



2022 Council Popcorn Sale Unit Guidebook



MOUNT BAKER COUNCIL
BOY SCOUTS OF AMERICA



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



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2022 Popcorn Calendar for Unit Kernels

Saturday, June 25	Council Kickoff
Monday, August 1	Units can begin Selling Fall Popcorn sale begins with credit for sales on Online orders
Sunday, August 7	Deadline to place Trail's End Show & Sale order online (by the case) Unit order is limited to 100% of your 2021 total traditional sales
Thursday, August 25	Show & Sell product arrives at district locations
Thursday, August 25	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
Sunday, October 23	Last day for Show & Sales
October 24-October 28	Wagon blitz, and transfer with units to fill take orders
Friday October 28	Popcorn Sale ends Last day for Online Direct to count toward prize program Last day for Unit to Unit Swaps
Saturday October 29	Take orders are due
Wednesday November 16	Take-order popcorn arrives at district distribution sites to be sorted by unit. Final Delivery: Distribution of take-order popcorn by district. Times will be set up by your District Distribution Kernel or District Kernel
November 28-November 30	Bonus Commissions will be assigned
December 1-December 8	Close-out week with District Kernels: Popcorn money is due.
Friday December 9	\$50 late fee will be added to your unit invoice.

2020 DISTRICT POPCORN KERNEL LEADERSHIP

North Cascades District

District Kernel
District Kernel
Unit Serving Associate

Olivia Grza 360-333-2144 aeio4us@gmail.com
Jennifer Hall 360-420-7174 kvjmhall@yahoo.com

Salish Sea District

District Kernel
Assistant Kernel—Site Sales
Assistant Kernel—Distribution
Unit Serving Associate

Sean Moena 425-633-0070 rsmoena@outlook.com
Cora Thomson 206-245-3044 cordelden@hotmail.com
Brian Lenhart 425-338-0380 brian.lenhart@scouting.org

Pilchuck District

District Kernel
Assistant Kernel—Site Sales
Assistant Kernel—Distribution
Unit Serving Associate

Katie Good 425-231-0583
Jennifer Bontrager 425-359-7959 bontrager.jennifer@yahoo.com

Council Popcorn Leadership Team

Council Popcorn Kernel Anna Foster Cell 425-345-3073 annapopcornqueen@gmail.com
Staff Advisor Richard Good Cell 425-341-0297 Richard.good@scouting.org
Sr. VP Development Scott Suchan Cell 425.232.5901 ssuchan@coastalbank.com



Popcorn Pickup Locations

Pilchuck and Salish Sea

Volunteers of America WW
17212 51st Ave NE
Arlington WA 98223

North Cascades

Bellingham
3225 Woburn St
Bellingham, WA 98226

Sedro Woolley
1476 Moore St
Sedro Woolley, WA 98284

Resources

- Mount Baker Council Popcorn Page
www.mountbakerbsa.org/giving/popcorn/
Includes electronic version of this Guidebook, Forms and Updates
- Mount Baker Facebook page
www.facebook.com/mountbakerbsa
- Trail's End Web Site / Unit Leader Portal
Popcorn System – Section for placing Product Orders
Online Direct – 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

2022 Budget Revenue Percentages:

Product Sales (net) - 9.1%
Camping Revenue - 28.1%
Council Activity Annual Participation Fees - 9.5%
Trading Post Sales (net) - 3.1%
Council Program/Activity Revenue—3.1%
Non-Member Unit Support - 47.1%

Proceeds from Popcorn Sales

Popcorn Sale Overall Budget for Youth Programs:

Unit Commissions for Programs - 33%
Cost of Product - 32%
Council Revenue for Programs - 32%
Sales 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 2022-2023 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 at www.trails-end.com 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 Kickoff & 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 Storefront sale by the due date shown in the calendar.
6. Formulate a popcorn sales plan that includes one or more of the three methods of selling popcorn:
 - Storefront , Wagon Sales (aka: Show & Deliver), and Online Direct
7. With your Unit Popcorn Team, create a timeline of when all order forms and popcorn money 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 Kickoff meeting for parents and Scouts to inform and motivate them to make your sale a huge success. Prepare hand-outs for your unit Kickoff meeting for both leaders and Scouts. The information should include (but not limited to):
 - Timeline showing Store front, Wagon Sales, and Online Direct 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
 - Visit www.trails-end.com 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 Wagon Sales 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 June
- Schedule Unit Popcorn Kickoff to be held during the summer
- 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
- 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.
- Secure personal protective equipment

