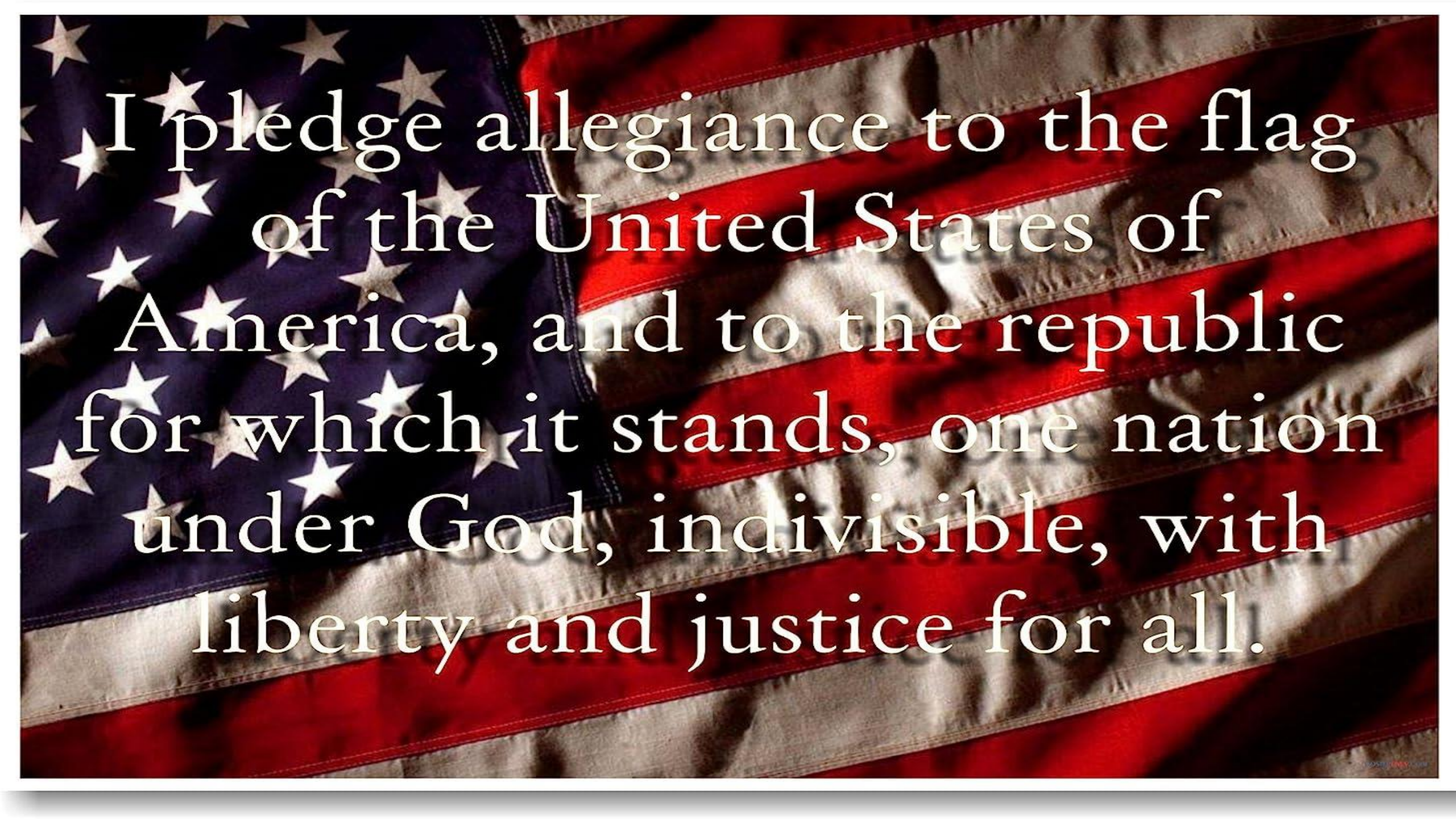


# MOUNT BAKER 2023 COUNCIL KICKOFF





I pledge allegiance to the flag  
of the United States of  
America, and to the republic  
for which it stands, one nation  
under God, indivisible, with  
liberty and justice for all.

