



POPCORN campaign

"BUILD YOUR OWN ADVENTURE!"

2022



BOY SCOUTS OF AMERICA
CENTRAL FLORIDA COUNCIL



TRUSTWORTHY

LOYAL

HELPFUL

FRIENDLY

COURTEOUS



KIND

POPCORN



OBEDIENT

CHEERFUL

THRIFTY

BRAVE

CLEAN

REVERENT



2022 POPCORN CAMPAIGN CALENDAR

May 19 – July Roundtable	District Kernel promotes units to “sign up” for the Popcorn 2022 Campaign
July 16 & July 23	Popcorn Virtual Regional Kickoff – Please choose one for your unit, (Unit attendance (at least 1 adult leader) required for 35% commission): July 16 th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff) July 23 rd – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)
Week of July 25 – July 29	Popcorn Family Guide arrives to Scouts in mail
July 25	Popcorn Campaign Begins
July 31	Deadline to submit Ideal Year of Scouting Survey (required for 35% commission)
July 31	Deadline for 1 st order (Submit ONLINE at Trails-End.com)
August 13	Units pick up 1 st order at Area distribution sites
September 9-11	Council Blitz Weekend #1
September 12	Deadline to submit Blitz Weekend #1 results
September 15 (Roundtable)	Deadline to return popcorn (full cases only) ordered from the 1 st Order (*this will be the only time in the 2022 Popcorn Sale that Popcorn can be returned*)
September 16	Deadline for 2 nd order w/ Chocolate available (Submit ONLINE at Trails-End.com)
September 30	Units pick up 2 nd order at Area distribution sites
October 7-9	Council Blitz Weekend #2
October 10	Deadline to submit Blitz Weekend #2 results
November 1	Deadline for 3 rd order (Submit ONLINE at Trails-End.com)
November 11	Deadline to submit Military Donation Prizes (Military patch sets)
November 11	Online Popcorn Campaign Continues (Scouts can keep selling, but not for prizes)
November 11	ALL Unit Prize Orders Due
November 19	Units pick up 3 rd order at Area distribution sites.
December 2	ALL Payments Due
December 3	Past due payment - commission drops to 20%
December 10	Past due payment - commission drops to 15%

MORE INFO: POPCORN.CFLSCOUTING.ORG

Suggested Popcorn Timeline for Units*

Central Florida Council 2022

*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 2022, goals, etc. (Requirement to receive full commission)
- Submit 1st Popcorn Order (Deadline - July 31st)
- 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
- Hold Unit Popcorn Kick-off Event
- Pick up 1st Popcorn Order at District Distribution Site on August 13th

September

- Ensure unit participates in Popcorn Blitz Weekend #1 (September 9-11)
- Submit Popcorn Blitz Weekend #1 results for Council Prize (Deadline: September 12th)
- 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 2022 Popcorn Sale that Popcorn can be returned*) – September 15th
- Tabulate quantity of 2nd Popcorn Order – first opportunity to order chocolate popcorn
Subtract current inventory, of course
- Submit 2nd Popcorn Order (Deadline - September 16th)
- Pick up 2nd Popcorn Order at District Distribution Site on September 30th

October

- Popcorn Blitz Weekend #2 (October 7-9)
- Submit Popcorn Blitz Weekend #2 results for Council Prize (Deadline – October 10th)

November

- Submit 3rd Popcorn Order (Deadline: November 1st)
- Deadline to submit Military Donation Prizes – military patch sets (November 11th)
- Online Popcorn Sale Continues (Scouts can keep selling but not for prizes, November 11th)
- Order Trail's End prizes (Deadline November 11th)
Please use the Trails-End website to accomplish this.
- Pick up 3rd Popcorn Order at District Distribution Site on November 19th
- Collect rest of monies from Scouts
- Present any unit awards at next Unit meeting

December

- By December 2nd, submit to Council ...
 - Final Payment Due - To avoid your unit commission dropping
- December 3rd – Past due payments – commission drops to 20%
- December 10th – Past due payments – commission drops to 15%

what can popcorn do for you?



