OVERVIEW:

Organize, communicate, inspire, and lead your Unit in a successful Scout Popcorn sale that will fund your unit's 2019-2020 Ideal Year of Scouting Adventures.

SPECIFIC RESPONSIBILITIES:

1. Work with your unit committee to create an annual program plan.
 - Plan your annual program calendar with the Scouts and Committee
 - Determine the cost for each activity
 - Create an annual budget to help determine your popcorn sales goals
 - Set your Unit Popcorn Sales Goal and a Per Scout Goal
2. Register on the Trails End website to participate in the approved product sale - Update Unit Contacts to reflect current leadership.
3. Create a Committee to assist with the popcorn sale. If you do not have Assistant Kernels, those duties revert to the Unit Popcorn Kernel. Assistant Unit Kernel duties are on pages following.
4. Attend the Council Kick-off & Popcorn Training. If the Unit Kernel is unable to attend, a representative from the same unit must attend in his/her place. Attend any supplemental training as needed.
5. Order popcorn for your Unit's Show and Sell sale by the due date shown in the calendar.
6. Formulate a popcorn sales plan that includes one or more of the four methods of selling popcorn:
 - Show and Sell, Show & Deliver (aka: Wagon Sales), Take Orders, and Online Sales
7. With your Unit Popcorn Team create a timeline of when all order forms and popcorn monies will be due back to you. These dates are determined by the Council deadlines as shown in the calendar. Be sure to allow enough time for you to accurately order your unit's product by the deadline shown in the calendar.
8. Hold a fun and informative kick-off meeting for parents and Scouts to inform and motivate them to make your sale a huge success. Prepare hand-outs for your unit kick-off meeting for both leaders and Scouts. The information should include (but not limited to):
 - Timeline showing Show and Sell, Show and Deliver, and Take Order Sales dates, deadlines for orders, popcorn pick-up locations and times
 - Your committee's agreed upon unit goal and per-scout sales goal. Be creative to help your scouts and families visualize their part of the goal
 - A parent job description or list of expectations
 - Prize program information
 - See Training Videos on the Trails End website for How to Hold an Awesome Kickoff for more ideas
9. Help your Committee create a Unit Incentive Plan to encourage scouts throughout the sale
10. Read all Council and District communications and stay updated on the sale
11. Manage inventory throughout the sale to ensure the unit has adequate product for a successful sale. Communicate with your District Kernel as needed (to obtain additional product, or if excess product is available for other units)
12. Order popcorn for your Unit's Take Orders by the due date shown in the calendar
13. Make payment of funds due to Council by the due date
14. Be familiar with Trails End prize program to assist families if needed
15. Celebrate your Unit's success and use the money raised to provide awesome program opportunities for the Scouts to enjoy!

The Unit Popcorn Kernel Checklist

What to do before the Popcorn Sale

- Create Annual Program / Budget with your Unit Leadership
- Create Popcorn Kernel Team - Unit Popcorn Kernel, Site Sales Asst., Distribution Asst.
- Set Unit Sales Goals based upon the budget
- Register for and attend the Council Popcorn Kickoff in August
- Schedule Unit Popcorn Kickoff to be held in August or early September
- Prepare for Unit Popcorn Kickoff (prepare outline, recruit helpers, prepare a handout with important dates and information for your Unit's scout families, etc.)
- Conduct Unit Popcorn Kickoff
- Get families signed up for Square (or other payment process) if your unit plans to take credit & debit payments
- Ensure all Scouts in your Unit have registered in the Trails End System. ALL Scouts must have a Trails End account. This affects Scholarship Funds and Prize eligibility.
- Ensure ALL Scouts/Families are using the Scout App to record ALL sales. Use of the app affects all personal sales (Scholarship and Prizes) and Unit Inventory.

What To Do During The Popcorn Sale

- Place Show & Sell Order. ([See Trails End website for tutorial](#))
- Sign Unit up for Show & Sell Sites.
- Your District Kernel will inform Units of available dates and times for some of the larger stores (i.e. Fred Meyer, QFC, Safeway, Albertsons, Lowes, etc.)
- Units are encouraged to be creative in selecting sites not provided by District Kernel – Communicate with District Kernel when obtaining these sites to avoid stepping over other units that may be attempting to select these same sites
- Pick up Show & Sell Order on the date/location/time provided by your District Kernel
- Ensure ALL Scouts have registered on the Trails End system. ALL Scouts must have an account in order to receive credit for Sales. This affects Scholarship Funds and Prizes.