# **COUNCIL RACE CAR DRIVERS THIS YEAR ARE.....**

**PILCHUCK  
BILL S.  
KATIE C.**



**SALIISH SEA  
BRIAN L.  
SEAN M.  
CORA T.**

**NORTH CASCADES  
ANDY M.  
OLIVIA G.  
JENNIFER H.  
SISSY B.**



**COUNCIL  
RICH G.  
ANNA F.  
JENNIFER B.**

# WHY SELL POPCORN?



## Fund Adventures

### 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

## •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, 2023 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 2022 or \$15,000 in sales**

**Online Sales Commission 30%**

# 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: \$200 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

# ONLINE SALES

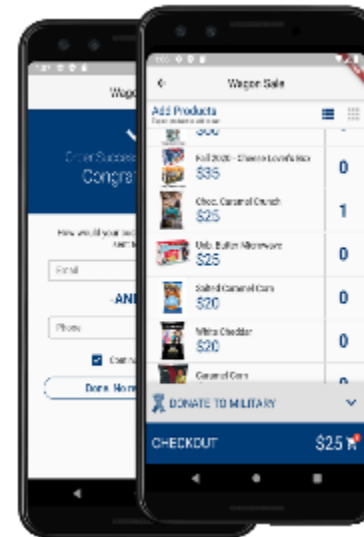


**Via the Trail's End App**  
**No Cash or Product Handling**  
**\$65 Average Order Value**



## SHARE YOUR PAGE

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



## DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

**TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October\*, Black Friday & Cyber Monday**

\*Subject to Change

# ONLINE ASSORTMENT



\$27



\$34



\$20



\$25



\$25



\$50



\$72

NEW

Road Trip Variety Pack



\$42

NEW

Movie Night Bundle



\$47

Picnic Bundle



\$62

Let's Go Hiking Bundle



\$54

Ultimate Snack Pack



\$45

NEW

Game Night Bundle



\$27



\$35



\$30



\$55

## LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

\*Products & Pricing are subject to change

# ONLINE SALES

[www.trails-end.com](http://www.trails-end.com)



## Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
  - Microwave, Popping, Sea Salt Snack Pack (new)



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](http://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**

(Reminder this counts towards your commissions)

# 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

(Reminder this counts towards your commissions)

# **2023 TRAINING & LIVE SUPPORT**



# UNIT LEADER TRAINING

## Webinars

- New & Existing Unit Kernels are encouraged to attend
- First session launches on Thursday, July 6<sup>th</sup>
- Register at [www.trails-end.com/webinars](http://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

- Only book locations that aren't on the list that Trails-End are booking for us.
- 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
- We will email you a list of store to not contact
- Always say 'Thank you!'

-Total of 15,100+ Booked

-Stores have been loaded  
into Leader Portal

-Units can go in and see  
the stores

- Trails-End booked stores  
are full days.

- Claiming begins Saturday July 8<sup>th</sup>
  - Claiming schedule below:

**Saturday, July 8<sup>th</sup>** – All Units 2 Picks within District

**Sunday, July 9<sup>th</sup>** – All Units, 2 Picks within District

**Monday, July 10<sup>th</sup>** – All Units, 2 Picks within District

**Tuesday, July 11<sup>th</sup>** – All Units, 2 Picks within District

**Wednesday, July 12<sup>th</sup>** - All units, 2 Picks within District

**Thursday, July 13<sup>th</sup>** - All units, 2 Picks within District

**Friday, July 14<sup>th</sup>** - All units, 2 Picks within District

**Saturday, July 15<sup>th</sup>** - All units, Unlimited Picks within District

**Tuesday, Aug 1<sup>st</sup>** - All units, Unlimited Picks within Council

## 2023

- Levels finalized, no change from last year
- 1.25 Pts for CC & Online. 1 Pt for Cash
- Auto Submit on 12/15.
- Claim expiration date of June 30.



**1.25 PTS PER  
\$1 SOLD**

APP CREDIT / DEBIT CARD &  
ONLINE DIRECT  
(WAGON AND STOREFRONT)

**1 PT PER  
\$1 SOLD**

CASH



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

# TE REWARDS

## Save time and Sell more!

- Scouts redeem [Amazon.com](https://www.amazon.com) gift cards in app.
- Saving time for unit leaders.
- No approving, receiving, distributing, or replacing prizes.
- Prizes are better! More value and more choices.
- Amazon offers 500 million items!

## Trail's End™ 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!

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 Scout program. May vary by your Council.

