

UNIT KERNEL HANDBOOK



Popcorn Sale Resource Guide
Fall 2020

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CONTACT INFORMATION

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Council Popcorn Staffer, Chelsey Luster

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Unit Tasks At A Glance

Beginning:

- ☐ Register your Unit with [Trail's End](#).
 - Units who registered by June 15th earn an additional 5% commission
 - Be sure to have 3 Unit leaders registered in the Unit Leader Portal
- ☐ Create an annual program plan and budget.
- ☐ Set Scout and Unit goals.
- ☐ Read this Unit Kernel Handbook.
- ☐ Take the online [Popcorn Test](#).
- ☐ Become familiar with the [Trail's End Unit Leader Portal](#) and Scout App.
- ☐ Create Unit sales plan and calendar.
- ☐ Set-up Show & Sell locations.
- ☐ Train Scouts and parents on sales pitch and Scout App.
- ☐ Submit Show & Sell order by Saturday, August 1st.
- ☐ Monitor Council popcorn communications and deadlines.

Middle:

- ☐ Pick up Show & Sell order.
- ☐ Monitor/manage popcorn inventory.
 - Submit replenishment orders as needed.
 - Order online between 10:59 PM Friday and 10:59 PM Sunday each week.
- ☐ Monitor/manage Scout sales in the Unit Leader Portal.
 - Update each Monday by 10:59 PM
- ☐ Monitor Council popcorn communications and deadlines.

End:

- ☐ Submit Take Order by 6 PM Sunday, October 25th.
- ☐ Update Scout sales in the Unit Leader Portal by 10:59 PM Sunday, November 1st.
- ☐ Submit Scout information for Council prizes by 10:59 PM Sunday, November 1st.
- ☐ Pick up and distribute your Take Order.
- ☐ Submit any outstanding commission due Council.
- ☐ Monitor Council popcorn communications and deadlines.
- ☐ Submit the Scholarship form for current TE Scholarship account holders. See page 17.
- ☐ Submit pictures of Scouts delivering American Hero Donations.

POPCORN CALENDAR

***Unit deadlines will be different to allow Units to meet Council deadlines.**

Monday, June 15 – Sign-up deadline for additional 5% commission, Popcorn System

Saturday, August 1 – Show & Sell orders DUE: 6 PM, Popcorn System

Monday, August 3 – [Popcorn Test](#) & 3 Unit Leaders registered in the Popcorn System deadline, 10:59 PM for Units to pick-up starting 8/13/20

Thursday, August 13 – Show & Sell Unit Pick Up Begin: NOON – 7 PM, Popcorn Pantry

Friday, August 14 – Show & Sell Unit Pick Up: 9 AM – 7 PM, Popcorn Pantry

Saturday, August 15 – Show & Sell Unit Pick Up: 9 AM – NOON, Popcorn Pantry

Thursday, August 20 – Show & Sell Unit Pick Up continued*: NOON – 7 PM, Popcorn Pantry

Friday, August 21 – Show & Sell Unit Pick Up continued*: 9 AM – 7 PM, Popcorn Pantry

August 26 – October 30 – Regular Popcorn Pantry hours:

Wednesday 3 – 7 PM
Thursday 10 AM – 2 PM
Friday 2 – 6 PM

Saturday, September 19 – Popcorn Pantry open: 9 AM – NOON

Saturday, October 3 – LAST day for limited popcorn returns: 9 AM – NOON, Popcorn Pantry

◇ **Maximum 10%** (retail value) of any checked-out inventory

Friday, October 16 – Popcorn Pantry CLOSED

Sunday, October 25 – Take Order deadline: 6 PM, Popcorn System

Sunday, November 1 – **Popcorn sale ends at 10:59 PM**

- **FINAL DAY** FOR SALES TO BE INCLUDED IN PRIZE & RANKING CONSIDERATIONS.
- **Deadline** for patches, \$800 seller t-shirt sizes, and \$2500 Council Prize DUE (Unit Leaders submit)

November 2 – 11 – Popcorn Pantry CLOSED

Thursday, November 12 – Take Order Pick Up Begins: 9 AM – 3 PM (Unit Leaders Only)

Friday, November 13 – Take Order Pick Up: 9 AM – 7 PM (Unit Leaders Only)

November 18 – 20 – final week of Popcorn Pantry hours

Saturday, December 5 – Popcorn Payments DUE: 1 PM, Council Service Center
Note: failure to meet this deadline will result in a 5% commission penalty.

*No replenishment orders

COVID-19 Response

We need to address COVID-19 and the impact it will have on the sale this season. Although there is a lot of uncertainty, it poses a great threat to product production and financial hardship to units and council due to excess inventory. We MUST take the necessary steps to reduce the financial risk and protect the well-being of our Scouting community:

1. Participate in the Online Direct selling beginning July 1, Scouts earn double rewards points, can practice social distancing, and have no inventory to handle.
2. Start the Take Order Sale early (July 1): Order exactly what you need to eliminate guesswork.
 - a. Use of credit cards to earn 1½ reward points and minimize financial risk of handling cash.
 - b. Parents can pay their unit with a credit card.
3. Units will be permitted to order up to 50% of what they sold in 2019 as their initial order. This reduces the risk of having excessive product should the campaign get disrupted due to an unexpected outbreak.
4. We will work with Trail's End to order additional product as needed.
 - a. Units must use the App so we can monitor the progress of the sale.
5. 50% of the commission due to Council on checked out popcorn is required before you will be allowed to pick up additional product.
 - a. Credits are applied when using credit cards and selling online. Therefore, reducing what you owe.
6. **Due to COVID-19, we will be accepting a limited (max 10% of checked out product) amount of product returns. Any returned product will be isolated in the Popcorn Pantry for a minimum of 48 hours before being released back into the field for sale.**

Alamo Area Council COVID-19 Protocols

The Boy Scouts of America, Alamo Area Council has adopted COVID-19 protocols to support our 2020 program year and to keep our Scouts, families, neighbors, community partners and their customers safe. Scouts and their adult chaperones are expected to adhere to these protocols for each of their Show & Sell shifts. See page 22 or Council's [Popcorn webpage](#) for protocol details. It is suggested to include a copy of these protocols in your Unit popcorn information as well as with your Show & Sell set up materials.

