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THANK YOU FOR CHOOSING POPCORN TO FUND YOUR UNIT’S ADVENTURE!

Despite these uncertain times, one thing remains; Scouting continues to impact lives in Northeast Ohio. While the popcorn sale may look a little differently this year, I am certain there is an option that will work well for your families. Please take the opportunity to look through this leader guide to see how your families can use popcorn to help fund their Scouting adventure this upcoming program year.

Please do not hesitate to reach out with any questions, concerns, ideas and successes you may find with this year’s sale. We are all in this together.

Yours in Scouting,
Greg Voyzey
Director of Field Service

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support@trails-end.com

facebook.com/groups/TEPopcornCommunity
HIGHLIGHTS FOR 2020

- 40% Commission
- Safe online selling through the Trails End App
- Free online selling webinar trainings for scouts
- No credit card fees with the Trails End App
- Scouts earn double the reward points for online sales
- Weekly prize drawings
- Show and sell sanitation kits free of charge
- Contactless door-to-door marketing materials free of charge

$6,000 Prize Level
Amazon Gift Card Rewards Program plus a $250 gift card for REI, Cabela's, Cedar Point, Kalahari or Dave & Buster’s.

$1,250 Prize Level
Amazon Gift Card Rewards Program plus a $100 gift card for REI, Cabela’s, Cedar Point, Kalahari or Dave & Buster’s.

$600 Prize Level
Amazon Gift Card Rewards Program plus a $50 gift card for REI, Cabela’s, Cedar Point, Kalahari or Dave & Buster’s.

TRAIL’S END APP FEATURES

- Email and SMS invitations to scouts to download and register
- Built-in storefront shift scheduling
- Easy reporting to determine your scouts’ rewards
- Integrated scheduling and management of storefront shifts
- Real-time reporting of sales, inventory and storefront registrations
- Share your online fundraising page from the app via email, text message, and social media
2020 CALENDAR

July 1st - Online Sales Begin with Double Prize Points

July 15th-July 31st - $1,000 Online Sales Challenge

August 3rd - Initial Product Order Due

August 21st/22nd - Initial Product Distribution

August 30th - Mid-Sale Product Order Due

September 11th/12th - Product Distribution

October 27th - Final Orders Due

Friday November 6th - Non ACH Popcorn Payments Due

November 13th/14th - Product Distribution

November 18th-20th - ACH Payment Withdrawals
OPTIONS TO SELL POPCORN SAFELY

Scouts can participate in the sale using several methods. Whatever methods your Scouts choose, you have the brand recognition of Scouting to help sell product and support the unit’s year-round programs.

SHOW AND SELL (STOREFRONT SALES)
Site Sales are where a group of Scouts and leaders sell popcorn in front of a church, store or other business. Units will be allowed to utilize show and sell locations this year. Please make sure the location as well are your families are comfortable with being out in public. The Lake Erie Council will be providing special sales kits which will include items such as hand sanitizer, gloves, social distance floor signs, disinfectant spray and disinfectant wipes.

For payment, the Lake Erie Council encourages units to limit cash or check payments as a method contain the spread of COVID-19. The Trails End app accommodates cashless payments for Show and Sell.

SHOW AND DELIVER/DOOR-TO-DOOR (WAGON SALES)
Involves the Scout soliciting orders at the customers residence. There are two methods to help maintain social distancing. We will be providing door hangers that can be left on the door or can be used to place an order. The customer will have the option of ordering the product right through the Trails End App and have the product shipped to their residence or place of business OR by utilizing the Scout Delivery option and have a Scout deliver the product to the customers doorstep.

ONLINE SALES
Scouts set up their online account by downloading their Trail’s End App or at www.trails-end.com and share their fundraising page via e-mail, social media and text message. Customers pay securely online and the product is shipped directly to them. For the 2020 sale, Scouts will earn double the points for online sales which can be redeemed through the Amazon Rewards Program. There are going be online selling seminars happening both with Lake Erie Council and Trails End to help train our families how to sell popcorn online.
UNIT LEADER TRAINING DASHBOARD

With Trail's End, popcorn volunteers have access to the support and knowledge needed to run a successful popcorn fundraiser. Visit www.trails-end.com/unit-training-dashboard to learn more.

24 VIDEOS (40 MINUTES)
- Team Building & Planning
- Ways to sell
- Show and Sell basics
- Scheduling shifts
- Merchandising a table
- Training Scouts & Parents
- Show and Deliver basics
- Kick-offs
- Logistics of the sale
- And much more....
Sell with the Trail’s End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. NO CREDIT CARD FEES!

Unit Leaders log into www.trails-end.com and manage their unit’s sale.

KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Built with Square technology
  - Works with existing Square readers
  - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry
- Only Scouts with a Trail’s End account can log into the Trail’s End app

HOW WILL MY UNIT RECEIVE THEIR CREDIT CARD SALES?

- You will manage popcorn payments through the leader dashboard in www.trails-end.com.
- 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.

HOW DO I ADD MY UNIT OR CHARTERING ORGANIZATION’S BANK ACCOUNT?

1. From the unit leader dashboard, click UNIT INFO on the left navigation menu
2. Expand the MANAGE UNIT BANK ACCOUNT section
3. Fill out the required fields
4. Click SAVE
RUN YOUR SALE LIKE THE PROS
STOREFRONT SALES STRATEGY

SHOW AND SELL FOCUS
- Scalable - More Scouts, More Shifts
- One Scout Per Shift
- 8 Hour Selling Commitment
- Easy Sales Forecasting

BUILD A TEAM
- Popcorn Kernel Team
- Shared Ideas & Efforts
- Tribal Knowledge Passed Down
- Scalable

BOOKING LOCATIONS
- Start Early! Late Spring, Early Summer
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops, etc.
- Shifts Dependent on Unit Size & Goal

RECRUITING
- Recruit at Show and Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

SALES TRACKING
- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN
- Personal Growth Program
- One Fundraiser Per Year
- No Dues
- Unit Culture: It’s What We Do

PREDICTABLE
Knowing your sales per hour can help you determine the number of sites and shifts needed to meet your unit’s goal.