The Unit Popcorn Kernel Checklist

What To Do During the Popcorn Sale (cont.)

- Ensure all Scouts/Families are using the Scout App when selling, whether it be Show & Sell, Door-to-Door, Wagon Sales, etc. If Scout/Family is unable to use the Scout App, sales must be recorded manually, and information from their Sales will need to be updated in the Unit Kernel Portal on a daily basis. This ensures that all inventory and sales is current.
- Track Inventory of your unit's product through the use of the Trails End Portal. Be aware of where product is, how much has been sold, how much is left – ensure sales and product balance out at the end of each day/shift.
- Track scout goals & sale progress and communicate with your unit on a regular basis. Each unit does this a little differently. This could include charts or progress thermometers, weekly emails, etc.
- Participate in district swap day if one is scheduled. This is your opportunity to try to obtain more products &/or to get rid of excess product.
- Communicate with your District Popcorn Kernel to obtain additional product as needed (if it is available) and to make available excess product to other units (if it is needed). The use of the Scout App and Unit kernel Portal will assist in this process.
- Provide your scout families with a turn-in deadline for take orders. The council deadline for take orders is listed in the guidebook. Be sure to leave a cushion (2 or 3 days) so that you can complete your order on time.
- Have Scouts participate in Take Orders via various methods (i.e. door-to-door, wagon sales, social media, parent assistance at work, etc.). Have product available to encourage sales.
- Hold a Blitz Day (optional) – Have multiple Scouts canvas a neighborhood all together on one day with product in tow (also known as Wagon Sales).
- Collect Scout Take Order Forms by the date designated above (determined by Unit Kernel)
- Enter Take Orders on the Trails End system by the deadline provided in the guidebook.
- Return product to Council, if needed (See guidebook for dates and guidelines for returns)
- Collect money from Scouts for their take orders
- After the Popcorn Sale ends (Oct. 13th), check Scout Sales for accuracy, and approve sales for each Scout so that they may receive their electronic Amazon Gift Card and order their prizes.
- Pay invoice to District Kernel by date designated by District Kernel (and per date shown on calendar in the guidebook)
- Submit applications for scholarship recipients, if applicable. Note: A scout that has achieved this sales level must complete a new application each year.

The Unit Assistant Popcorn Kernel for Distribution

1. Register and attend the Council Popcorn Kickoff.
2. With your Unit Kernel, create a timeline of when all order forms, popcorn monies, and Scout prize forms will be due back to you. Be sure to allow enough time for you to accurately order your unit's product by the deadline.
3. Return any unsold popcorn at the designated location on the designated date, if desired, according to the Return Policy shown in this guidebook
4. Distribute and receive popcorn from families throughout the sale for Show & Sell locations.
5. Collect all money due from each Scout for Take orders.
6. Pick up Take Order at location/date designated by your District Kernel then sort the product by scout .
7. Distribute Take Orders to Scouts.
8. Take care of any other paperwork/tracking.

The Unit Assistant Popcorn Kernel for Site Sales

1. Register and Attend the Council Popcorn Kickoff
2. With your Unit Kernel, create a timeline of when all order forms, popcorn monies, and Scout prize forms will be due back to you. Be sure to allow enough time for you to accurately order your unit's product by the deadline.
3. Coordinate your unit's popcorn pick-up and distribution
4. Work with District Site Sale Kernel for participation in Show & Sell.
5. Sign Scout families up for Site Sales (Show & Sell) - Provide list of locations/dates/times for Scout families to sign up for Site Sales. Sign-up Genius is a common tool used in this process
6. With your Unit Kernel, fill final orders with left-over popcorn from Show & Sell.
7. Confirm receipt of all money and popcorn for all Site Sales.