**1.25 PTS PER  
\$1 SOLD**

APP CREDIT / DEBIT CARD  
& ONLINE DIRECT

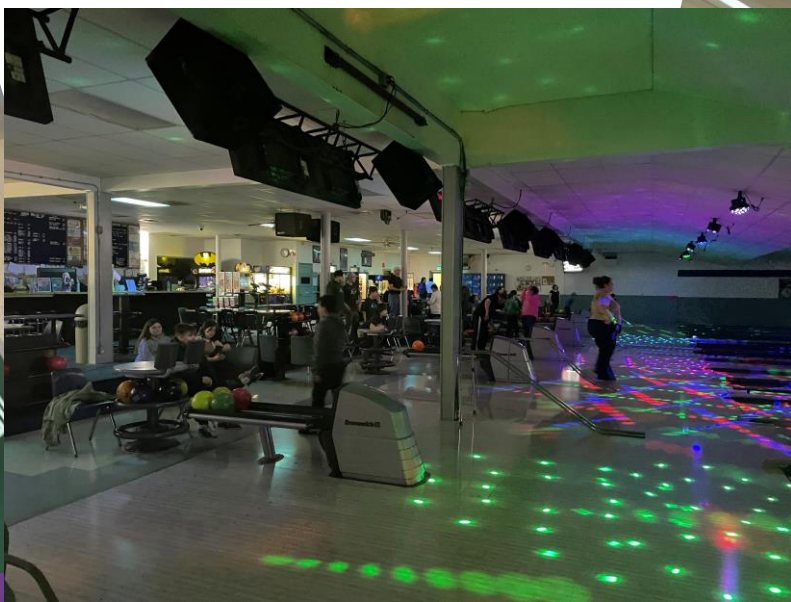
**1 PT PER  
\$1 SOLD**

CASH



*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!\**

Price & colors may vary. Examples of the types of prizes available on Amazon.



# COUNCIL INCENTIVES

**Each scout that makes at least 1 sale (\$15 min.) will earn a patch**

## **\$750 Prize:**

In addition to the prizes earned in the prize program, a Scout who sells \$750 or more receives a special bonus prize—Lantern

## **\$1,300 Club:**

Every Scout who sells \$1,300 or more will receive 2 tickets to the Everett Silvertips hockey game Date TBD or Scouting Equipment Package and receive an exclusive \$1,300 Club Council Shoulder Patch.

## **\$ 5,000 Club:**

Lock in Bowling party for Scouts who have sales of \$5,000 or more Date TBD.

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

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

## **\$20,000 Club:** (\$1,000 value)

Destination Gift Card for Scouts who have Sales of \$20,000 or more

# \$750 Club



Sell 1 item \$15 value  
or higher to receive  
a patch





\$10,000 Club

\$20,000 CLUB

Who is going to be the first  
scout to earn this ever????

# Shout out to the scouts who sold over \$10,000

Pilchuck

Troop 36 Riley W.

\$15,150

Troop 36 Mason H.

\$\$13,235

Troop 36 Aaron A.

\$10,722

Troop 36 Devon A.

\$10,552

Salish Sea

Pack 21 Jacob L.

\$13,008

Pack 777 Matthew S.

\$12,246

Pack 21 Pushkal C.

\$10,822

Pack 536 Tyrion G.

\$10,111

# COUNCIL INCENTIVES

## 2023 POPCORN SALE UNIT GROWTH INCENTIVES

INCREASE SALES BY **\$5,000**  
Over 2022 Sales and Choose One

### PINEWOOD DERBY KIT

- (4) Participation Ribbons (10/pack)
- (2) Pinewood Derby Poster Set
- (2) Pinewood Decoration Kit
- (2) Caution Tape
- (2) Pennants
- (50) Pinewood Derby Cars
- (8) Pinewood Trophy - Small
- (8) Pinewood Trophy - Medium
- (8) Pinewood Trophy - Large



### PACK OR TROOP CAMPING KIT

- (2) Two-Burner Camp Chef Stove
- (1) Five Piece All-Purpose Chef Kit
- (1) Flat Top Griddle
- (1) Six Piece Cast Iron Cookware Set



Pictures shown are for illustration purpose only.  
Actual product may vary due to product enhancement.

CONTACT YOUR  
UNIT SERVING EXECUTIVE  
OR DISTRICT POPCORN TEAM  
MEMBER FOR MORE INFORMATION

**\$400 SCOUT SHOP  
OR AMAZON  
GIFT CARD**

**\$400**

## 2023 POPCORN SALE UNIT GROWTH INCENTIVES

INCREASE SALES BY **\$7,500**  
Over 2022 Sales and Choose One

### PINEWOOD DERBY KIT

- (6) Participation Ribbons (10/pack)
- (2) Pinewood Derby Poster Set
- (2) Pinewood Decoration Kit
- (2) Caution Tape
- (75) Pennants
- (12) Pinewood Derby Cars
- (12) Pinewood Trophy - Small
- (12) Pinewood Trophy - Medium
- (12) Pinewood Trophy - Large



### PACK OR TROOP CAMPING KIT

- (2) Two-Burner Camp Chef Stove
- (2) Five Piece All-Purpose Chef Kit
- (1) Flat Top Griddle
- (2) Six Piece Cast Iron Cookware Set



Pictures shown are for illustration purpose only.  
Actual product may vary due to product enhancement.