Our main objective is to preserve the health and wellbeing of our Scouters and their families. Should a parent determine a Scout should not participate in their scheduled shift the Unit Popcorn Kernel should be contacted immediately.

Any scout/chaperone who does not comply with these protocol risks being removed from store-front bookings for the remainder of the 2020 Popcorn fundraising season. Our commitment will always be to err on the side of caution. Should our local health officials change local allowances for re-opening, we will follow to the fullest extent of their orders.


Please direct any questions or concerns directly to 2020 Popcorn Staff Advisor, Chelsey Luster at (210) 414-7357 or Chelsey.luster@scouting.org.

GETTING STARTED

1. REGISTER (commit) YOUR UNIT for the 2020 SALE

- <https://www.trails-end.com/unit-registration>
- This is the administration site for the sale where you will place Unit orders, track sales, transfer popcorn between Units, view your invoices, and run reports to get sale data.
- Once your Unit has committed to the sale, Council must approve all Kernels.
 - Once you have been approved you will receive an auto-generated email from Trail's End with your Username and temporary password.

2. COMPLETE the Unit setup in the [Unit Leader Portal](#) (Popcorn System)

- The Unit Leader Portal provides tools for sales tracking, inventory management, and Show & Sell management.
- Follow the link provided in step 1 or go to <https://scouting.trails-end.com/>
- Be sure your Unit has at least 3 Unit leaders registered in the [Popcorn System](#).
Include:
 - Popcorn Kernel
 - Treasurer
 - either the Committee Chair or Cub/Scoutmaster
 - include anyone authorized to check up popcorn from the Popcorn Pantry
 - Only authorized adults are allowed to check out popcorn
 - NOTE: All Unit leaders registered in the Popcorn System will receive popcorn related emails from Council.
- Steps to update your Unit Info:
 - Under the side bar in the Unit Leader Portal go to "Unit Info"
 - Click on "Unit Team Members"
 - Designate the Primary Contact
 - For the appropriate leader, select Primary from the dropdown menu
 - Click "Go"
 - Add additional leaders by clicking the  New Leader .
 - A pop-up window will appear. Complete the required information.
 - Usernames
 - For NEW Kernels (someone who does not already have a username from a previous sale) create a username for them.
 - If a Kernel already has a username, we suggest the Kernel register themselves in the popcorn system.
 - NOTE: There is no linking of the Scout account login to the Unit Leader Portal.
- Designate how your Unit will split Show & Sell sales on the Unit Info page.
- Be sure your App Settings, under Unit Info, indicates "No, Scouts cannot modify the price."
- Note: there is not a Unit Leader Portal app, it can only be accessed via a web browser.

3. COMPLETE the Council required online Popcorn Test

- Use this Handbook along with Council's popcorn webpage to answer questions on the Popcorn Test. It's open book! 😊

- The Unit Kernel and a second Unit leader must take and pass the Popcorn Test before popcorn will be distributed to your Unit.
- Both of your Unit's tests must be submitted by 10:59 PM on Monday, August 3rd for your Unit to pick-up popcorn starting Thursday, August 13th.
- Test results will be emailed approximately 1 week after submission.
 - If you do not meet the minimum score a re-test link will be sent to you.
- The test can be found [HERE](#) or via a link on [Council's website](#).

4. JOIN WORKPLACE

- BSA's Facebook [Workplace](#) platform. The intent is to create a networking option for Popcorn Kernels (Unit and District level) to share ideas, ask questions, celebrate successes, and ask for information/resources.
- This is a great place to facilitate transfers and offer Show & Sell opportunities your Unit may not be able to fulfill.

5. GET TRAINED

- Trail's End offers online training videos for Leaders and Scouts designed by Trail's End and can be accessed by any mobile device at <https://www.trails-end.com/training>.
- Many training resources are available in the Unit Leader Portal under the Training tab.
- Trail's End offers webinars online <https://www.trails-end.com/webinars>
- Alamo Area Council offers optional training for new and new again Unit popcorn leaders.

6. CREATE a Unit plan

- Work with your Unit's Committee to determine what popcorn will pay for.
- Work with your Unit's Committee to set a Unit goal and Scout goal.
- Determine how much each Scout earns from his/her sales.
- Determine how Show & Sales will be split between Scouts. (referred to in #2)
- Determine any Unit prizes in addition to Trail's End Amazon Gift Cards.
 - Examples:
 - Sell \$X and earn:
 - Summer Camp or Den/Patrol trip
 - Parent ticket to event
 - Unit credit
 - Top Pack/Troop seller or Den/Patrol
 - If the Pack/Troop sells \$X everyone gets a _____.
- Decide where popcorn will be stored and how it will be distributed to Scouts.
- Create a plan to train Scouts and parents.
- Create your Unit calendar keeping Council deadlines in mind.
 - Be sure to give yourself plenty of time.