SCALABLE
Continue to grow your sale by increasing the number of sites and shifts booked.

1:1
ONE SCOUT PER SHIFT
Increase coverage, productivity, and sales per hour by only booking one Scout and parent per storefront shift.

8 HOUR COMMITMENT
Scouts that work four 2-hour shifts can sell up to $1,000, which covers their entire year of Scouting.
Scouts must have a registered Trail’s End account on www.trails-end.com in order to redeem their Amazon.com Gift Cards listed below. Amazon.com Gift Cards are not cumulative. You must pay your unit statement in full before you can submit your prize order.
LEC PRIZES AND INCENTIVES

**Sell $6,000**
$250 gift card for Cabela’s, REI, Cedar Point, Dave & Busters, or Kalahari.

**Sell $1,250**
$50 gift card for Cabela’s, REI, Cedar Point, Dave & Busters, or Kalahari.

**Sell $650**
$25 gift card for Cabela’s, REI, Cedar Point, Dave & Busters, or Kalahari.

WEEKLY PRIZE DRAWINGS

10 WEEKS = 20 PRIZES
$500 WORTH OF PRIZES

TO QUALIFY

- Scouts earn one (1) entry for every $100 in credit card sales (App + Trails-End.com) each week.
- Note: The storefront split calculation set by the unit leader will impact credit card credit.

SELECTION AND FULFILLMENT OF REWARDS

- Winners will be randomly selected; gift cards will be random.
- Gift cards will be emailed each week.
POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Please confirm your username and password well BEFORE the due date. (contact heather.mcmillan@scouting.org if you need to retrieve password or need assistance)
2. Login at http://scouting.trails-end.com
3. Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
4. Click the “Choose Delivery...” button and choose the order you are placing (You will be assigned the closest distribution site unless you email Heather and we can change in system.)
5. Enter the quantities that you wish to order (cases only for order one and two)
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

POPCORN DISTRIBUTION
Distribution locations are manned by volunteers and staff. To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. If your warehouse takes appointments, be sure to sign up in advance and be timely with your pickups.

REFER TO THE KERNEL JOURNAL EMAILS FOR DISTRIBUTION LOCATIONS AND TIMES.

WHAT SIZE VEHICLE WILL I NEED?
Please keep in mind that these are estimates based on having no other items or passengers in the vehicle with you.

- Mid-size car: 20 cases
- Standard SUV: 40 cases
- Standard Van: 60 cases
- Full size SUV: 70 cases
- Pickup truck: 90 cases
- Not recommended
PAYMENT PROCEDURES

The Lake Erie Council has developed a couple of options to help units with their final invoice due.

**OPTION 1:** Set up an ACH withdrawal with the Lake Erie Council. Units will have the ability to set this up and have the final invoice for popcorn be withdrew from their unit account from the dates of **November 18th-20th 2020.**

**OPTION 2:** Mail in or drop off payments to the Lake Erie Council Service Center by **November 6th 2020.**
- Make checks payable to Lake Erie Council, BSA, 2241 Woodland Ave, Cleveland, OH 44115

Please note: Personal checks, unit credit card payments, multiple checks from customers or checks made payable to a unit cannot be accepted as payment to a unit’s popcorn bill. Prize and incentive recognitions will not be released for shipment until the unit’s invoice is paid in full and processed by the Council.

PRODUCT ORDERING, RETURNS & TRANSFERS

- Due to safety concerns related to COVID-19, the Lake Erie Council will not be able to accept product returns this year. Please keep this in mind when your unit places their orders.
- To help keep products available for our units, there will be three ordering opportunities for products. Order one and two will be cases only. Order three can include cases and containers.
- Due to Trails End taking extra precautions manufacturing products, the order dates are final.
- The Lake Erie Council Service Center will have a small inventory available should units need more popcorn in-between orders. The inventory will be made available first come first serve. If you should need extra product, please contact Heather at the service center to arrange either a pickup or a delivery by one of our staff members.
- It is recommended to utilize the Trail’s End Leader Portal to track and record product that was assigned and sold during show and sell storefront selling.

BEST PRACTICES FOR INVENTORY MANAGEMENT

- Utilize the Trail’s End Leader Portal to track and record product that was assigned and sold during show and sell storefront selling.
- Subscribe to a time-based sales plan (i.e. we are halfway through the sale…have we sold at least half of our inventory).
- Check in with your Unit Serving Executive if you have an inventory challenge…too much or too little popcorn can usually find a home to another unit.

Work toward zero returns so that every dollar of popcorn revenue provides a better program for our Scouts.
TRANSFERRING UNIT
If your unit is going to transfer products to or from another unit, follow the process below. Due to Covid-19, we recommend only transferring products to units who have Scouts in the same household.

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

- After the transferring unit submits the transfer request, the receiving unit will be notified via email.
- Log into your www.trails-end.com account
- Go to the Transfers & Returns tab
- 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.

WRAPPING UP THE SALE

With the sale wrapping up in early November, be sure to leave a few extra days to collect unsold product and orders that need to be filled from your Scouts and prepare your final unit order.

- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your show and sell order to fill take orders if possible.
- 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.
- Place a final order in the Trail’s End system by Tuesday, October 27th, 2020 at 5:00 PM.
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- Submit payment to the “Lake Erie Council, BSA.” The amount due will be the total sales less the unit’s commission - this will be on the statement.
- 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.