

CREATE SCOUTING ADVENTURES WITH POPCORN!





Guide Pg 1

2020 UNIT
POPCORN
GUIDE

SCOUT ME IN

**CREATE SCOUTING ADVENTURES
WITH POPCORN**

BOY SCOUTS OF AMERICA
DAN BOARD COUNCIL

Follow along in the guide. The corresponding page will be shown in the upper right-hand corner of the slide.



QUESTIONS

1. We'll be covering many common questions throughout the evening.
2. Use the chat feature and submit questions to Kyle Acus.
3. We'll have a short Q&A at the end.



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WHY SELL POPCORN





IN 2019, OVER \$730,000 WAS RETURNED TO UNITS THROUGH POPCORN.

Scouts fundraise to earn their own way in Scouting. Provides them the opportunity to fund their entire year in Scouting.

Provides units the funding needed to execute a successful program year.

Helps your local Scouting efforts grow.





SET YOUR UNIT GOAL

Your Unit goal should be based on every Scout earning their **Ideal Year of Scouting**.

What is the Ideal Year of Scouting?

It's your Unit's calendar of Adventures and Events, such as Campouts, Day Trips, Blue & Gold, Pinewood Derby, Yearly Dues, and more!



HOW TO GET THERE

3 easy steps and a few hours of commitment can get you there.

1. 3 nights around the neighborhood (5 sales per night =15 sales)	\$350
2. Scouts record online orders from family friends (Facebook family friends and out of town relatives = 15 sales)	\$350
3. One additional method (Storefront, parent's work, etc.)	\$100
Goal Achieved	\$800

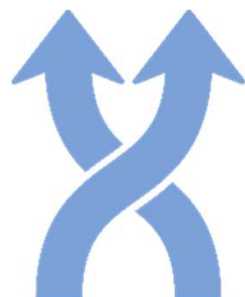


POPCORN DURING COVID-19

Many options and safe ways to sell this year.



STRATEGY



FLEXIBILITY



CREATIVITY



PLAN



2020 POPCORN RESOURCE PICKUP

Make sure to RSVP for a Popcorn (and JSN) material pickup event between July 28-30.

Sign-up for a time at:

www.danbeard.org/popcorn-rally-events





2020 POPCORN RESOURCES



Popcorn Prizes
2PTS a
1.5pts
NO LIMIT

Popcorn Sale
MANY NEW OPTIONS AND SAFE WAYS TO SELL

HELLO SCOUTS
Over 75% Supports Our Local Scouts!

OUR UNIT IS RAISING MONEY TO FUND:

- 1
- 2
- 3

BOY SCOUTS OF AMERICA
DAN BEARD COUNCIL
OUR BEAR COUNCIL IS POWERED BY POPCORN
AND PAPER PRODUCTS ENJOINED TO YOUR UNIT.

Over **73%** goes to local SCOUTING





2020 POPCORN RESOURCE CENTER

Please place your order by July 30 at www.danbeard.org/PopcornSupplies

UNIT WEBPAGES

2020 Popcorn Sale Resource Order Form

Empty/Disabled Snippet

Control Panel

Recently Viewed...

Additional Popcorn Order Forms

Please add the items below into your shopping cart, then complete the checkout process to submit your request. Non-print items such as table banners, military/ food pantry donation buckets, and square credit card readers will be provided when your unit pick-ups up the initial show & sell popcorn order. If your unit is holding a popcorn kickoff event, please provide us with the date the printed items are needed and we'll pull the items together, making them available.