7. SHARE WHAT YOU KNOW

- Teach the Scouts and their families about this year's goals, products, and sale details.
- Teach Scouts the Sales Pitch and have them practice.
- Get the Scouts excited about everything they can do in Scouting.
 - Show them how this is possible through their popcorn sale.
- Get Parents excited about everything that Scouts can **earn** from their popcorn sales.

2020 PRODUCT LINE

SHOW & SELL / WAGON SALES

| Flavor | Size | Price/unit | #/case | Price/case |
|--|----------------------------------|------------|--------|------------|
| Cheese Lover's Box Contains: White Cheddar Blazin' Hot | 9 oz. bag 8 oz. bag | \$35 | 1 | \$35 |
| Unbelievable Butter (microwave)* | 12 pack | \$20 | 6 | \$120 |
| Salted Caramel | 20 oz. bag | \$25 | 12 | \$300 |
| White Cheddar | 9 oz. bag | \$20 | 8 | \$160 |
| Blazin' Hot | 8 oz. bag | \$20 | 8 | \$160 |
| Unbelievable Butter (ready to eat) | 7 oz. bag | \$20 | 8 | \$160 |
| Popping Corn** | 28 oz. JAR | \$15 | 9 | \$135 |
| Classic Caramel Corn | 9 oz. bag | \$10 | 12 | \$120 |
| American Hero Donation | Any denomination through the App | | | |

*Council will receive only 1 shipment of microwavable Unbelievable Butter, there will be no replenishment orders. Units will be limited in the amount they can pick up.

**There are NO returns for Popping Corn



TAKE ORDER

| Flavor | Size | Price/unit | #/case | Price/case |
|--|------------------------|------------|--------------------------------|------------|
| Cheese Lover's Box Contains: White Cheddar Blazin' Hot | 9 oz. bag 8 oz. bag | \$35 | 1 | \$35 |
| Salted Caramel | 20 oz. bag | \$25 | 12 | \$300 |
| White Cheddar | 9 oz. bag | \$20 | 8 | \$160 |
| Blazin' Hot | 8 oz. bag | \$20 | 8 | \$160 |
| Unbelievable Butter (ready to eat) | 7 oz. bag | \$20 | 8 | \$160 |
| Popping Corn** | 28 oz. JAR | \$15 | 9 | \$135 |
| Classic Caramel Corn | 9 oz. bag | \$10 | 12 | \$120 |
| American Hero Donation – Silver Level | | \$30 | | \$30 |
| American Hero Donation – Gold Level | | \$50 | | \$50 |
| Chocolate Lover's Tin ⁺ | TBD | \$60 | Sold via Online Direct ONLY | |
| Chocolatey Caramel Crunch tin ⁺ | 16 oz. | \$30 | | |

⁺Chocolate products direct ship to customers and will be charged for shipping. No chocolate products will be delivered to the Pantry for pick-up.

In addition to the products above, Trail's End offers a variety of coffee, chocolate, and other products through the Online Direct sales.

NOTE: Online Direct prices are set at the "traditional" price point. The "traditional" price is based on the average sale price from across the US. Beginning July 1st shipping will be \$7.99 for the first item and each additional item added to the order is an additional \$0.99.

WAYS TO SELL

| | |
|--|---|
| SHOW & SELL Storefront sales | <p>When you set up in front of a business, storefront, or other location (after getting permission). Show & Sells are typically organized in shifts (usually 2 hours each depending upon the age of your Scouts). It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p> |
| WAGON SALES Door-to-Door | <p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer. Using the TE Scout APP is important for tracking the Scout's popcorn inventory.</p> |
| TAKE ORDER WAGON SALES | <p>Scouts collect orders using the TE Scout App for product to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. In order to use the Scout App for Take Orders, money should be collected upfront. It is imperative that accurate customer information be collected at the time of the sale, this includes customer name and address. Use the Take Order form as a "menu."</p> |
| <u>ONLINE Direct</u> | <p>Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their online account by downloading the Trail's End App or at www.trails-end.com and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. The Unit has no involvement in the ordering or shipping process. Online sales are open year-round! Online sales earn 40% commissions!</p> |

Trail's End Show & Sell Location Rules

Units will be able to sign up for Show & Sell locations via the Unit Leader Portal. All Show & Sell locations organized by Trail's End have the following rules:

- Alamo Area Council Covid-19 protocols will be followed.
- If your Unit cannot attend your shift, please post the opportunity on the Unit Kernel's Workplace group, contact your District Kernel and/or go to your District Roundtable to find a Unit to fill you spot. If your Unit is a no-show, your Unit will be excluded from future District or Council run locations. PLEASE DO NOT WASTE THESE VALUABLE OPPORTUNITIES.
- Your Unit is responsible for your own setup and cleanup within the allotted time slot, including tables, chairs, signage, canopy, and ALL TRASH REMOVAL. Each Unit has 15 minutes prior to the start of your shift to setup and 15 minutes after the shift to breakdown and cleanup.
- Maintain Two-Deep Leadership with current Youth Protection Training (YPT) at all times throughout the sale.

- All Scouts should be dressed in the official Field ("Class A") Scout Uniform.
- Please make other arrangements for siblings.
- Do not ask store associates for change.
- Remember a Scout is ALWAYS courteous and kind!!!
- **Any Unit that breaks these rules will be excluded from future shifts.** This includes failure to remove trash, exceeding your breakdown time, being a no-show for your shift, or being un-Scout like, especially with store staff.