**\$600 SCOUT SHOP  
OR AMAZON  
GIFT CARD**



CONTACT YOUR  
UNIT SERVING EXECUTIVE  
OR DISTRICT POPCORN TEAM  
MEMBER FOR MORE INFORMATION

**\$600 SCOUT SHOP  
OR AMAZON  
GIFT CARD**

# \$1 MILLION GOAL

80 units registered to sell \$12,500 each

5 Scouts selling

\$2,500

10 Scouts selling

\$1,250

15 Scouts selling

\$850

20 Scouts selling

\$625



## 2023 POPCORN SALE MY \$1,000 GOAL



TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Sweet and Salty  
Kettle Corn

**\$15**



Popping Corn

**\$15**



White Cheddar

**\$25**



Chocolatey  
Pretzels

**\$30**



Take order or online only

12pk Unbelievable  
Butter Microwave

**\$25**



Salted Caramel

**\$25**



TRAIL'S END 2023

# NEW TRADITIONAL PRODUCTS

S'Mores

**\$25**



Sea Salt

**\$50**



**Even more products available online.**

# S'MORES ORDERING

S'mores  
**\$25**



- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores.
- S'mores will ship at maximum 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- Applies to S'mores only.

# **HOW ORDERING WORKS THIS YEAR**

# Heroes & Helpers Orders

The Heroes & Helpers Donations allow you to support Heroes and Scouting at the same time.

The money raised for this program stays here locally in WA State.

Scouts are not allowed to solicit cash donations for the unit.

There are no shipping and handling charges associated with Heroes & Helpers Donations, whether ordered through traditional or Online Direct.

Heroes & Helpers donations will help get to free shipping.

**Cash donations received while selling popcorn need to be tracked and converted into a Heroes & Helpers orders. This complies with IRS and BSA guidelines.**













All Cash donations collected need to be added up and entered. If the Scout is unable to do so, the Unit Popcorn Kernel must enter this into the Unit Portal.

# ORDERS

## Order Due Dates

- Insert dates specific to your Council here
- Initial Order: **Friday August 4<sup>th</sup>**
- Replenishment Order: **Order done with your district kernel**
- Final Order: **Saturday October 28<sup>th</sup>**

The Vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.  
1 kid equals 4 cases of popcorn!! ;)

	>>		20 Cases
	>>		40 Cases
	>>		40 Cases
	>>		60 Cases
	>>		70 Cases
	>>		70 Cases

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

# DISTRIBUTION

Pick up dates:

- Initial Order: **Thursday August 24<sup>th</sup>**
- Final Order: **Wednesday November 15<sup>th</sup>**

Warehouse Location(s)

**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

# 2023 COUNCIL SALE SPECIFICS



# KEY DATES

## Add these dates to your Calendar

- Storefronts available for signup: **July 8<sup>th</sup>**
- Storefront sales begin: **August 25<sup>th</sup>**
- Wagon sale begin: **August 1<sup>st</sup> or August 25<sup>th</sup>**
- Last storefront sale: **October 22<sup>nd</sup>**
- Popcorn Sales Ends: **October 27<sup>th</sup>**
- Final orders due: **October 28<sup>th</sup>**
- **Commissions assigned November 26<sup>th</sup>-30<sup>th</sup>**
- **Payment due December 1<sup>st</sup> – 8<sup>th</sup>**

# 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

## August/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/November

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made

## December

1. Pay your Council invoice or request your payout
2. Submit rewards for your Scouts
3. Celebrate your Success!

# HAVE QUESTIONS? GET ANSWERS

## Unit Leaders

- Pilchuck      Katie Cobb  
425-231-0583    pilchuck.popcorn@gmail.com
- Salish Sea      Sean Moena  
425-633-0070    rsmoena@outlook.com
- North Cascades      Andy Manson  
209-534-5369    andy.manson@scouting.org
- District Kernel    Anna Foster  
425-345-3093    annapopcornqueen@gmail.com

## Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit  
Mount Baker Council Popcorn Facebook



Visit our FAQ's

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