

2020 POPCORN CAMPAIGN



Saluting our First Responders!



2020 POPCORN CAMPAIGN



CALENDAR

May 21 – July Roundtable	District Kernel Collects ALL Unit Commitment Forms
July 18 th & July 25 th Please choose one for your unit:	Popcorn Virtual Regional Kickoff (4 Regional locations) – (Unit attendance (at least 1 adult leader) required for 35% commission) (links will be sent out to register for Popcorn Virtual Regional Kickoffs)
July 18 th – 10am	July 18 th – 3pm
	July 25 th – 10am
	July 25 th – 3pm
Week of July 27 – July 31	Popcorn Family Guide arrives to Scouts in mail
July 22	Popcorn Campaign Begins
July 31	Deadline to submit Ideal Year of Scouting Survey (required for 35% commission)
August 3	Deadline for 1 st order (Submit ONLINE at Trails-End.com)
August 22	Units pick up 1 st order at Area distribution sites
September 11-13	Council Blitz Weekend #1
September 14	Deadline to submit Blitz Weekend #1 results
September 17 (Roundtable)	Deadline to return popcorn (full cases only) ordered from the 1 st Order (*this will be the only time in the 2020 Popcorn Sale that Popcorn can be returned*)
September 18	Deadline for 2 nd Order (Submit ONLINE at Trails-End.com)
October 10	Units pick up 2 nd order at Area distribution sites
October 16-18	Council Blitz Weekend #2
October 19	Deadline to submit Blitz Weekend #2 results
October 30	Deadline for 3 rd order (Submit ONLINE at Trails-End.com)
November 11	Deadline to submit Military Donation Prizes (Military patch sets)
November 14	Online Popcorn Sale Continues (Scouts can keep selling, but not for prizes)
November 14	Units pick up 3 rd order at Area distribution sites.
November 14	ALL Unit Prize Orders Due
December 4	ALL Payments Due
December 5	Past due payments - commission drops to 20%
December 11	Past due payment - commission drops to 15%

UNIT COMMISSION BREAKDOWN

30 % Order popcorn

2% IYOS Survey by July 31

**3% Attend Virtual
Regional Kick Off**

Suggested Popcorn Timeline for Units*

Central Florida Council 2020

*Unit = Your Pack, Troop, Crew, Ship or Post

May

- Designate a Popcorn Kernel and Assistant Kernel
Units run efficiently with multiple Kernels
- Register your Unit

June

- Determine money required to fund unit for the year. Divide by the number of Scouts to determine each Scout's goal.
- Decide on unit incentives/awards
ex: Top Seller Awards, Top Den/Patrol Award, local business freebies that can be awarded, award levels for free events like overnights, summer camp, etc.
- Ensure key popcorn dates are on unit calendar
Unit Kick-Off, Warehouse Pick-Ups, forms due from families, award disbursement event, etc.

July

- Secure secondary volunteers as Captains: see "Unit Popcorn Sales Job Descriptions" document
- Begin Unit Popcorn Kickoff Preparations:
Location, Setup, Projector/Screen if needed, Tables, Samples, Handouts, Door Prizes, etc.
- Schedule Show-N-Sell locations at local businesses
- Schedule sale(s) at Chartered Organization
- Advertise Popcorn Kick-Off event in unit
- Plan dates for neighborhood sales weekends
- Determine 1st Popcorn Order quantity
Note: Unit committee should be involved
- Designate Popcorn Order Pickup Captain
Schedule transportation vehicle if needed: you may need a large vehicle or trailer depending on quantity ordered
- Determine Popcorn Order storage location
Garage, storage shed, trailer, Scout Hut, etc.
- Attend Central Florida Council Popcorn Virtual Regional Kickoff in July: to learn best practices, what's new for 2020, goals, etc.
Requirement to receive extra commission
- July 22nd - Popcorn Campaign Begins
- Submit your Ideal Year of Scouting Survey to your District (Deadline – July 31st)

August

- Work with Committee and Den/Patrol leaders on when and where scouts will sell at Show-N-Sell locations
- Submit 1st Popcorn Order (Deadline - August 3rd)
- Hold Unit Popcorn Kick-off Event
- Pick up 1st Popcorn Order at District Distribution Site on August 22nd