What To Do During The Popcorn Sale

- Place Store front Order. www.trails-end.com
- 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 App 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 App. 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.
- 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 Wagon Sales. The council deadline for Wagon Sales 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 Wagon Sales 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 – 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 Wagon Sales on the Trails End App each time an order is taken.
- Collect money from Scouts for their Wagon Sales
- After the Popcorn Sale ends (October 29th), check Scout Sales for accuracy, and approve sales for each Scout so that they may receive their electronic Amazon Gift Card and order district prizes.
- Pay invoice to District Kernel by designated date (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 wagon sales, 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. Distribute and receive popcorn from families throughout the sale for Show & Sell locations.
4. Collect all money due from each Scout for Wagon Sales.
5. Pick up Take Order at location/date designated by your District Kernel then sort the product by Scout .
6. Distribute Wagon Sales to Scouts.
7. 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 Store front.
5. Sign Scout families up for Store front - Provide list of locations/dates/times for Scout families to sign up for Site Sales. Sign-ups will be done through Trails End.
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>
Sweet and Savory Gift Box 9 oz. White Cheddar Cheese Corn 16 oz. Kettle Corn	\$45	1 per case
Milk Chocolate Pretzels <i>*only available by take order or Online Direct</i>	\$25	
Salted Caramel Corn	\$25	12 per case
12 Pack Unbelievable Butter Microwave	\$25	6 per case
Blazin' Hot	\$20	8 per case
White Cheddar Cheese	\$25	8 per case
Sweet & Salty Kettle Corn	\$25	12 per case
Popping Corn	\$15	9 per case
Classic Caramel Corn	\$15	12 per case
American Heroes Donation		
Gold	\$50	
Silver	\$30	



2022 Scout Popcorn Sale Commission Structure

Traditional Popcorn Sales (Show & Sell, Wagon Sales and Take-Order Sales)

No Returns

30% Base Commission for Traditional Sales (Store front and Wagon)

30% Base Commission for Direct to Ship from August 1, 2022 - the end of the sale

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 same unit, not a delegate from some other unit) must attend the Council Kickoff on Saturday, June 25th.
- Place all product orders on time.
- Pay popcorn balance on time (as scheduled with your District Kernel/District Director). Payment is not due until after commission has been calculated.
- Additional requirements are shown for the bonus commissions.

The bonus commission rate will apply to all sales from August 1 to end of sale

35% commission will be applied to Online Direct from January 1, 2022-Aug 1, 2022

5% Bonus Commission for traditional sales:

- Unit Kernels must send a copy of the kickoff meeting agenda and/or a video clip of the meeting to their District Popcorn Kernel after the meeting by September 30, 2022 **AND**
- You must also submit to your District Popcorn Kernel your per Scout sales goal, as determined by your unit committee's annual program budget **AND**
- Sell \$100 more than 2021 or \$15,000 in sales

5% Bonus Commission for Online Direct:

- \$1 more than 2021 Online Direct with a minimum \$1,000 in Online Direct

Bonus calculation example:

- Traditional Example: In addition to set of requirements if a unit sold \$10,000 in 2019 they need to sell at least \$6,000 this year, they will have achieved the 5% Bonus Commission for their traditional sales.
- If a unit sales were \$10,000 online in 2020 they would need to sell at least \$10,001 online this year they will have achieved the additional 5% commission for Online Direct.

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.

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:

- Teach parents/guardian how to use the trails end app.
- 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 Storefront 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) & add to their app profile.
- Have the Scouts 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 Scouts.
- Review show & sale guidelines
- Show video and slide shows to the Scouts.

Bring the two groups back together:

- Review the skills Scouts will learn during the popcorn program.
Goal Setting, Decision Making, Money Management, People Skills, Salesmanship.
- 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.
- 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.
All locations and sign-ups will be done through Trail's End.

Damaged Product

If you receive Damaged product let your District 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 Store front & Wagon sales 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

Take Order – A Scout takes orders on the Trails-End app through either going Wagon Sales or asking friends, family, and acquaintances.

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

Wagon Sales – The Scout takes the product with him/her to fill the order and complete the transaction. Use of the Scout App helps this process.