Featured Items

- Additional Popcorn Order Forms
- Door Hangers
- Flyer - 800 Point Bonus Club
- Flyer - All Bonus Clubs
- Flyer - How To Use App For Leaders
- Flyer - How To Use App For Scouts
- Flyer - Parent Handout Form For Units
- Flyer - Path To Advancement
- POPCORN ADVERTISE
- POPCORN ADVERTISE
- WE ACCEPT VISA DISCOVER
- POPCORN FOR A PURPOSE



SALE CALENDAR

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August

Organize

Plan Kickoff

Schedule Storefront

Pre-Sale

S&S Order

September

Conduct Kickoff

Distribution

Selling Time

October

Inventory Control

Track Progress

Transfer Nights

S&S Payment Due

Place Final Order

November

Wrap Up Sale Details

Take Order Distribution

Distribute Orders

Submit Prize Orders

December

Final Payment Due

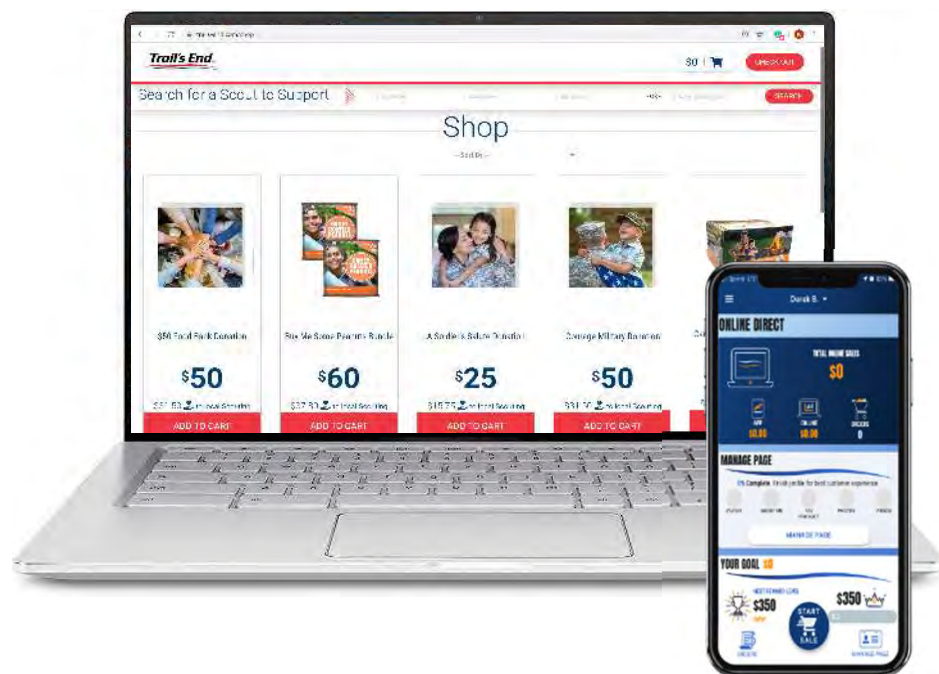
Prizes Distributed



SALE DETAILS AND LOGISTICS



2020 NEW FEATURES OVERVIEW



NEW TOOLS & SAFE
OPTIONS FOR SELLING

ONLINE ENHANCEMENTS

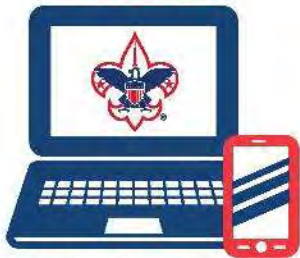
APP ENHANCEMENTS

LEADER DASHBOARD
ENHANCEMENTS



MANY NEW OPTIONS AND SAFE WAYS TO SELL

ONLINE



Fundraise from the safety of home. **NEW!** All products available online.

DOOR-TO-DOOR



NEW DIRECT SHIPPING option on all orders. Use Door Hangers to stay socially distant.

CREDIT CARDS



ACCEPT CREDIT & DEBIT CARDS for **FREE!** Contactless pay and No card reader required!

