



2023 POPCORN CALENDAR

"POWERING SCOUTING"



BOY SCOUTS OF AMERICA®
CENTRAL FLORIDA COUNCIL





2023 POPCORN CALENDAR

"POWERING SCOUTING"

July 15 & July 22	Popcorn Virtual Regional Kickoff – Please choose one for your unit, (Unit attendance (at least 1 adult leader) required for 35% commission): July 15 th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff) July 22 nd – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)
Week of July 24 – July 28	Popcorn Family Guide arrives to Scouts in mail
July 24	Popcorn Campaign Begins
July 30	Deadline for 1 st order (Submit ONLINE at Trails-End.com)
July 31	Deadline to submit Ideal Year of Scouting Survey (required for 35% commission)
August 12	Units pick up 1 st order at Area distribution sites
September 8-10	Council Blitz Weekend #1
September 12	Deadline to submit Blitz Weekend #1 results
September 21 (Roundtable)	Deadline to return popcorn (full cases only) ordered from the 1 st Order (*this will be the only time in the 2023 Popcorn Sale that Popcorn can be returned*)
September 22	Deadline for 2 nd order w/ Chocolate available (Submit ONLINE at Trails-End.com)
October 7	Units pick up 2 nd order at Area distribution sites
October 13-15	Council Blitz Weekend #2
October 17	Deadline to submit Blitz Weekend #2 results
November 3	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 18	Units pick up 3 rd order at Area distribution sites.
December 1	ALL Payments Due
December 2	Past due payment - commission drops to 20%
December 4	Past due payment - commission drops to 15%

MORE INFO: POPCORN.CFLSCOUTING.ORG





Suggested Popcorn Timeline for Units*

Central Florida Council 2023

*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 at:
<https://sell.trails-end.com/unit-registration>

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
- 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 is new for 2023, goals, etc. (Requirement to receive full commission)
- Submit 1st Popcorn Order (Deadline - July 30th)
- 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 12th

September

- Ensure unit participates in Popcorn Blitz Weekend #1 (September 8-10)
- 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 21st.
- Tabulate quantity of 2nd Popcorn Order – Subtract current inventory.
- Submit 2nd Popcorn Order (Deadline - September 22nd)
- Pick up 2nd Popcorn Order at District Distribution Site on October 7th

October

- Popcorn Blitz Weekend #2 (October 13-15)
- Submit Popcorn Blitz Weekend #2 results for Council Prize (Deadline – October 17th)

November

- Submit 3rd Popcorn Order (Deadline: November 3rd)
- 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 18th
- Collect rest of the monies from Scouts.
- Present unit awards at next Unit meeting

December

- By December 1st, submit to Council ...
 - Final Payment Due - To avoid your unit commission dropping
- December 2nd – Past due payments – commission drops to 20%
- December 4th – Past due payments – commission drops to 15%





POPCORN 2023 "POWERING SCOUTING"



POPCORN 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 (fee paid by TE and Council), Trail's End Rewards, Trail's End Facebook Community 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!



REWARDS

Did You Know? Set your goal for \$1,500 to help fund your year of Scouting!



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	Fund Your Year of Scouting! \$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



Rewards must be claimed by June 30th

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*Based on National Average of 50% Credit Sales.



THE SCOUT APP GUIDE



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

REQUIRED TO SIGN UP:

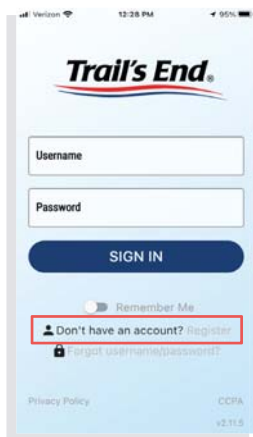
Council

District

Unit

SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your unit, go to Settings & select "Change Unit."
- Record ALL sales in the app - Online Direct, Storefront, Wagon & start selling today!
- Each kid needs a separate account, even siblings.
- You can use the same email for multiple accounts. To switch between accounts in the app, click the name dropdown at the top of the screen.