Storefront - 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.

Store front Sites

Large chain stores (i.e. Safeway/Albertsons, Fred Meyer, QFC, and Lowes) are secured and confirmed by the Trails End. The council will develop a method for sharing these stores. (District Kernels can give you a list of who not to contact.)

If you have an idea for a site not secured by the Trails End, 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.

Storefront (Site Sales)

Each year our Storefront's numbers go up! It is an effective way for Scouts to sell popcorn. To prepare Scouts for Storefront 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
- Phone with app installed
- Optional: Credit card reader
- Change
- Envelope/money bag for change
- Show & Sale worksheet
- Show & Sale guidelines
- Price Sheet
- Popcorn Banner or Posters
- Table Shield (optional)
- Masks (optional)
- PPE Equipment (optional)

Credit Card Options:

Credit card readers are available to borrow from the district for units to use with Smartphones and are compatible with the Trails-End app.

Storefront 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/ manager and confirm where to set up.
- 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).
- Do smile and make eye contact.
- Do say 'Thank You', whether a person buys from you or not.
- Do know the product, and practice sales pitch before your sales.
- Do leave other children at home, if possible. Only Scouts can sell popcorn at site sales.
- Do have adults remain with the Scouts (even older 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 Scouts 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 or in your car)
- 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.
- Don't forget 2 deep leadership.
- 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 Direct

- Online Direct is easier than ever. Since EVERY Scout MUST have a Trails End account, they are already on their way to sell online.
- Online Direct 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 Direct system lets each Scout make their own page with their information.
- Online Direct have different products available then are sold through traditional sales.
- Candy and coffee items are some of the additional product available in the Online Direct system.
- Online Direct website: sell.trails-end.com, you can also link to this page from the popcorn system.

Wagon Sales - Safety Tips

- Always have an adult with you
- Sell with another Scout or an adult (2 deep leadership)
- 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 do Wagon Sales after dark

Product Swap

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, 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 29rd - December 6th 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 December 6th.

Your Unit Payment is due by December 6th. 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 7th 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 OR Through trails-end credit.

American Heroes Orders

- The American Heroes Donations allow you to support American Heroes 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 an American Heroes order, you are allowed to accept this donation.
- There are no shipping and handling charges associated with American Heroes Donations, whether ordered through traditional or Online Direct.
- Cash donations received while selling popcorn need to be tracked and converted into an American Heroes orders. This complies with IRS and BSA guidelines.
- All Cash donations collected need to be added up and entered as \$30 or \$50 American Heroes 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 American Heroes donations through the Scout App or Unit Kernel Portal.



Entering American Heroes Orders in Trails End System

Determine the amount of American Heroes donations received by the Unit.

Calculate the amount of American Hero's 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
- American Hero's donations made directly to a Scout via the Take Order form should be credited to that Scout

After determining the amount of American Heroes donations for each Scout, you are ready to enter the information into the Trails End system. American Hero's 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

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 Direct
 - ◇ Amazon.com Gift Card - to be eligible, Scout must have a registered Trails End account

Each scout that makes at least 1 sale will earn a patch

\$650 Prize:

In addition to the prizes earned in the prize program, a Scout who sells \$650 or more receives a special bonus prize—Nerf Guns

\$1,100 Club:

Every Scout who sells \$1,100 or more will receive 2 tickets to the Everett Silvertips hockey game Date TBD or will receive a BB gun and receive an exclusive \$1,100 Club Council Shoulder Patch.

\$ 5,000 Club:

Lock in party for Scouts who have sales of \$5,000 or more TBD, Top selling unit in each district will also be invited.

\$10,000 Club: (\$500 value)

Great Wolf Lodge Family getaway for Scouts who have Sales of \$10,000 or more

\$20,000 Club: (\$1000 value)

Destination Gift Card for Scouts who have Sales of \$10,000 or more

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

*Calendar year is January 1 to December 31.

*4% of Qualified Sales, up to a maximum credit of \$1,000 per calendar year for 2020-2022

HOW SCOUTS ENROLL & REPORT SALES:

- Previously enrolled Scouts must report their total sales each year to Trail's End
- 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.

- 2022 will also be the last year for scouts to add any funds to existing scholarships
- Existing scholarships will continue to be paid.

Council Kickoff Notes