EARN BONUS POINTS

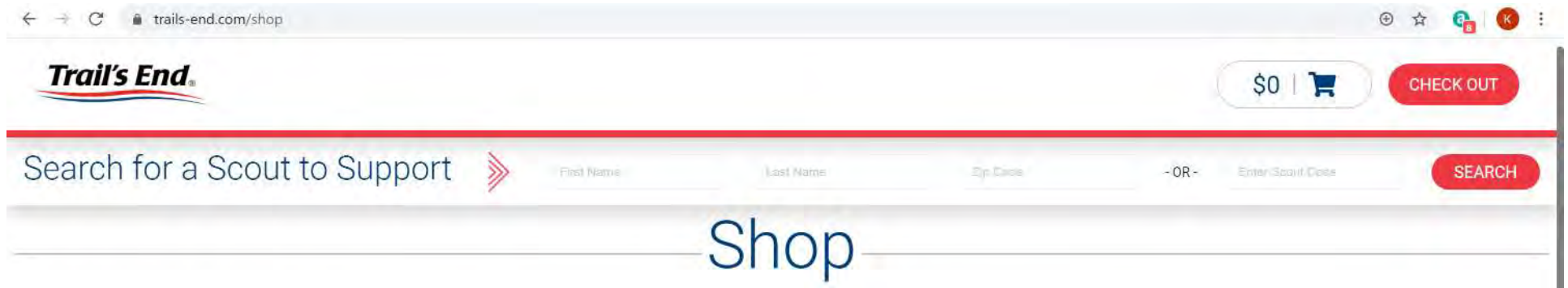


SAFE & EASY WAYS TO FUNDRAISE. Plus, earn bonus points for Amazon Gift Cards.

BUILD YOUR SALE TO MEET YOUR UNIT'S NEEDS & THE NEEDS OF YOUR FAMILIES



ONLINE ENHANCEMENTS



ALL PRODUCTS AVAILABLE ONLINE THIS YEAR!





APP ENHANCEMENTS



NEW DIGITAL BENEFITS & ENHANCEMENTS

- Faster checkout (From 9 to 4 clicks)
- New direct to consumer shipping option
- Record online orders from the app
- Sharable online cart via text so customer can enter shipping address and complete payment – great for social distancing!
- New undelivered logic for Wagon Sales

PROVEN RESULTS

- Used by 89% of Units in Dan Beard Council last year
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019



LEADER DASHBOARD

ONE EASY PLACE TO MANAGE YOUR FUNDRAISER



Login at: www.Trails-End.com
with your Trail's End Leader account.

NEW ENHANCEMENTS

- Onscreen guides to help leaders learn Unit Leader Portal features
- Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
- Robust products table to easily view inventory at storefronts and with Scouts
- Ability to convert orders between Wagon to Storefront
- Ability to change the shift credited to a storefront order



PRODUCT UPDATES

COVID-19 MANUFACTURING CONCERNS





PRODUCT UPDATES



AVAILABLE WITH DIRECT TO CONSUMER SHIPPING OR ONLINE



AVAILABLE WITH DIRECT TO CONSUMER SHIPPING OR ONLINE



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PRODUCT MIX





Guide Pg 5

PRODUCT MIX

ONLY AVAILABLE WITH DIRECT SHIPPING



SHIPPING COST:
\$7.99 for first item
\$0.99 for additional items
No shipping fees on below Scout Delivery items.

Order these items directly through a Scout with the app or online at trails-end.com/shop/

\$65
Over \$47.00 to local Scouting

Chocolate Lover's Bundle
• Chocolatey Caramel Crunch™
• (2) Bags of Dark Chocolate Salted Caramels

Add a gift tin for \$5

\$30
Over \$21.00 to local Scouting

Chocolatey Caramel Crunch™
Sweet, crunchy caramel popcorn coated in smooth, creamy chocolate.

\$25
Over \$18.00 to local Scouting

12-Pack Microwave Unbelievable Butter™
The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

*Product availability, product pricing and shipping charges are subject to change. Products, pricing and all related charges will be displayed and calculated for the customer at the time of purchase.