Products, Pricing, and Case Quantity

<u>Product</u>	<u>Price</u>	<u>Case Quantity</u>
Chocolate Lover's Collection Tin 15oz. Chocolatey Caramel Crunch 15oz. Chocolatey Caramel Crunch 17oz. White Chocolatey Pretzels 7oz. Milk Chocolate Pecan Clusters	\$60	1 per case
Cheese Lover's Collection Gift Box 5oz. White Cheddar Cheese Corn 5oz. Yellow Cheddar Cheese Corn 5oz. Jalapeno Cheddar Cheese	\$30	1 per case
Chocolatey Caramel Crunch (Bag, not tin)	\$25	12 per case
Salted Caramel Corn	\$25	12 per case
18-pack Kettle Corn Microwave	\$25	6 per case
White Cheddar Cheese	\$20	12 per case
18-pack Unbelievable Butter Microwave	\$20	6 per case
Premium Caramel corn w/Almonds & Pecans	\$20	12 per case
Classic Caramel Corn	\$10	12 per case
Popping Corn	\$10	12 per case



2019 Scout Popcorn



Sale Commission Structure

Traditional Popcorn Sales (Show & Sell, Wagon Sales and Take-Order Sales)**30% Base Commission****Plus Bonus Commissions:**

To qualify for any Bonus Commissions, units need to do the following:

- A unit representative (Popcorn Kernel or other member of the unit, not a delegate from some other unit) must attend the Council Kickoff on Saturday, August 10th in Arlington.
- Place all product orders on time.
- Pay popcorn balance on time (as scheduled with your District Kernel/District Executive). Payment is not due until after commission has been calculated.
- Additional requirements are shown for the 4% and 6% bonus commission levels.

4% Bonus Commission:

- Each Pack, Troop or Crew **must** conduct a unit popcorn sale kickoff meeting. To have maximum impact, the kickoff meeting should be held as early as possible after the August Council Kickoff meeting **AND**
- Unit Kernels must send a copy of the kickoff meeting agenda and/or a video clip of the meeting to their District Popcorn Kernel/District Executive after the meeting by September 30, 2019 **AND**
- You must also submit to your District Popcorn Kernel/District Executive your per Scout sales goal, as determined by your unit committee's annual program budget **AND**
- Sell \$1 more of Traditional popcorn sales than the unit's last selling year.

6% Bonus Commission:

- Achieve 10% growth in traditional popcorn sales over the unit's last selling year
- **OR**
- Achieve Traditional popcorn sales of at least \$12,000.

Online Popcorn Sales:**35% Commission:**

This commission rate will apply year-round to online sales and not just to the fall sales period.

Bonus calculation example:

- Unit sold \$4,000 of product in 2018.
- Unit sells \$4,400 of product in 2019.
- Bonus commission earned: 4% (\$176) for selling at least \$1 more, conducting a Unit Popcorn Kickoff, and submitting a per scout sales goal, and 6% (\$264) for increasing sales a minimum of 10%. Total BONUS Commission is \$440.

The Unit Popcorn Kickoff

The Unit Popcorn Kickoff is CRITICAL to a Unit having a successful Popcorn Sale

Prior to the Kickoff:

- Set up a time with the Cubmaster/Scoutmaster & Committee Chair to hold the kickoff. You want to have both Scouts and Parents at the kickoff.
- Prepare your supplies and samples.
- Review what you want to go over and have an outline ready.
- If you need assistance, recruit helpers. Make sure they know what they need to do before the kickoff.

Beginning of the Unit Kickoff

- Begin the kickoff with the Scouts and Parents all together.
- Communicate the activities that have been planned for the year (the Scoutmaster/ Cubmaster, Committee Chair or SPL can do this also)
- Share the council commission structure.
- Share the budget with everyone. (the Committee Treasurer can do this also) Share the unit popcorn goal and how the it affects the budget and can help reduce families out of pocket expenses.
Some options that your unit might chose to use are:
 - * If the unit meets the goal the parents will have NO out of pocket expenses
 - * If the unit meets the goal these events will be covered.
- Share what the Scout average would be to make the unit goal.
- Recognize the top sellers from the previous year, possibly asking them to share a few pointers.
- Review the council prize program, show them the \$650 club prize and how to earn it.
- Mention the Trail's End Scholarship Program (\$2,500 initial eligibility - all sales after are eligible

Have someone take the adults to a separate area so you can work with the scouts while someone goes over things with the adults.

Parent Program:

- Discuss how the parents can support their Scout and help them reach their personal goal.
- Review the important dates and the different payment methods the unit will accept.
- Go over the Show & Sale guidelines with the parents. Discuss what they would need for a show & sale site and how they are going to receive the popcorn from you.
- Show them possible badges and awards the scouts can work on during the sale.