TIP Be sure to allow the Scout app access to your device's microphone, location and Bluetooth to accept debit/credit.

ACCEPTING CREDIT

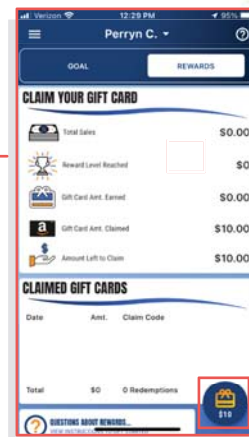
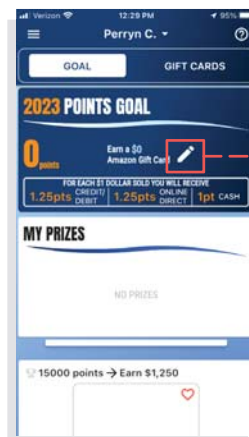
Everyone can accept debit and credit cards for free.

Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC Contactless.



SET A GOAL & CLAIM A REWARD



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the unit's Rewards order, and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.
- To track progress, check the app to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH app and online average 90% MORE than Scouts that sell only traditionally, and 5X MORE than those that sell only online!



Online Direct: Sell online & ship directly to customers

Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders

Did You Know? 2 out of 3 people will buy when asked at their door.

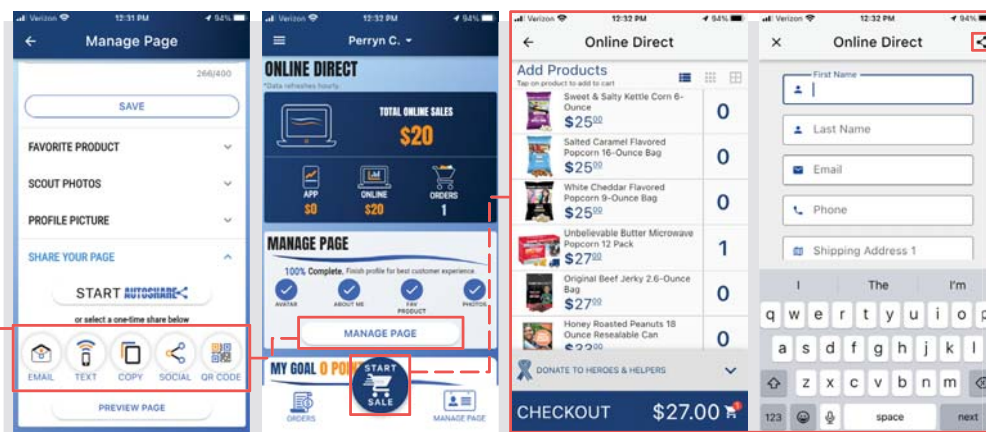
Trail's End™





ONLINE DIRECT

TIP Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

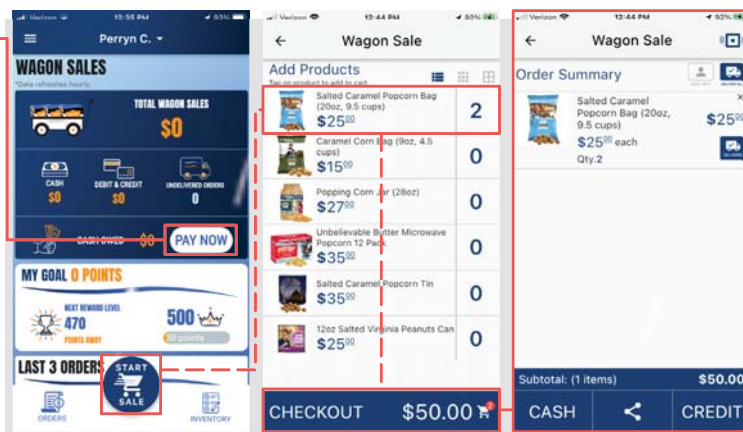


TIP Text cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit/debit card.