AVAILABLE WITH SCOUT DELIVERY:

\$35
Over \$25.00 to local Scouting

NEW! TWO BIG BAGS Cheese Lover's Collection
• White Cheddar Popcorn
• Blazin' Hot Popcorn
Contains Milk. Comes in a gift box.

\$25
Over \$18.00 to local Scouting

Salted Caramel Popcorn
A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.
Contains Milk and Soy.

\$20
Over \$14.00 to local Scouting

NEW! BIG BAG Blazin' Hot Popcorn
Bold and cheesy flavored popcorn with the perfect spicy zing in every bite.
Contains Milk.

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

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

Donation Levels **\$50** **\$30**

You can also send a gift of popcorn to local food pantries.*

*Dan Beard Council fulfilled program.

\$20
Over \$14.00 to local Scouting

BIG BAG White Cheddar Popcorn
The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite. Contains Milk.

\$15
Over \$10.00 to local Scouting

NEW! BIG BAG Unbelievable Butter™ Popcorn
The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

\$15
Over \$10.00 to local Scouting

NEW! Popping Corn Jar
Trail's End plain kernels for those who like to make popcorn from scratch.

\$10
Over \$7.00 to local Scouting

Classic Caramel Corn
A traditional favorite full of rich caramel flavor. Contains Soy.



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POPCORN *for a* PURPOSE

HELP SEND POPCORN TO FIRST RESPONDERS
LOCAL FOOD PANTRIES
AND OHIO/KENTUCKY MILITARY SERVICEMEMBERS

MILITARY DONATION LEVELS:

Gold Donation Level: \$50

Silver Donation Level: \$30



FIRST RESPONDERS



MILITARY
DONATIONS

SEND
POPCORN
TO TROOPS

FOOD PANTRY
DONATIONS





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ORDERING POPCORN

HOW TO MINIMIZE INVENTORY RISK





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ORDERING POPCORN

TWO IMPORTANT ORDER DATES

August 12, 2020: Initial Show & Sell Order Due

October 14, 2020: Final Take Order Due

A detailed help guide will also be available online.



RETURN POLICIES

Due to COVID-19, there will be no returns for the 2020 popcorn sale.

This is due to:

- 1) Units and customers prefer product directly from the manufacturer this year.
- 2) To protect volunteers and staff
- 3) To protect the warehouse



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POPCORN DISTRIBUTION

TWO IMPORTANT ORDER DATES

Initial Order Pickup: September 4, 2020

Final Order Pickup: November 6, 2020

-Schedule your pickup time at your assigned district warehouse location on danbeard.org/popcorn.

- Let us know if you prefer a different warehouse pickup by August 12th when orders are do.

Volunteer Popcorn Picking Team (Sept. 3 & Nov. 5)

Email: popcorn@danbeard.org or sign-up online.



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ORDERING MORE POPCORN

You can order additional product throughout the sale.

Make supplemental orders online through your leader dashboard in the popcorn system.

Orders should be submitted 48 hours in advance of warehouse day for it to be pre-pulled for pick up.

Pick up your additional product at the warehouse. Walk-ins are still welcome.



TRANSFERS

Popcorn transfers are when one unit transfers product to another unit who is willing to accept that product.

BEST PRACTICE: ONLINE TRANSFERS

You can submit your transfer online from your leader dashboard on the popcorn system.

Or, use a 3 part carbon copy transfer slip to turn into the office for processing.



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PARTS TO THE SALE

SHOW & SELL

Scouts have the product with them for customers to purchase on the spot. Includes storefronts and door-to-door.

TAKE ORDER

Scouts take the order form to collect orders and deliver product at a future date.

ONLINE

Customers order from a Scout online and product is shipped directly to them.

WAGON SALE

A Trail's End term for any order collected by the Scout that isn't at a storefront or online.

PRE-SALE

New this year. Scouts and units could start selling July 1 and earn extra commission and prizes for online sales.