The Unit Popcorn Kickoff (continued)

Scout Program:

- Have the Scouts set individual goals and write them down.
- Review the show & sale guidelines
- Discuss safety guidelines
- Have the scouts come up with a 30 second commercial. (Something they can tell people who ask why or what they are raising funds for)
- Have the boys practice role playing; how to ask friends & family to buy popcorn, and how to ask people to buy popcorn at show & sales.
- Review the products & prices with the Scouts.
Possible Idea: make a game out of the prices and products, including descriptions of the product.
- Review Merit Badges that work well with the popcorn sale for Boy Scouts.
- Review show & sale guidelines

Bring the two groups back together:

- Review the skills Scouts will learn during the popcorn program.
Goal Setting, Decision Making, Money Management, People Skills, Salemanship,
- Announce Unit Incentives to be provided by Council
 - \$2,500/\$5,000/\$7,500 Sales Increase = Pinewood Derby Kit or Camping Kit
- Announce unit incentives to be provided by Unit.
 - Top Seller(s) Ideas: throw a pie or water balloon at a leader(s), shave leader's head, etc.
 - Top seller prizes: Tent, Sleeping Bag, Fishing pole, bike, etc
 - Meet unit goal ideas: ice cream party, pizza party, bowling party - THINK BIG!
- Allow time for questions.
- Have popcorn samples available for everyone
- Allow time for the Scouts to share their personal goals with their parents
- Allow time for the Scouts & parents to sign up for show & sale sites.
There are various methods to this process. Most commonly used is Signup Genius.

Damaged Product

If you receive Damaged product let your District Kernel or the Council Kernel know.

We need a picture of the UPC symbol on the bag that is damaged and a brief description on the damage.

We then send this information to Trail's End so they credit us for the damaged product and can research that production lot and work on avoiding the problem in the future.

You can either trade the damaged product out for the same product or have it deleted from your Show & Sale inventory.

Examples of damaged product:
Torn seam, broken zipper closure, etc.

Product melted by leaving it in the sun is not covered in the Council damage policy.

Ways Scouts can sell Popcorn

Show and Sell - Setting up a table with product at a location, usually a grocery store front. These Sites will be booked through your District Site Sale Kernel.

Take Order – A Scout takes orders on his order form through either going door to door or asking friends, family, and acquaintances.

Online Sales - A Scout can sell to family and friends through Trails-End.com. The product ordered gets shipped directly to the person who places the order

Wagon Sales – This is similar to Take Order but the Scout takes the product with him/her to fill the order and complete the transaction. Use of the Scout App helps this process.

Show and Sell Sites

Large chain stores (i.e. Safeway/Albertsons, Fred Meyer, QFC, and Lowes) are secured and confirmed by the District Kernels. Each District will develop a method for sharing these stores.

If you have an idea for a site not secured by the District Kernels, please share those ideas with the District Kernel, but you are encouraged to sell at any site that allows you to do so.

Units may not set up sites in another district without both District's District Kernels approval and the Council Kernel's approval.

Show and Sell (Site Sales)

Each year our Show and Sell's numbers go up! It is an effective way for Scouts to sell popcorn. To prepare Scouts for Show and Sales the Unit Kernel should go over ways to set up a table, what to bring to the site, how to keep track of what is sold, and most importantly how to make the ask at a site. The following pages should help.

Sample Show and Sale Script :

- Hi, would you like to support Scouting?
- Share your goals
- Ask them to support you and Scouting by asking them to buy popcorn “ Can I count on your support?”
- Describe the different popcorn products briefly (one to two sentences about each product)
- Suggest they donate to the military
- Close the sale

Checklist of items for a Show & Sale Site:

- Popcorn
- Table
- Tablecloth
- Tape
- Scissors
- Pen/Pencil
- Decorations
- Change
- Envelope/money bag for change
- Show & Sale worksheet
- Show & Sale guidelines
- Price Sheet
- Optional: Credit card reader
- Popcorn Banner or Posters

Credit Card Options:

Credit card readers are available for units to use with Smartphones. Your Unit Committee should decide whether your unit will use a credit card reader and if so which one will work best for you.

The following are some of the companies that provide credit card readers for smartphones.

- Square—www.squareup.com
 - Trails End has partnered with Square
 - No Credit Card Processing Fee!!!
 - Square Reader not necessary - CC number may be entered manually
- Payanywhere—www.payanywhere.com
- Paypal Here—www.paypal.com/here
- Intuit GoPayment—www.intuit-gopayment.com
- Phone Swipe—www.phoneswipe.com

Show and Sell Guidelines

Important Do's and Don'ts:

Do arrive on time for your sale (or a few minutes early).