TRAIL'S END SCOUT APP

Mobile app for Scouts to report and track real-time sales, wagon and online sales, accept payment (including credit cards), sign up for Show & Sell shifts, and track inventory.

Key Functionality for Leaders:

- NO CREDIT CARD FEES (paid by TE) – powered by Square
- Accepts transaction via swipe, chip reader, Bluetooth NFC, and manual entry
- Automatically communicates and tracks sales for rewards and inventory management.
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts.
- Link Scout Trail's End page to social media.
- NOTE: there is not a Unit Leader version of the app.

Benefit for Scout:

- Accepting credit cards increases sales.
- Real-time tracking of Scout sales.
- Monitors and shows how close the Scout is to reaching their goal.

Splitting Sales:

If more than one Scout sells during a Show & Sell shift, either Scout or both Scouts may use the Trail's End App to process sales. At the end of the shift, the Unit Kernel can log into the Unit Leader Portal and select Split Sales.

CREDIT CARD PROCESSING

Free Credit Card Processing All Units/Scouts are eligible for Free Credit Card Processing through the Trail's End Scout App powered by Square.

Units do not need to attach Unit bank accounts to accept credit card payment.

How it works:

- Scout logs into the Trail's End App from any handheld device (must have Wi-Fi or cellular connectivity)
- Select products being purchased
- Total the sale and select credit for the purchase type
- Use any attached Square reader or key in the card information on the device
- Scouts may also accept Apple Pay and Google Pay if their device offers those functions

All credit card payments are paid directly to Trail's End and are deducted from the Unit invoice.

NEW this year: The Scout App now has an option for parents to submit a credit card payment for the cash they have on hand. The Unit gets the credit and the parent keeps the cash. The decision to use this option is up to the Unit.

RECEIVING CREDIT CARD COMMISSION

Unit Leaders will see all parts of the sale on one invoice. Online sales commission will be applied to your Unit invoice as payments are received by Trail's End.

- You can view payments (transaction history) and account balance under the "Acct. Summary" section of the [Unit Leader Portal](#).
- If you have a balance due to Council on your popcorn invoice statement, app credit card sales and Unit commissions from online sales will be credited towards your unpaid balance.
- **Once you have a \$0 balance due to Council, remaining funds can be requested for payout (bank information required**).**
- Requested funds will be transferred to your Unit's bank account via ACH on the 14th and 28th of each month, or the following business day, depending on the date of your payout request.

★ If your Unit does not have a bank account – your Unit may choose to receive payment from Alamo Area Council with either a check or deposit into the Unit's registration or Scout Shop account. These payments will be completed during the month of December.

**Bank account information is managed in the Unit Leader Portal under UNIT INFO.

Where does the popcorn money go?

When parents and customers ask where the money from popcorn sales goes, you can use this graphic or something similar to explain that **over 73% of the sale price stays here in the Alamo Area Council.**

- 30-38% for the Unit
 - be specific about what your Unit pays for
- up to 10% for Scout rewards
- 33% for the Council, it covers:
 - Local Unit support
 - Camps
 - Camperships
 - Service Centers
 - Project Aguila
 - Outdoor Adventures
 - Staff



THE SALES PITCH

- Focus on Scouting instead of popcorn.
- **Ask "YES" questions.**
 - "Can I count on your support?"
 - "Will you help me get to camp?"
- Avoid asking "no" questions.
 - "Do you want to buy popcorn?" is easy for customers to say no to.

Sample Sales Script:

Hello my name is _____ and I'm with Cub Scout Pack / Troop _____.
My goal is to _____. May I count on your support?

- Be specific on how the money will be used. People are more willing to purchase if they know where the money is going.
 - "I'm raising money to go to Philmont next summer."
- Up sell –
 - "For just \$5 more you can get the Salted Caramel."
 - "Can't decide between White Cheddar and Blazin' Hot? Get both and save \$5!"
 - Use whatever phrase works best for **you**.
- If someone says – "It's not on my diet." Or "I can't eat it because I'm diabetic." – let them know that it makes a great gift for the holidays or suggest an American Hero Donation.
- **Practice** – Have Scouts practice their pitch until they don't have to think about what they are going to say.
 - Watch and share the [sales tips and pitch examples](#) from Connor Franklin of Troop 208 in Roadrunner District. Connor is ranked #6 in the nation for his 2019 sales. He is Alamo Area Council's highest selling Scout in 2018 and 2019.

INVENTORY and PICK UP

Trail's End will deliver popcorn to the McGimsey Popcorn Pantry. See the return policy on page 12. Please note:

- Popcorn may only be picked up by your Unit's designated adults.
 - Be sure to register those individuals in the Popcorn System.
- **50% of the commission due to Council on checked out popcorn is required before you will be allowed to pick up additional product.**
 - It is possible this payment could be credited through credit card sales.
 - The amount due Council can be found under the Acct. Summary section of the Unit Leader Portal.