SHOW & SELL | STOREFRONTS

You are welcome to setup storefronts anywhere except for Kroger.

Please consider the following safety suggestions:

- 1) Wear masks and follow local health guidelines
- 2) Consider operating from behind a table
- 3) Have hand sanitizer and wipes on hand
- 4) Consider a Bluetooth chip card reader
- 5) Setup product for easy purchase and pickup
- 6) Create a large sign with products
- 7) Maintain social distancing



DOOR TO DOOR

Represents a Huge Opportunity

Safe and Effective

Encourage Scouts to commit to a certain number of evenings out selling or a number of sales around the neighborhood.





SHOW & SELL | DOOR-TO-DOOR

Write in Name



BOY SCOUTS OF AMERICA
OUR LOCAL COUNCIL

Over 73% Supports Our Local Scouts*

HELLO
my name is

I'm selling delicious Scout Popcorn this year to help fund my many adventures in Scouting.

YOUR POPCORN PURCHASE HELPS SCOUTS LIKE ME

FUND ADVENTURES LEARN MONEY MANAGEMENT DEVELOP BUSINESS ETHICS

This year, instead of visiting you in person, I'm staying socially distant by providing this simple order form.

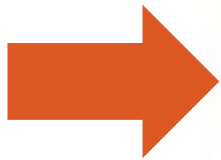
WILL YOU PLEASE HELP TO SUPPORT ME BY ORDERING SOME POPCORN?

To order, fill out the order form and leave on your front door.

I'll be back around _____ to pick it up.

ORDER POPCORN ON REVERSE SIDE

Pick-up Date



Fill in your order below. For all popcorn details, visit www.danbeard.org/ScoutPopcorn

Blazin' Hot Popcorn Over \$14.00 to local Scouting. Quantity:

White Cheddar Popcorn Over \$14.00 to local Scouting. Quantity:

Unbelievable Butter® Popcorn Over \$10.00 to local Scouting. Quantity:

Popping Corn Jar Over \$10.00 to local Scouting. Quantity:

Classic Caramel Corn Over \$7.00 to local Scouting. Quantity:

SHIPPING SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!
Send a gift of popcorn to our first responders (fire, police, and military), their families, and heroes in our communities.
You can also send a gift of popcorn to local food pantries.*
*BIC fulfillment program.
We're Donation Amount Here: \$

*Average return to Scouting based on all Trail's End product sales. ©2020 Trail's End. All Rights reserved. Packaging shown is not life size and is subject to change.

Total Number of Items Ordered:

Total Amount of Ordered Items: \$

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Payment Type:
 CREDIT CARD
 Contactless swipe available at pick-up.
 CASH

CELL PHONE NUMBER:

Your cart will be sent to you by text for checkout.

THANK YOU!

Total Number of Items Ordered:

Total Amount of Ordered Items: \$

NAME _____

ADDRESS _____

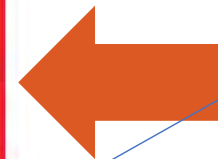
CITY _____ STATE _____ ZIP _____

Payment Type:
 CREDIT CARD
 Contactless swipe available at pick-up.
 CASH

CELL PHONE NUMBER:

Your cart will be sent to you by text for checkout.

THANK YOU!





TAKE ORDER

Is a great way to sell this year that will help to minimize any inventory risk.

Collect orders, add them to the app, and send them to customers for easy payment and checkout.



ONLINE



Text APP to 62771 to Download the App & Start Selling Today!



ONE MINUTE TO REGISTER
Get your own personalized popcorn online store to share with your friends & family!



RECORD ALL OF YOUR SALES
in the App, even take order sales!



SHARE
your fundraising page via email, text or social media!