**POPCORN
2022**



HELPS KIDS

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hand work
- To Help Others Around Them
- To Be Part of Something Bigger

*Adventure
awaits*



Become Decision
Makers



Learn Money
Management



Become Goal
Setters



Develop Business
Ethics



Become Future
Entrepreneurs



Learn People
Skills

WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return

- You can earn enough money to fund your Unit's program for the entire year!
- The Council uses part of the proceeds for Camping Programming, Camp Maintenance, leader training, Camporees, etc.



Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and Council), Trail's End Rewards, Trail's End Facebook Communities online selling platform, marketing collateral, training webinars, etc.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community where you can get answers 24/7, 365 days a year



Recruitment

- The recruitment feature in the Trail's End App allows kids in your Unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your Unit, your Council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!

PRIZES
PRIZES
PRIZES
PRIZES

TRAIL'S END REWARDS*

KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!



WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified Sale Management
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the fundraiser and get back to Unit adventures faster!

*Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.

Trail's End

REWARDS

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



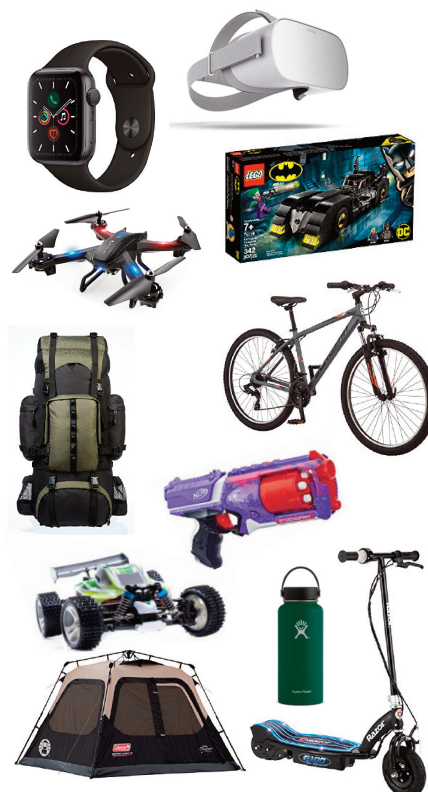
Earn More! Earn Easier! No need to write in orders!

Scan the QR code to download the APP thru Google or Apple Play for online direct and credit / debit sales. Trail's End pays all transactions fees.

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront) 1PT Per \$1 Sold Cash and Online Direct



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



An Amazon.com Gift Card prize program where kids get to buy the prizes they want. The more you sell, the more you earn!

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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

MORE INFO: TRAILS-END.COM

2022 popcorn military sales!



WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

Heroes and Helpers Donations

When a customer purchases a Heroes and Helpers Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, military men and women, their families, and veteran organizations.

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. In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states.



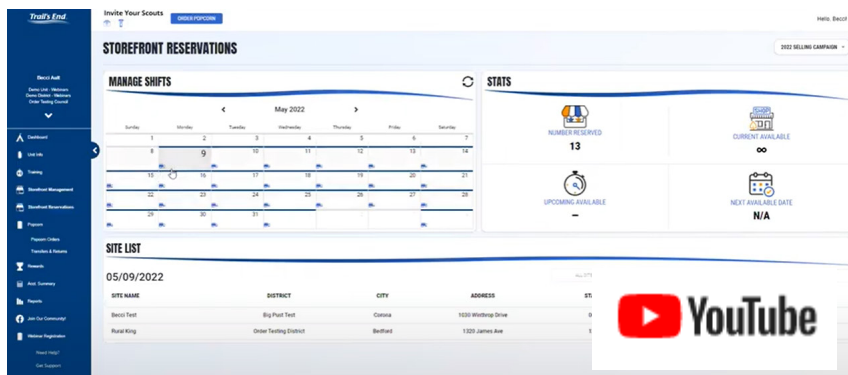
Salute our Heroes!

STORE FRONT

GUIDE

STORE FRONT RESERVATION GUIDE

HOW TO VIDEO (SCAN QR CODE)