It is important Units have the popcorn they need, while making sure to limit the amount of popcorn leftover at the end of the sale. All popcorn ordered from Trail's End cannot be returned and becomes the property of the Alamo Area Council. Council uses popcorn returned by Units **through October 3rd** to fill orders for other Units, fill Take Orders, and as part of our American Hero Donations taken to local military sites. Popcorn in excess of that used to fulfill Take Orders and American Hero Donations **is a financial loss for Council**. Council will closely monitor sales

registered via the Trail's End Scout app and may make additional popcorn orders while making sure to limit Council's liability. Units should use the Trail's End Scout app, carefully monitor their inventory, and keep the Unit Leader Portal up to date. To help reduce the amount of returns and left-over popcorn, follow these steps:

- Look at your sales plan. Do you have more or fewer Show & Sales scheduled than you did last year?
- Monitor sales in the Unit Leader Portal weekly to assure product is being moved.
- Ask the Scout families not to fill their personal family orders first. This will provide more product for Show & Sales and Wagon Sales. The family orders can be filled with returns from other Scouts or with the Take Order.
- Remember, additional popcorn can be picked up throughout the sale from the Pantry.
- NOTE: There are no returns for Popping Corn. Any Popping Corn checked out by your Unit must be sold.

POPCORN PANTRY LOCATION

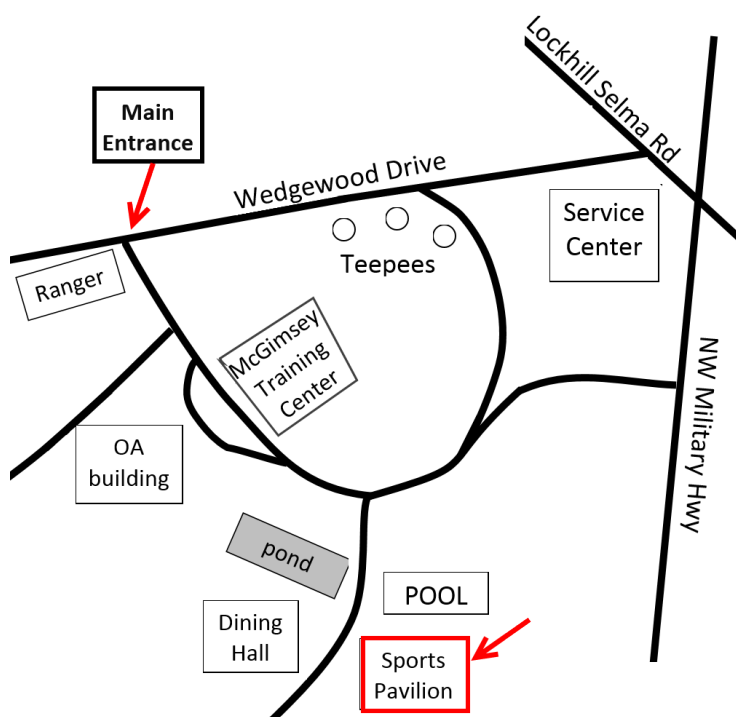
McGimsey Scout Park in the Sports Pavilion:

[10810 Wedgewood Drive](#)

(NW Military & Lockhill Selma – behind
Council Service Center)

- ☐ Please bring volunteers to help load your vehicle. This is especially important for pulling product and loading orders during Warehouse Hours throughout the sale.
- ☐ Be sure to bring a large enough vehicle to haul your order.

Enter off Wedgewood and exit to NW Military; drive carefully and slowly through the park.



Regular Popcorn Pantry hours:

- Wednesday 3 – 7 PM
- Thursday 10 AM – 2 PM
- Friday 2 – 6 PM

Specific Saturdays only: 9 AM – NOON

- September 19
- October 3

REPLENISHMENT ORDERS

Need more popcorn? You have 3 options for getting additional popcorn.

1. Receive popcorn from another Unit using a Unit-to-Unit transfer.
2. If a Unit-to-Unit transfer is not possible, the preferred method is to submit a Replenishment Order via the Popcorn System.
 - a. Submit your order online between 10:59 PM Friday until 10:59 PM Sunday of each week.
3. Use the Popcorn Pantry paper forms.
 - a. Arrive at the Pantry, during published hours, and fill out a paper pick-up form.

UNIT-TO-UNIT TRANSFERS

If your Unit is going to transfer products to or from another Unit, follow the process below. Remember Unit-to-Unit transfers **do not** count as a return.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

1. After the transferring Unit submits the transfer request, the receiving Unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect.

Once the receiving Unit has accepted the transfers, each Unit's invoice will be updated.

The last day to complete Unit-to-Unit Transfers on www.trails-end.com is November 1st!!

RETURN POLICY and PROCEDURES

- Before making a return to Council, offer your products to other Units. Utilize Workplace or your District Popcorn Kernel to help facilitate these transfers.
 - Unit-to-Unit transfers do NOT count against the Unit with regards to the additional 2% commission.
- Returns to Council and Unit-to-Unit transfers are submitted through the Popcorn System.
- Returned product must be in SELLABLE condition.
- Returned product will be sanitized and will sit in quarantine for 48 hours before being redistributed.
- You will receive a receipt for your returns. KEEP a copy for your records.
- No more than 10% of your Unit's checked out inventory may be returned until Noon Saturday, October 3rd.

UPDATE: Military Donations are now American Hero Donations

For over a decade Trail's End has sent popcorn treats to the U.S. Military on behalf of the Boy Scouts of America. Popcorn is sent to veterans' organizations, U.S. troops stationed in Afghanistan and Iraq, all other U. S. Military Bases overseas, domestic U.S. Military Bases, and families of U.S. servicemen and women.

Trail's End has rebranded their Military donations to include all first responders and is now American Hero donations. Donations are offered through individual Scout sales and online throughout the year at www.trails-end.com. The actual product sent will vary by shipment.