Share with friends and family and ask them to reshare.
Send via email, text, social media



PRE-SALE

- Uncertainty of COVID-19 return
- Run a Pre-Sale Take Order to help determine first order needs
- Online unit bonus promotion

**POPCORN
PRE-SALE**

**EARN 5%
BONUS
COMMISSION***

*Bonus commission applies to online sales July 1 -Aug 15.
Commission awarded via amazon.com gift card to unit.

The graphic is a vertical rectangle with a yellow background. On the left side, there is a vertical strip of popcorn. The text is centered and uses a mix of white and blue colors. The word 'POPCORN' is in white, 'PRE-SALE' is in blue, and 'EARN 5% BONUS COMMISSION*' is in blue. The asterisked text at the bottom is in a smaller, grey font.



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ACCOUNT SETTLEMENT

Initial Show & Sell Payment Due: October 23, 2020

Final Payments Due: December 1, 2020

You may settle your account with Cash, Check, or Credit Card.



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ONE INTEGRATED SALE & SYSTEM COMMISSION

Base Commission		29%
Attend a Popcorn Rally and TE Webinar to get trained.		+3%

Total	=	32%
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Online Commissions	=	32%
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**Cash Prize Option (for Troops) +3%*



UNIT KERNEL RESOURCES

TRAIL'S END WEBINAR TRAINING

FINISH EARNING YOUR 3% BONUS COMMISSION

Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!

Receive A \$20 Amazon.Com Gift Card When You Register By August 1*

*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

LEADERS: Units with \$0 - \$7.5k in 2019 Sales

Audience: Popcorn Kernels (Sold \$0-\$7.5k+ in 2019)



LEADERS: Units with \$20k in 2019 Sales

Audience: Top Selling Popcorn Kernels (Sold \$20k+ in 2019)



LEADERS: Units with \$7.5k - \$20k in 2019 Sales

Audience: High Selling Popcorn Kernels (Sold \$7.5k-20k+ in 2019)



LEADERS: Units with \$0 - \$7.5k in 2019 Sales

Webinars for Popcorn Kernels from \$7.5k-\$20k High Selling Units. Webinar includes changes to the popcorn sale due to COVID-19, updates to Online Direct and social distance fundraising, and an overview of the App & Leader Portal changes. Length: 45 Minutes + Q&A

Audience: Popcorn Kernels (Sold \$0-\$7.5k+ in 2019)

DATE	DAY OF WEEK	TIME EST	
2020-08-05	Wednesday	03:30 PM	REGISTER
2020-08-05	Wednesday	06:30 PM	REGISTER

WEBINAR REGISTRATION AT: WWW.TRAILS-END.COM/WEBINARS



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UNIT BONUS LEVELS

\$20,000 in sales	+2%
\$30,000 in sales	+3%
\$40,000 in sales	+4%
<hr/>	
Potential Total	36%

**Bonus levels not cumulative. % does apply to entire sale. Totals include online sales.*



STRATEGIES FOR A SUCCESSFUL SALE

TIPS FROM TOP SELLERS



THEME





THEME PATCH





UNIT POPCORN KICKOFF

MORE THAN A FUNDRAISER

PLAN YOUR PROGRAM YEAR AND SHARE IT WITH PARENTS.

-Pay for it all with popcorn.

KEEP IT FUN. MOTIVATE SCOUTS & PARENTS.

- Create fun unit incentives

-Fun & Prizes for Scouts

- Why it's important and expectations for parents





VIRTUAL UNIT KICKOFF

YOU CAN STILL LAUNCH YOUR SALE VIRTUALLY

KEEP IT FUN. DO A RAFFLE DRAWING LIVE.

- You can still show Scouts prizes virtually.

ENGAGE PARENTS

- Explain to parents how they can safely participate in this year's sale, and the importance for the unit going forward.



6+ HOUR SELLER

This is meant to help you present the sale to parents.

The average Scout will cover their costs for the year if they sell approximately 6-8 hours. In a typical year, that's just 3 storefront shifts or a few nights out in the neighborhood.