- ⑦ Record customer orders in the Scout App, take payment and products ship directly to your customers.

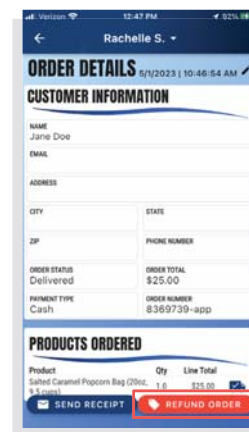
WAGON SALES

TIP The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



TIP Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and don't forget to update when delivered.

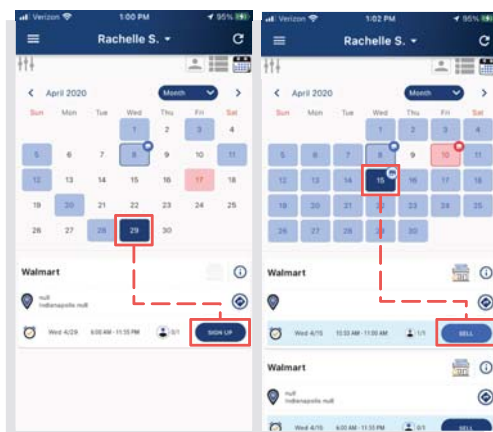
ISSUE A REFUND



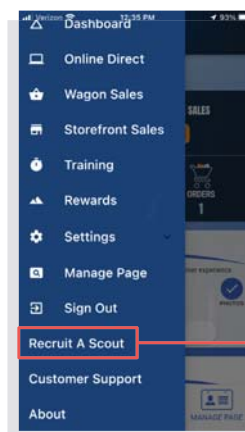
- ⑦ Select "Order" and then tap the order you want to refund. **CAUTION, Trail's End does NOT store card info so this action can't be undone.**

RESERVE STOREFRONT SHIFT

TIP Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info



RECRUITMENT



The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.





2023 POPCORN FOR OUR HEROES



WHAT CAN POPCORN DO FOR
YOUR COMMUNITY & COUNTRY?

Heroes & Helpers Donations

When a customer purchases a Heroes and Helpers Donation, a portion of the purchase goes back to local kids and popcorn is sent to first responders, military men and women, their families, and veteran organizations.



STOREFRONT GUIDE

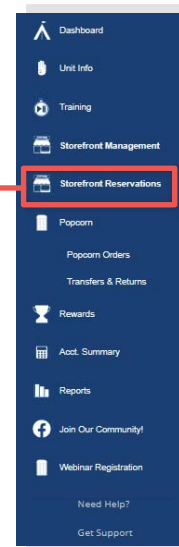
1. Log in to your Trail's End Unit Leader account at trailsend.com/login and click on the "Storefront Reservations" tab on the left side menu.

2. Look for available Storefront Reservations by clicking on dates with a blue icon. The number next to the icon shows how many Reservations are available.

MANAGE SHIFTS

April 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6



3. Select a date to see a list of available Storefront Reservations with their address, start time, and end time. Filter for specific stores or search for stores using the "Search" box.

SITE LIST

04/27/2023

ALL SITES

SITE NAME	DISTRICT	CITY	ADDRESS	START TIME	END TIME	
Kroger	Training District	Noblesville	6125 Mill Oak Drive 6125 Mill Oak Drive	08:00 am	02:00 pm	RESERVE
Kroger	Training District	Noblesville	6125 Mill Oak Drive 6125 Mill Oak Drive	02:00 pm	08:00 pm	RESERVE
Walmart	Training District	Corona	222 S Promenade Ave	08:00 am	02:00 pm	RESERVE
Lowes's Home Improvement	Training District	Norco	3555 Hammer Ave	08:00 am	02:00 pm	RESERVE

4. Click the blue "Reserve" button to claim a shift. It may take several minutes to confirm your Reservation, and you will receive an email once it is confirmed. Once confirmed, the Reservation will also appear on the "Storefront Management" screen.