Be sure to promote POPCORN FOR AMERICAN HEROES. The Unit commission on American Hero Donations is the same as any other product sold. Therefore the Unit earns the same commission, but does not receive or deliver any popcorn product. Excess product on hand at the end of the sale may be used to fill American Hero Donations.

REQUIRED: At the end of the sale, if your Unit uses American Heroes donations to purchase excess popcorn inventory you must submit pictures of your Scouts delivering that popcorn. Send pictures to popcorn@alamoareaabsa.org.

Cash Donations

Per BSA Policy on Fundraising, Units may not solicit cash donations for general use. However, while selling popcorn, cash donations are often received. Turn in donated cash in the form of American Hero Donation orders – the Trail's End App will allow you to enter any denomination.



INCREASE SALES & SUPPORT OUR AMERICAN HEROES -- Put out a donation canister to collect change and money from those not interested in buying popcorn. Most people will give to our soldiers or first responders even if they can't buy popcorn.

Customer Receipts

For Take Orders, in order to use the TE Scout App, sales must be recorded and money collected at the time of the sale. Scouts need to make sure to give the customer a receipt with the Scout's contact information and the date of when the order is expected to be delivered. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. We want to avoid Council receiving phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. Keeping accurate customer information is made easier with the Trail's End App. Be sure to record customer name and address in the Scout App.

DAMAGED PRODUCT

If you find damaged product when you open a TE box, submit a [Damaged Popcorn Report](#). You will need the flavor, the numbers found with the expiration date, a description and picture of the damage. Damaged products may be returned or exchanged. Your Unit's account will not be updated until the actual damaged product has been exchanged or returned to the Pantry.

WRAPPING UP THE SALE

New this year, Take Orders are due one week prior to the end of the popcorn sale. The final day of the sale for Council ranking purposes is Sunday, November 1st. Steps to follow:

- ☐ Give yourself enough time to organize all popcorn orders and payments from your Scouts.
- ☐ Use leftover popcorn from your previous orders to fill Take Orders if possible.
- ☐ Use leftover popcorn towards any Military Donations.
 - Don't forget to submit pictures of the deliveries to popcorn@alamoareaabsa.org.
- ☐ Place your Take Order in the [Popcorn System](#) by 6 PM Sunday, October 25th.
- ☐ Use the Scout Tracking page in www.trails-end.com to track sales by Scout. This is how Trail's End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
 - Be sure all accounts are updated by 10:59 PM, Sunday, November 1st.
 - Be sure to submit the Council form for patches, \$800 seller t-shirts, and \$2500 Council Prize by 10:59 PM, Sunday, November 1st.
- ☐ Pick up your Take Order and distribute popcorn immediately to Scouts for delivery.
- ☐ Pay your Unit's commission no later than 1 PM Saturday, December 5th.
 - The amount due will be the total sales less your Unit's commission - this will be on your Unit invoice in the [Popcorn System](#).
- ☐ Make checks payable to "Alamo Area Council" - Units paying by check must send ONE check (checks made out to Units cannot be accepted).
 - Failure to submit your payment on time will result in a 5% commission penalty.
- ☐ The Amazon.com Gift Cards will be delivered electronically to the Scout's Trail's End account approximately 7 days after submitting your Scout totals unless flagged for review.
- ☐ Hold a Unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- ☐ Hold a session to discuss sale pros and cons to improve next year.

2020 UNIT COMMISSION STRUCTURE

30% - Base Commission
5% - for registering for the sale by June 15th
2% - NO returns OR sell over 2019 total sales
1% - for selling \$10k or more
38% MAX total Unit commission

All online sales earn 40% commission.

Our Alamo Area Council Goal is \$1.8 Million

Increase Incentive

Units receive an additional 1% for every \$100,000 we exceed our Council goal.

NOTE: Failure to submit your Unit's final payment by 1 PM Saturday, December 5th will result in a 5% commission penalty.

INCENTIVES

Scouts can design their own prize program by selecting what they want on Amazon.com!

Prizes are shipped directly to the Scout's home.

Important Notes:

- Units cannot opt out of the Trail's End Gift Card program.
- Amazon Gift Cards are managed and digitally redeemed by the Scout through Trail's End using the Trail's End App.
- **Your Unit account must be paid in full before your Unit's Amazon Gift Cards will be approved by Council.**
- To qualify for the Trail's End Amazon Gift Cards and all Council prizes, sales must be recorded in the Trail's End App.

Changes to SCOUT PRIZE LEVELS

This year Scouts will earn **points** for all sales recorded in the Trail's End Scout App. The App will automatically calculate your total points!

Scouts earn **DOUBLE** online!

2PTS

Per every \$1 sold
ONLINE DIRECT

1.5PTS

Per every \$1 sold
CREDIT/DEBIT

1PT

Per every \$1 sold
CASH

| Points | Gift Card |
|--------|-----------|
| 400 | \$10 |
| 600 | \$20 |
| 800 | \$30 |
| 1,000 | \$40 |
| 1,250 | \$50 |
| 1,500 | \$60 |

| Points | Gift Card |
|--------|-----------|
| 1,750 | \$70 |
| 2,000 | \$80 |
| 2,500 | \$100 |
| 3,000 | \$200 |
| 3,500 | \$250 |
| 4,000 | \$300 |

| Points | Gift Card |
|--------|-----------|
| 5,000 | \$375 |
| 6,000 | \$450 |
| 7,500 | \$550 |
| 10,000 | \$750 |
| 12,500 | \$1,000 |
| 15,000 | \$1,250 |

Earn 17,500 points or more and receive an Amazon Gift Card worth 10% of your total points!