Successful Tips from Units

Bag “Ikea” Kits

How to get parents committed:

- Top Seller form
- Special party if 100%
- Special trip if...
- Annual Dues cost more if you don't participate
- Communicated as a expectation (our unit sells because)
- Guarantee x if sell for y hours

Pie in the face

Extra Unit Prizes

Special Drawings for completing something

Den prizes/contests

Huge unit kickoff



Prize Program

2pts for every \$1 sold online.

1.5 pts for every sold via credit/debit

1 pt for ever \$1 sold as a cash sale.

Dan Beard Council's Popcorn Prizes
Through *Trail's End*. Rewards
Earn amazon.com Gift Cards and choose a prize!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE YOUR TOTAL POINTS THROUGHOUT THE SALE.

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

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

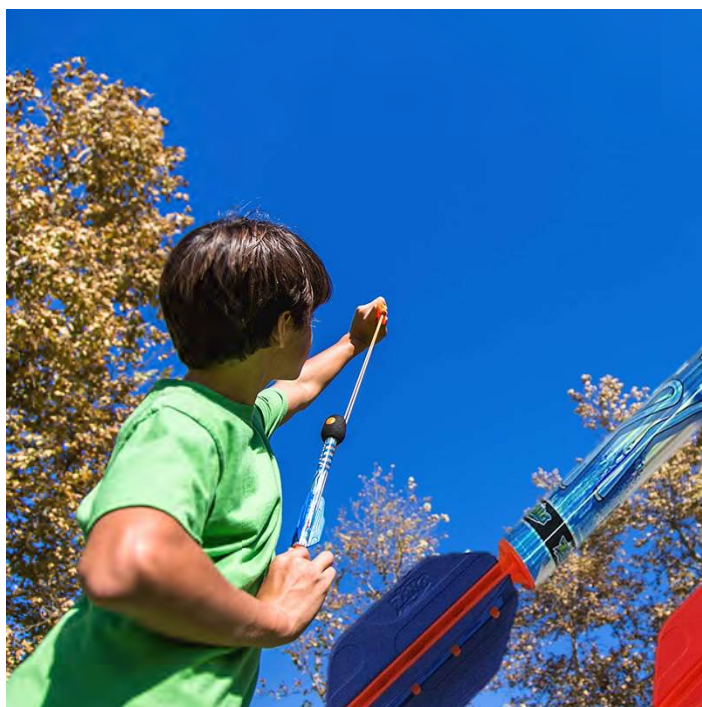
<p>6,000 pts Earn a \$450 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>1,750 pts Earn a \$70 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>5,000 pts Earn a \$375 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>1,500 pts Earn a \$60 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>4,000 pts Earn a \$300 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>1,250 pts Earn a \$50 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>3,500 pts Earn a \$250 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>1,000 pts Earn a \$40 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>3,000 pts Earn a \$200 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>800 pts Earn a \$30 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>2,500 pts Earn a \$100 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>600 pts Earn a \$20 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>2,000 pts Earn an \$80 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>	<p>400 pts Earn a \$10 Amazon.com Gift Card</p> <p>REWARD IDEAS</p>
<p>250 pts Earn a Dinosaur Adventure Fossil Egg with SLIME!</p> <p>REWARD IDEAS</p>	<p>See this prize at DanBeard.org/Popcorn-Prizes Prize provided directly by Dan Beard Council for Scouts at this prize level.</p>

DBC Participation PATCH
Dan Beard Council Participation Patch | Online/App Seller Patch | 800 Point Club Patch

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates consent to program terms at: www.trails-end.com/terms

SIGN IN & SET YOUR GOAL!
Text APP to 62771 to download the app

800 Pt Bonus Club





Bonus Club Prizes

DAN BEARD COUNCIL BONUS CLUBS

Reach these Bonus Club levels and win these awesome prizes in addition to the regular prize levels. **See prize details online. Visit DanBeard.org/Popcorn to learn more.*

All Bonus Prize Club Prizes are Cumulative.