September

- Ensure unit participates in Popcorn Blitz Weekend #1 (September 11-13)
- Submit Popcorn Blitz Weekend #1 results for Council Prize (Deadline: September 14th)
- Advertise when/where/how Take Order forms and monies should be collected to prepare for 2nd Popcorn Order
- Deadline to return popcorn (full cases only) ordered from the 1st Order (***this will be the only time in the 2020 Popcorn Sale that Popcorn can be returned***) – September 17th
- Tabulate quantity of 2nd Popcorn Order – first opportunity to order chocolate popcorn
Subtract current inventory, of course
- Submit 2nd Popcorn Order (Deadline - September 18th)

October

- Pick up 2nd Popcorn Order at District Distribution Site on October 10th
- Popcorn Blitz Weekend #2 (October 16-18)
- Submit Popcorn Blitz Weekend #2 results for Council Prize (Deadline – October 19th)
- Submit 3rd Popcorn Order (Deadline: October 30th)

November

- Deadline to submit Military Donation Prizes – military patch sets (November 11th)
- Online Popcorn Sale Continues (Scouts can keep selling but not for prizes, November – 14th)
- Pick up 3rd Popcorn Order at District Distribution Site on November 14th
- Order Trail's End prizes (Deadline November 14th)
Please use the Trails-End website to accomplish this.
- Collect rest of monies from Scouts
- Present any unit awards at next Unit meeting

December

- By December 4th, submit to Council ...
 - Final Payment Due - To avoid your unit commission dropping
- December 5th – Past due payments – commission drops to 20%
- December 11th – Past due payments – commission drops to 15%

Trail's End[®]

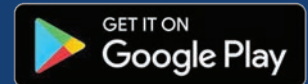
Raise More. Scout More.

Fund your entire year of Scouting!

*Sell for 8 hours, raise \$1,000**

Text APP to 62771 to

**DOWNLOAD THE APP
& START SELLING TODAY**



It only takes ONE MINUTE to register an account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Scout Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.



Record ALL of Your
Sales in the App, Even
Take Order Sales!

Fundraising with Popcorn Helps Scouts



**Become
Decision Makers**



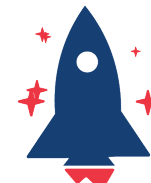
**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

Benefits for Scouts...

- Over 73% supports our local Scouts**
- Personal growth program with BSA advancement opportunities
- Earn Amazon.com Gift Cards
 - Millions of prize choices
 - Scouts buy prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skills

*Based on national sales. Individual Scout sales may vary.

#PoweredByPopcorn



OVER 73%
Supports Local Scouts.

OVER \$180
Average Commission
Earned per Scout.

The Scouting Fundraiser

Raise all funds needed for your Scouting year with one annual fall fundraiser. Online selling with FREE shipping is available year-round.

A Community of Support for Leaders

An elevated level of support compared to other fundraisers from your council, Trail's End and over 18,000 fellow Scouters in the Trail's End Facebook Community.

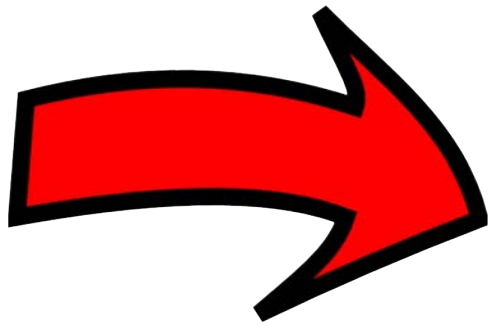
More Than Just Fundraising for Scouts

Scouts grow their self-confidence and salesmanship, and with Trail's End Rewards, Scouts get to buy the prizes THEY want with Amazon.com Gift Cards.

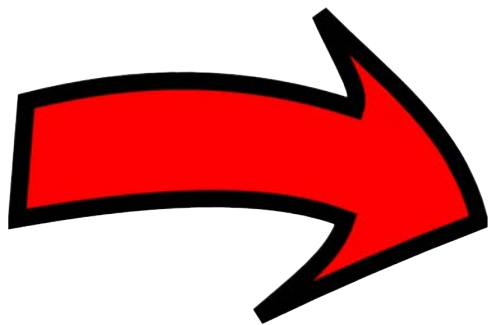
Our Technology Makes Fundraising Easier

Point of sale app to track all your Scouts' sales and accept credit cards.

Email us at NewUnit@Trails-End.com with your Council, District and Unit to get started.
More information regarding your council's fall fundraiser available in summer 2020.



**SCAN THIS
QR CODE
TO FILL OUT YOUR
2020
COMMITMENT
FORM**



**SCAN THIS
QR CODE
TO FILL OUT YOUR
2020
IDEAL YEAR OF
SCOUTING
SURVEY**