If you are the first person at a site for the day check in with the store at customer service.

Do help Scouts design a nice display. Use posters, goal charts, tablecloths, military donations, etc.

Do have the Scouts wear their Scout uniforms, in a clean and tidy manner. (They are representing Scouting, and this is the only authorized money earning activity where uniforms are allowed).

Do smile and make eye contact.

Do say 'Thank You', whether a person buys from you or not.

Do know the product, and have a sales pitch ready.

Do leave other children at home, if possible. Only Scouts can sell popcorn at site sales.

Do have adults remain with the Scouts at the site sale location at all times.

Do refrain from shopping, sitting in your car, or smoking during the site sale.

Do refrain from using abusive language or physical contact with the boys or adults. Remember, you and the Scouts are representing Scouting.

Do remind the Scouts to ask customers only as they are leaving the store.

Do remind the Scouts not to block doorways.

Do let the Scouts answer questions.

Do be careful with the money. (Do not leave the money or money box out in the open)

Do let the Scouts make change (with adult supervision).

Do not accept large denomination bills. Ask the customer to go into a store and get them changed.

Don't accept a check unless it is preprinted with a name, address, and phone number.

Do be ready to pack up at the end of your shift so you can move out of the way for the next Scout. If your replacement is late, you are welcome to stay and continue selling until they show up.

Do have the Scouts pick up any garbage and boxes before they leave.

Do be considerate to everyone. This includes store employees, customers, and other Scouts.

It is recommended to have no more than 2 Scouts at a Site. Scouts often attend sites with just a parent.

Do HAVE FUN!

Online Sales

- Online sales is easier than ever. Since EVERY Scout MUST have a Trails End account, they are already on their way to sell online.
- Online sales is the best way to sell to your family and friends who live out of town.
- You can send emails to your customers asking them to purchase products online.
- Your customers click on the link in your email and begin shopping.
- They order the products online and pay with a credit card.
- Trail's End will ship their order directly to the location of their choice.

- The online sales system lets each Scout make their own page with their information.

- Online sales have different products available than are sold through traditional sales.
 - Candy and coffee items are some of the additional product available in the online sales system.

- ALL Online orders receive free shipping!

- Online Sales website: sell.trails-end.com, you can also link to this page from the popcorn system.

- Online Sales from January 1st through December 31st receive a 35% commission.

- **Online Sales from August 1st to October 13th count towards Scouts Prizes**

- In January, after Mount Baker Council receives the Online sales commission from Trail's End, your Units 35% commission will be deposited into your Units account at the council office. The Unit's account can be used for camp fees, items purchased at the council store, etc. Units may request a check to be drawn from their account at the Scout Service Center at any time during the year.

Take Orders / Wagon Sales - Safety Tips

- Always have an adult with you
- Sell with another Scout or an adult
- Use safe pedestrian practices
- Remain outside a customer's house. Knock & take 2 steps back
- Keep your personal information confidential (such as last name, address, and phone number)
- Limit the amount of money you carry with you. Credit Cards are an acceptable form of payment, decreasing the need for cash management
- Don't sell door to door after dark

Product Swap

Each District may conduct a Swap day during the second or third week of popcorn sales. Units will be able to give or receive unneeded product with another Unit or combination of Units. This swap does not count against a Unit in regards to the return policy and commission structure. Check with your District Kernel to find out if your district will be holding a Swap Day.

District Kernels can also help connect units to make swaps between themselves throughout the Show & Sale period to help a unit that may be in need of additional product or may have too much of a product. To do so, use the Transfer Product function within the Popcorn Order screens. The transfer will not be complete until both units have approved, at which point, will be reflected on each unit's account.

The function of the Unit to Unit Swap, and knowing where the inventory is at any given time, is dependent on the use of the Trails End App and ensuring that every sale has been recorded by the end of each day.

Ordering Prizes

Prizes are based on individual Scout Sales, as shown in the Trails End system. In order to be eligible for ANY prize, the Scout MUST be registered in the Trails End system. After the end of the Sale (Oct. 13th), the Unit Kernel will ensure all Scouts Sales are correct in the Trails End system. These sales will then be reviewed by the District/Council and approved. After final approval, the Scout will receive an electronic Amazon.com Gift Card and will be able to use this gift card to purchase anything he/she wishes on the Amazon website.

