

POPCORN CAMPAIGN

2021



Helping you earn your own way to camp...



BOY SCOUTS OF AMERICA®
CENTRAL FLORIDA COUNCIL



2021 POPCORN CAMPAIGN

May 20 – July Roundtable

District Kernel promotes units to “sign up” for the Popcorn 2021 Campaign

July 17 & July 24

Popcorn Virtual Regional Kickoff (4 Regional locations) – Please choose one for your unit, (Unit attendance (at least 1 adult leader) required for 35% commission):

July 17th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff)

July 17th – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)

July 24th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff)

July 24th – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)

Week of July 26 – July 30

Popcorn Family Guide arrives to Scouts in mail

July 26

Popcorn Campaign Begins

July 31

Deadline to submit Ideal Year of Scouting Survey (required for 35% commission)

August 2

Deadline for 1st order (Submit ONLINE at Trails-End.com)

August 21

Units pick up 1st order at Area distribution sites

September 10-12

Council Blitz Weekend #1

September 13

Deadline to submit Blitz Weekend #1 results

September 16 (Roundtable)

Deadline to return popcorn (full cases only) ordered from the 1st Order (*this will be the only time in the 2021 Popcorn Sale that Popcorn can be returned*)

September 17

Deadline for 2nd order w/ Chocolate available (Submit ONLINE at Trails-End.com)

October 2

Units pick up 2nd order at Area distribution sites

October 8-10

Council Blitz Weekend #2

October 11

Deadline to submit Blitz Weekend #2 results

November 1

Deadline for 3rd order (Submit ONLINE at Trails-End.com)

November 12

Deadline to submit Military Donation Prizes (Military patch sets)

November 13

Online Popcorn Campaign Continues (Scouts can keep selling, but not for prizes)

November 13

Units pick up 3rd order at Area distribution sites.

November 13

ALL Unit Prize Orders Due

December 3

ALL Payments Due

December 4

Past due payment - commission drops to 20%

December 10

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 2021

*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

- ☐ Submit your Ideal Year of Scouting Survey to your District (Deadline – June 30th)
- ☐ 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 2021, goals, etc.
Requirement to receive extra commission

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 2nd)
- ☐ Hold Unit Popcorn Kick-off Event
- ☐ Pick up 1st Popcorn Order at District Distribution Site on August 21st

September

- ☐ Ensure unit participates in Popcorn Blitz Weekend #1 (September 10-12)
- ☐ Submit Popcorn Blitz Weekend #1 results for Council Prize (Deadline: September 13th)
- ☐ 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 2021 Popcorn Sale that Popcorn can be returned*) – September 16th
- ☐ Tabulate quantity of 2nd Popcorn Order – first opportunity to order chocolate popcorn
Subtract current inventory, of course
- ☐ Submit 2nd Popcorn Order (Deadline - September 17th)

October

- ☐ Pick up 2nd Popcorn Order at District Distribution Site on October 2nd
- ☐ Popcorn Blitz Weekend #2 (October 8-10)
- ☐ Submit Popcorn Blitz Weekend #2 results for Council Prize (Deadline – October 11th)

November

- ☐ Submit 3rd Popcorn Order (Deadline: November – 1st)
- ☐ Deadline to submit Military Donation Prizes – military patch sets (November 12th)
- ☐ Online Popcorn Sale Continues (Scouts can keep selling but not for prizes, November 13th)
- ☐ Pick up 3rd Popcorn Order at District Distribution Site on November 13th
- ☐ Order Trail's End prizes (Deadline November 13th)
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 3rd, submit to Council ...
 - ☐ Final Payment Due - To avoid your unit commission dropping
- ☐ December 4th – Past due payments – commission drops to 20%
- ☐ December 10th – Past due payments – commission drops to 15%

Trail's End® REWARDS

Collect points to earn **amazon.com** Gift Cards
and choose the prize **YOU** want!

1.5PTS
1PT

PER EVERY \$1 SOLD
**ONLINE DIRECT
& CREDIT/DEBIT**

PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS



7,500 pts
Earn an **\$550**
Amazon.com Gift Card

REWARD IDEAS



2,000 pts
Earn a **\$70**
Amazon.com Gift Card

REWARD IDEAS



6,000 pts
Earn a **\$450**
Amazon.com Gift Card

REWARD IDEAS



1,750 pts
Earn a **\$60**
Amazon.com Gift Card

REWARD IDEAS



5,000 pts
Earn a **\$350**
Amazon.com Gift Card

REWARD IDEAS



1,500 pts
Earn a **\$50**
Amazon.com Gift Card

REWARD IDEAS



4,000 pts
Earn a **\$250**
Amazon.com Gift Card

REWARD IDEAS



1,250 pts
Earn a **\$40**
Amazon.com Gift Card

REWARD IDEAS



3,500 pts
Earn a **\$200**
Amazon.com Gift Card

REWARD IDEAS



1,000 pts
Earn a **\$30**
Amazon.com Gift Card

REWARD IDEAS



3,000 pts
Earn a **\$150**
Amazon.com Gift Card

REWARD IDEAS



750 pts
Earn a **\$20**
Amazon.com Gift Card

REWARD IDEAS



2,500 pts
Earn a **\$100**
Amazon.com Gift Card

REWARD IDEAS



500 pts
Earn a **\$10**
Amazon.com Gift Card

REWARD IDEAS



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app





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

NEW THIS YEAR!!!

**DON'T FORGET TO ATTEND THE
VIRTUAL KICK OFF'S IN JULY TO FIND
OUT MORE INFO!**



CHECK THIS OUT!





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.

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **472,500** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

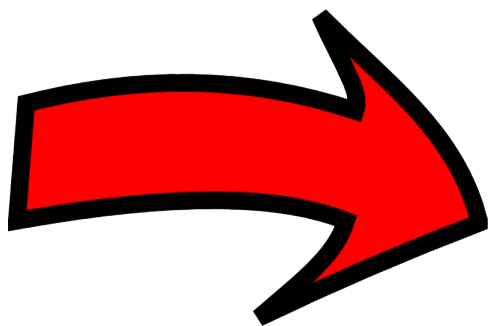
SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations

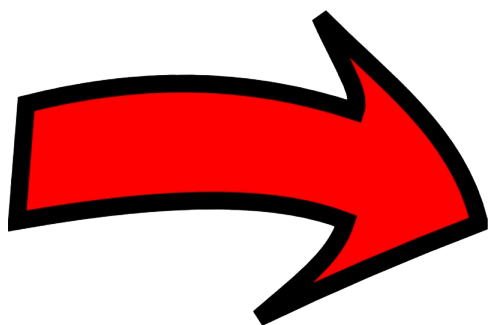
Donation Level

\$50

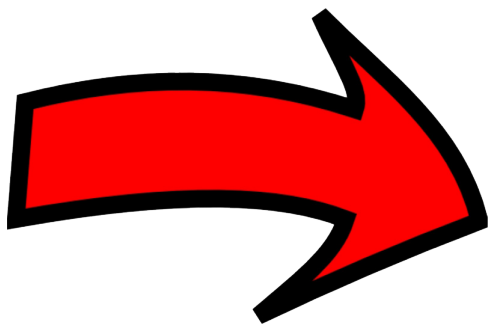
\$30



**SCAN THIS QR CODE
TO FILL OUT YOUR
2021 COMMITMENT FORM**



**SCAN THIS QR CODE
TO FILL OUT YOUR
2021 IDEAL YEAR OF SCOUTING SURVEY**



**SCAN THIS QR CODE
TO REGISTER FOR THE
2021 VIRTUAL POPCORN KICK-OFF'S**