Trail's End

STOREFRONT RESERVATION GUIDE

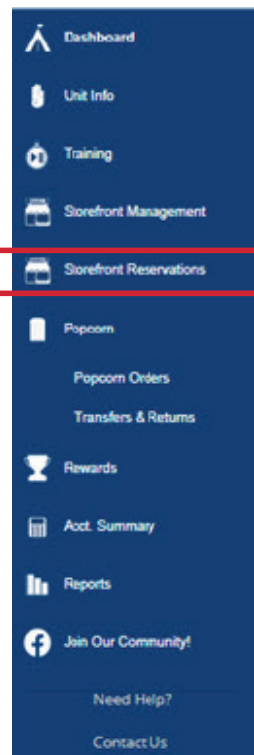
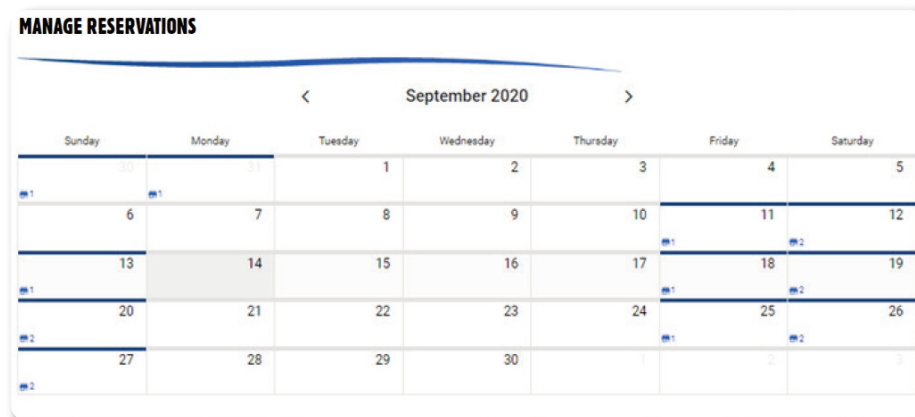
1

To begin claiming Storefront Reservations, login to your Trail's End unit leader account at www.trailsend.com/login and go to the "Storefront Reservations" tab on the left side menu.

2

You can locate available Storefront Reservations by clicking on dates with a blue icon (include a close-up of the icon here). The number next to the icon indicates the number of available Reservations.

3

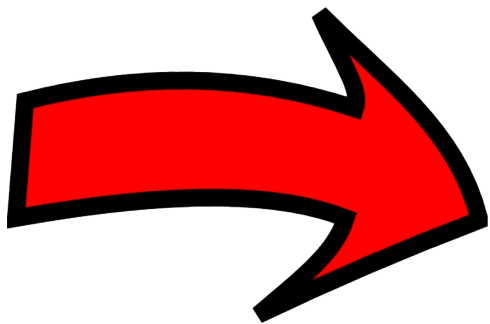


Selecting a date will bring up a list of Storefront Reservations available, including the address, start time, and end time for the reservation. For dates with multiple reservations available, filter for specific stores or look up stores using the "Search" box.

**UNITS CAN BEGIN TO START SCHEDULING
SLOTS ON *FRIDAY, MAY 20TH***

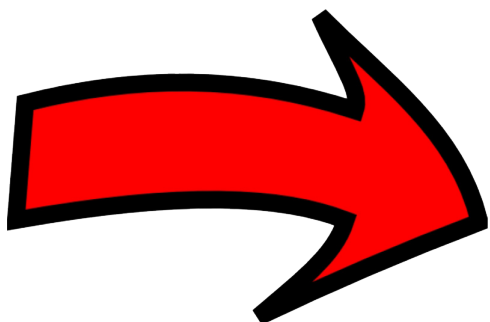
**SCAN
FOR
FULL
GUIDE**



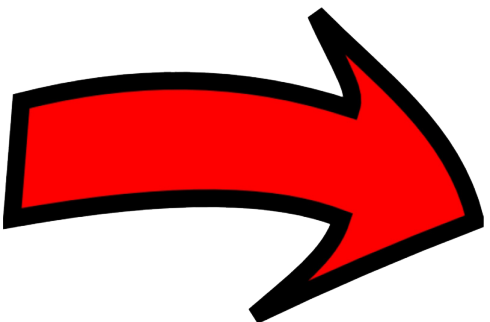


**SIGN UP EARLY TO
RECEIVE INFO ON
STORE FRONT SALES**

**SCAN THIS QR CODE
TO FILL OUT YOUR
2022 COMMITMENT FORM**



**SCAN THIS QR CODE
TO FILL OUT YOUR
2022 IDEAL YEAR OF SCOUTING SURVEY**



**SCAN THIS QR CODE
TO REGISTER FOR THE
2022 VIRTUAL POPCORN KICK-OFF'S**