5. Your Reservation may be rejected if it violates current rules or if another Unit claimed it before you.

6. Check the "Stats" box on the Storefront Reservations page to see information about upcoming availability.

1. **Number Reserved** is how many reservations your unit has claimed so far.
2. **Current Available** is how many reservations your unit can claim now.
3. **Upcoming Available** is how many reservations your unit will be able to claim on a future date.
4. **Next Available Date** is when your unit can claim more reservations.

STATS

<p>NUMBER RESERVED</p> <p>3</p>	<p>CURRENT AVAILABLE</p> <p>2</p>
<p>UPCOMING AVAILABLE</p> <p>5</p>	<p>NEXT AVAILABLE DATE</p> <p>Apr 28 12:00 PM ET</p>

7. Your reserved storefronts can be managed under the "Storefront Management" tab, where you can manage shifts, add Scouts, assign inventory and cash, and record sales.

units can begin to start scheduling slots on
July 1st



FUND YOUR YEAR

A simple guide to over \$1000 in just 4 hours!

PERSONALIZE



DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

- ⑦ Register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

STOREFRONTS



LEARN HOW TO RESERVE WITH
OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

- ⑦ Sign up and sell for at least 4 hours. The average Scout sells over \$250/hr at Storefronts.
Pro Tip, make the most of your storefront time by working with only one Scout and parent per shift!

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using **BOTH** app and online average **90% MORE** than Scouts that sell only traditionally, and **5X MORE** than those that sell only online!*

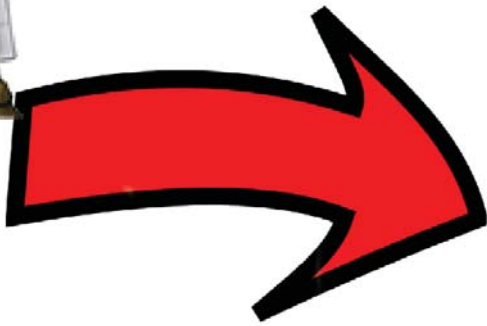
- ⑦ **Online Direct:** Sell online & ship directly to customers. The average customer orders over \$65 when they order online!
Pro Tip, share your fundraising page via social media and tag your family and friends.
- ⑦ **Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision.) The average Scout sells over \$100/hr!
Pro Tip, 2 out of 3 people will buy when asked at their door.



PICK THE PRIZES YOU WANT
& SET A GOAL!

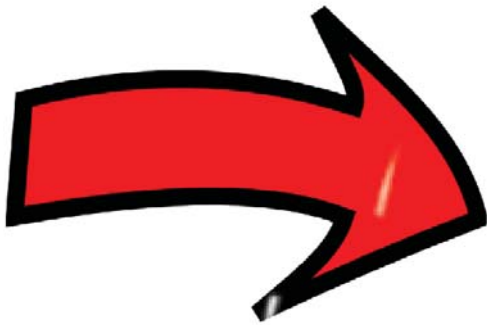
trails-end.com/rewards

Trail's End[™]

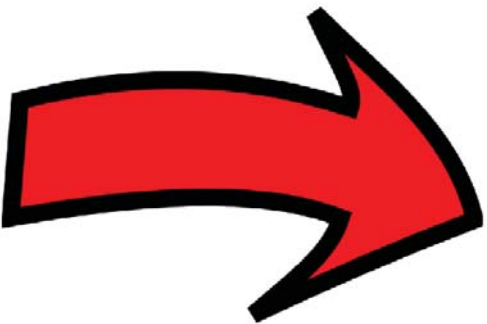


SIGN UP EARLY TO RECEIVE
INFO ON
STORE FRONT SALES

scan this qr code
to fill out your
2023 commitment form



scan this qr code
to fill out your
2023 ideal year of scouting survey



scan this qr code
to register for the
2023 virtual popcorn kick-off's