Changes to the Trail's End Scholarship Program -

Trail's End is discontinuing its Scholarship Program.

- Scouts enrolled in the scholarship by 3/31/2020 can continue to submit scholarship forms and their account will be credited 4% of their sales for the popcorn fundraiser in 2020, 2021 and 2022.
- Sales after 12/31/2022, will not be eligible for credits to a Scout's scholarship account.
- **There will be NO NEW Scouts enrolled into the scholarship program** after 3/31/2020.
- TE will continue to pay out existing scholarship funds to eligible recipients under the current scholarship program.
- NOTE: Scholarship changes were decided by Trail's End, not Alamo Area Council.

Trail's End Scholarship forms must be submitted yearly. As long as all sales are recorded in the Trail's End app, scholarship forms do not require Chelsey's signature. For more information, [enrollment forms](#), payout forms, and account access, visit www.trails-end.com/scholarship.

Council Specific Bonus Prizes

Who is eligible: ALL Scouts who sell popcorn during the 2020 season and record their sales in the Trail's End Scout App.

Levels are cumulative and are calculated using Show & Sell, Wagon Orders, Take Order, and Online sales as reflected in the Trail's End [Popcorn System](#). A Unit Leader is responsible for updating the Trail's End [Popcorn System](#) by each specific deadline.

All deadlines will be strictly enforced.

POPCORN PATCH

Scouts must sell at least \$50 in popcorn to receive the Council Popcorn Patch.

\$600 CLUB WEEKLY DRAWINGS

Scouts that sell \$600 (and in \$600 increments beyond \$600) may be entered for a chance to win a \$50 Scout Shop Gift Card.

- Each Scout's entry (entries) will carry over into following weeks.
- For every \$600 a Scout sells, he/she may receive one entry in this drawing.
- Drawings will be held each Tuesday.
- Individual Scouts may only win once.
- Scout eligibility will be determined by data provided by the [Popcorn System](#).
- **Unit Popcorn Leaders must update the Popcorn System by 10:59 PM each Monday for Scouts to be considered for that week's drawing.**
 - Submissions will not be accepted by email.

\$800 CLUB

Sell \$800, or more, and receive a specially designed t-shirt! Size requests must be submitted via Council form no later than 10:59 PM Sunday, November 1st.

NEW - \$2500 CLUB

Sell \$2500, or more, and choose 1 of 4 camping prizes. Items must be submitted via Council form no later than 10:59 PM Sunday, November 1st.



TOP SELLERS

Top selling Scouts and Units will be determined using the Scout Tracking information as entered by Unit Leaders into the Trail's End [Popcorn System](#).

- The top 200 sellers, Council-wide, will be invited to attend a special event.
- The top 100 sellers, Council-wide, will be invited to take part in the annual Spin-n-Win.

KEYS TO SUCCESS

1. Develop a Unit Popcorn Team to help you ensure an effective and efficient selling program – you don't have to do this alone!
2. With your Unit's Committee, determine your Unit's Ideal Year of Scouting, Unit goal, and Scout goal.
3. Develop an incentive plan specifically for your Scouts in addition to the Trail's End Amazon.com Gift Cards. For example; the Pack/Troop will pay for a specific activity, event, or equipment.
4. Clearly communicate what popcorn sales pay for in your Unit and for the Scouts.
 - a. Throughout the year, not just during popcorn, remind Scouts and families that the event they are participating in was paid for by popcorn.
5. Adjust your Unit dates to allow sufficient time to meet Council deadlines.
6. Clearly communicate your Unit popcorn calendar.
7. Be sure to check Workplace on a regular basis.
8. Ensure all Scouts set up their Trail's End online account at www.trails-end.com
9. Encourage parents to download the Trail's End App on their smart phone(s).
 - a. [Apple App Store](#)
 - b. [Google Play](#)
10. Host a fun & exciting KICK OFF Event.
11. Provide Trail's End App training to Scouts and parents.
- 12. Train Scouts to sell SCOUTING, not popcorn.**
13. Encourage all Scouts to track their sales with the Trail's End App.
14. Manage the popcorn inventory. Monitoring it regularly (weekly) will save you time at the end of the sale.
15. Be sure to monitor and update the [Popcorn System](#) weekly. This is especially important if you must adjust Scout earnings differently than the 3 pre-set options in the system or if you have Scouts who qualify for entry into the \$600 Club drawing.
16. Remind Scouts along the way why they are selling, what they will earn, and how to succeed.
17. Celebrate a great season with an End of the Season closing event.

If you are new to Popcorn, don't worry! You have a [District Kernel](#) and Council team to help you along the way.