Closing Out with Your District Kernel

Your District Kernel will pick a date between November 25th—29th to close out the Popcorn sale with each unit.

If you or a representative from your unit is not available during the date and time of the District Close out, your District Kernel can work with you for a mutually acceptable date no later than November 29th.

Your Unit Payment is due by November 29th. If payment is not made by the due date, your unit will lose any Bonus Commissions the unit earned.

If your unit has not made your final payment in full by December 20th a \$50 late fee will be assessed.

You can get a copy of your Unit Invoice by logging into the popcorn system. On the left side of the page you will see 'Reporting' click on that and you will see 'unit invoice' when you click on unit invoice it will appear on the page. You can then download it as a PDF.

Payment is due in the form of a check, payable to: Mount Baker Council, BSA.

Military Orders

The Military Donations allow you to support the Military and Scouting at the same time. Trail's End sends many thousands of pounds of Trail's End products to men and women in the military, their families and veterans' organizations.

Scouts are not allowed to solicit cash donations. However, if a person chooses to donate towards a military order, you are allowed to accept this donation.

There are no shipping and handling charges associated with Military Donations, whether ordered through traditional or online sales.

Cash donations received while selling popcorn need to be tracked and converted into military orders. This complies with IRS and BSA guidelines.

All Cash donations collected need to be added up and entered as \$30 or \$50 military orders into the Scout App. If the Scout is unable to do so, the Unit Popcorn Kernel must enter this into the Unit Portal.

There should be no more than \$29 of extra donation money left over after entering all cash donations as military donations through the Scout App or Unit Kernel Portal.

Entering Military Orders in Trails End System

Determine the amount of military donations received by the Unit.

Calculate the amount of military donations to be assigned to each scout. It is up to each unit to determine how to divide out this amount, but an example may be:

- Divide the total amount by the number of hours (or shifts) worked by the Scout at Show and Sale sites for the duration of the sale
- Military donations made directly to a Scout via the Take Order form should be credited to that Scout

After determining the amount of military donations for each Scout, you are ready to enter the information into the Trails End system. Military donations are only entered when ordering the Unit's Take Order (not during the initial Show and Sale order).

1. New Order
 2. Scout Tracking
 3. Take Order Paper / Enter Order
 4. Enter the number of military donations assigned to each Scout

Product Return Policy

Units will be able to place their show and sale popcorn order for 100% of the Unit's previous traditional sales year's total. You will receive this percent information at the Council Kickoff with your Kickoff supplies.

If the Unit wants to order more than the 100%, that Unit "Opts-Out" of being able to return any product.

A Unit must get District Kernel and Council Kernel approval to order more than 100% of the previous year's amount, which includes presenting a sales plan.

When a Unit does return product, the following guidelines apply:

- Return Sheet must be sent to the District Kernel for review prior to Return Day
- Return **up to 10%** of initial Show & Sale order:
- No Returns of any Gift Boxes & Tins. This includes the following:
 - Chocolate Lovers
 - Cheese Lovers
- No Returns of Chocolate products. This includes the following:
 - Chocolatey Caramel Crunch
 - White Chocolate Pretzels

The Council will always take back or exchange any damaged product.

Return Day

Units are allowed to return up to a maximum of 10% of their initial Show & Sale Order but only if the product return sheet has been reviewed by the District Kernel, is returned on October 19th at the Council Return location, and if the unit has not opted out by ordering more than their 100%. *Chocolate products, collections and tins are not returnable—see return policy above.*

If your unit wishes to return product, the Product Return Sheet will need to be sent to the District Kernel by October 17th for review. Approval by the District Kernel is needed prior to returning product to the Council

Returns will be on Saturday, October 19th from 9am—2pm at the Council Office located in Everett.

If you have a return and you are not able to return it during those times you need to find a representative for your Pack or Troop to make the return, or work with the Council Kernel to determine an alternate plan, if possible.

This is a time sensitive date as it affects the final take order due to Trail's End.

Popcorn must be in re-sale condition. Cases do not need to be sealed as the product needs to be counted and verified. Individual bags can be returned.

Paperwork will be filled out and the Trails End system will be updated with your return by the end of the day (October 19th).

Prize Program

Prizes will be awarded to Scouts based on the following:

- ALL SCOUTS MUST HAVE A REGISTERED TRAILS END ACCOUNT
- ALL Sales - Combined Traditional / Online Sales
 - ◇ \$650 Prize, as shown via separate flyer - FUNKO Superhero!
 - ◇ Amazon.com Gift Card - to be eligible, Scout must have a registered Trails End account
 - ◇ Trails End Scholarship - to be eligible, Scout must have a registered Trails End account
 - ◇ Popcorn Patch
 - ◇ Silvertips Tickets (for Sales of \$1,100 or more)

	Traditional Sales	Online Sales	Combined Sales
\$650 Prize	X	X	X
Amazon.com Gift Card	X	X	X
Trails End Scholarship	X	X	X
Popcorn Patch	X	X	X
Silvertips Tickets	X	X	X

2019 Special Incentive Program

\$1,100 Club: Every Scout who sells \$1,100 or more will receive 2 tickets to the Everett Silvertips hockey game on **January 12th, 2020 at 4:05pm** and receive an exclusive \$1,100 Club Council Shoulder Patch.

Fill-a-Form Incentive: For every filled form, the Scout salesman's name will be entered into a Council Drawing for a special prize. Forms need to be sent to 606popcorn@scouting.org by October 13th (last day of sale). This is a one-time drawing, but multiple filled forms per scout are allowed (and highly encouraged!).

\$650 Prize: In addition to the prizes earned in the prize program, a Scout who sells \$650 or more receives a special bonus prize—FUNKO!

Unit Growth Incentive: Increase sales by \$2,500 / \$5,000 / \$7,500 to receive a Pinewood Derby Kit good for the entire Unit or a Camping Kit good for the entire Unit.



National BSA Product Sales Guide

Excerpts from the BSA's "Product Sales Guide" *Two Frequently Asked Questions about Scout Popcorn Sales*

Using Individual Youth Accounts

The use of individual youth accounts to credit amounts from fundraising to an individual toward their expenses is actually not permitted. The IRS has stated that crediting fundraising income to individuals constitutes private benefit. However, the unit could use the funds (all or a percentage) raised to reduce or eliminate dues and various registration fees, purchase uniforms and Scouting books, and purchase camping equipment. The unit could also use its funds to provide assistance to individual Scouts in cases of financial hardship.

"While there may be older official BSA documents that exist on the internet that reference the use of Individual Scout Accounts, this statement supersedes all other references. We are making every effort to replace older documents as they are discovered."

Trail's End Scholarship Program

Scouts who sell at least \$2,500 (online, face-to-face, or combination) in any calendar year receive 6% of their total sales invested in their own college scholarship account*. Once enrolled, 6% of their sales each year will be added to their account*. Reporting of sales is not automatic, and forms must be submitted to Trail's End each year following the guidelines below. Scouts only have to hit the \$2,500 minimum one time, and don't forget online sales count!

BONUS: Every year, the Top 5 Scouts in each region receive an additional 6% of their sales credited to their account.*

*Calendar year is January 1 to December 31.

*6% of Qualified Sales, up to a maximum credit of \$1,000 per calendar year.

HOW SCOUTS ENROLL & REPORT SALES:

Scouts who sell \$2,500 or more in a calendar year must submit a completed scholarship enrollment form and proof of sales to scholarship@trails-end.com or the mailing address below.

- Once enrolled, they must report their total sales each year to Trail's End using the same form and method above.
- Trail's End does **not** accept faxes, zipped files, or emails over **10MB**.

Statement notifications will be emailed to each Scout annually, but can also be viewed anytime online.

*Trail's End Popcorn
Attn: Scholarships
4485 S. Perry Worth Rd.
Whitestown, IN 46075*

PAYOUT OF THE ACCOUNT:

To submit for Payout, a Scout must meet all of the eligibility requirements listed in the terms and conditions. Eligible Scouts must submit a completed scholarship payout form and all required documentation listed on this form to scholarship@trails-end.com or the mailing address above.

- Trail's End does **not** accept faxes, zipped files, or emails over **10MB**.
- Payouts are processed four times per year: March 15, June 15, September 15, December 15. The payout submission deadline is **midnight the day before the processing date**.
- Trail's End sends Scouts' funds directly to their educational institutions to offset tuition, books, housing and/or other fees.

Please allow 3-4 weeks after the processing date for the school to receive the funds.

Council Kickoff Notes