Show & Sell Event Tips

- For locations NOT organized by Trail's End:
 - Schedule Show & Sells at locations with a lot of customer turn over. Think outside the box!
 - Make sure to speak with the store manager, general manager, or owner (not just a shift manager).
 - Confirmation letters are a great idea.
- Utilize the Unit Leader Portal (in the [Popcorn System](#)) to schedule shifts online. Scouts can sign up right on their phone!
- We suggest 1 Scout per shift. This maximizes the amount of sales credited to each Scout. If necessity dictates additional Scouts, no more than 3. The few the better.
- Be sure all Scouts are using the Trail's End Scout App.
- Train Scouts and Parents on how to use the App.
- Pack items that you will need for the sale: popcorn, Square reader, banners, table, chairs (for adults), canopy, change, receipts, donation jar, pens, schedule, bottle water, etc.
- Set up product and site in an organized fashion. Keep the site clean throughout the sale.
 - Take all empty popcorn boxes with you, do not leave them in the establishment's trash. "Leave No Trace"
 - Be sure to follow Council's Covid-19 protocols when setting up your table.
- Make sure to have a donations jar.
- Always maintain two-deep leadership.
- **Encourage Scouts to sell SCOUTING** not just popcorn.
 - Have Scouts practice their sales pitch.
- Checks should be made payable to your Unit and NOT to Council. You assume liability for accounts with insufficient funds.
- If you are unable to staff a scheduled Show & Sell, reach out to other Units or your District Kernel. Reach out to other Units via Workplace. Make every effort to find replacements. We do not want to miss out on the opportunity for sales at a location that has graciously agreed to support your Scouts.
- Be sure to leave the site on time as other Units may be scheduled for the time slot after yours.
- Politely resolve any double bookings. Remember to always be Scout like. (This should be alleviated for all Show & Sell locations processed through Trail's End.)



TAKE ORDER and WAGON SALES TIPS

- Scouts should be using the Trail's End Scout App for both Take Order and Wagon Sales.
- Scouts should give Take Order customers a receipt with contact information and the date of when the Scout expects to deliver their order.
- Scouts should sell in pairs or with a parent. Maintain two-deep leadership while walking door-to-door.
- Plan for weather conditions and available day light (do not sell after dark).
- Remind Scouts and parents of safety precautions to be mindful of, such as watching for traffic, not entering people's homes, and walking on sidewalks and not through yards.
- If using the Take Order paper form it should be kept as neat as possible.
- **Encourage Scouts to write thank you notes and place a copy of it with all of their deliveries.**
- Encourage Scouts and families to advertise in their workplaces, places of worship, and any club or organization they belong to.
- Be sure to follow Social Distancing, Council's Covid-19 protocols, and local guidelines.

FAQ

Q: Can Scouts opt-out of having a Trail's End online account?

A: Scouts are not required to have a Trail's End online account, however, **the only way for the Scout to receive the Scout Reward or Council prizes they earn is through their Trail's End online account.**

Q: What happens if a Scout has additional online sales after the end of the official sale?

A: Scouts can continue to reach additional Rewards tiers after the first submission if online sales qualify them for the next tier. If this happens, you will need to submit an additional order for these Scouts.

Q: Why are online prices different than what we sell here?

A: The online prices are set at the "traditional" meaning average price across all Councils.

Q: I have multiple children. Can I have just 1 Trail's End account for my family and split their sales evenly?

A: Each Scout selling popcorn should have their own account and username. All accounts may use the same email address. It is important that each Scout has their own account so that they can be awarded the Amazon Gift Cards they earned. The crediting of sales can be worked out with the Unit Kernel who will adjust sales values within the Unit Leader Portal.

Alamo Area Council COVID-19 Protocols

The Boy Scouts of America, Alamo Area Council has adopted COVID-19 protocols to support our 2020 program year and to keep our Scouts, families, neighbors, community partners and their customers safe. Scouts and their adult chaperones are expected to adhere to the following protocols for each of their Show & Sell shifts:

1. CRITICAL: Temperature checks of Scouts and parents will be conducted within the hour prior of the Scout's shift. If fever is detected, the Scout and their accompanying chaperone will not be allowed to participate in the shift and will be removed from any shifts for a two-week period for quarantine.
2. CRITICAL: Scouts and chaperones will properly wear face masks or face shields during their entire shift.
3. CRITICAL: Scouts and chaperones will remain outside the store where the virus is least stable/most compromised. Scouts will not enter the vestibule of the store and shall only enter if they need to use the restroom facilities, or as a patron after their shift is completed.
4. Scouts and chaperones will observe social distancing measures as recommended by the CDC.
5. Scouts and chaperones are to use gloves, hand sanitizer, and disinfectant wipes per CDC recommendations.
 - a. Hand sanitizer should either contain greater than 60% ethanol or 70% isopropanol as active ingredients.
6. All financial transactions will be completed by the chaperone positioned next to the sales table.
 - a. It is recommended for the customer to slide or insert the credit card for processing.
7. All popcorn product will be stored in cases (boxes) until sold, as not to expose it to other customers.
 - a. Individual products should be handled as little as possible.
8. Create a display kit containing one bag/jar/box of each product for customers to see. These display products will not be sold - product given to customers will come directly from cases.
 - a. If the Scout holds a product as a part the sales pitch that product should be part of the display kit. Scouts are not to hand that product to a customer.
9. Scouts will not shake hands with customers but may salute.
10. Scouts or chaperones who have traveled outside of Texas will have to wait 2-weeks before signing up for a store-front shift.
11. No samples will be offered to customers.

Our main objective is to preserve the health and wellbeing of our Scouters and their families. Should a parent determine a Scout should not participate in their scheduled shift the Unit Popcorn Kernel should be contacted immediately.

Any scout/chaperone who does not comply with these protocols risks being removed from store-front bookings for the remainder of the 2020 Popcorn fundraising season. Our commitment will always be to err on the side of caution. Should our local health officials change local allowances for re-opening, we will follow to the fullest extent of their orders.

Please direct any questions or concerns directly to 2020 Popcorn Staff Advisor, Chelsey Luster at (210) 414-7357 or Chelsey.luster@scouting.org.