800 POINT CLUB



SKY RIPPERZ

In addition to a prize from the prize sheet, Scouts who get 800 points will get Sky Ripperz to create an aerial adventure!*

1,750 POINT CLUB



VIP

GAME EXPERIENCE

Any Scout who gets 1,750 points will be eligible to attend our Top Seller Game Experience event.* Event will be replaced with an Amazon gift card if event cannot be held.

3,500 POINT CLUB



**TRIP TO RESIDENT CAMP
OR \$75 AMAZON GIFT CARD**

Any Scout who gets 3,500 points will receive a free trip of choice to DBC Day Camp, Resident Camp (Cub or Scouts BSA) or a \$75 Amazon Gift Card.*

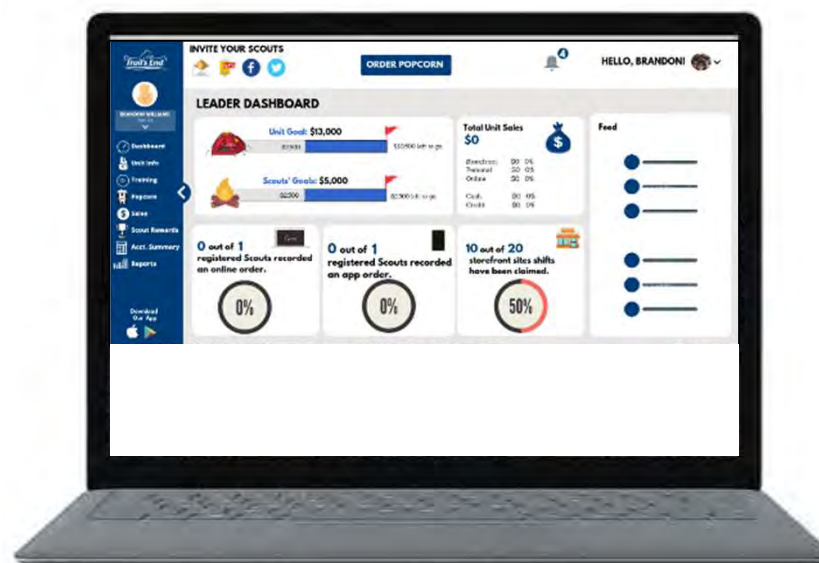
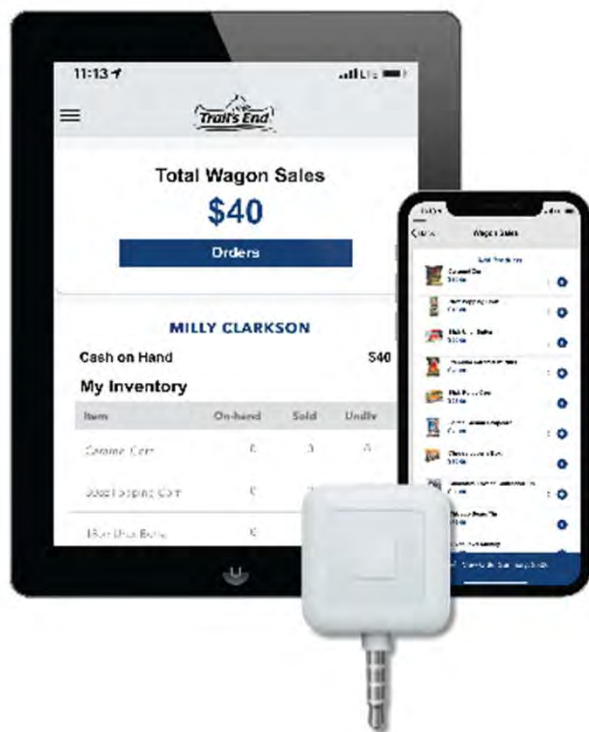


UNIT KERNEL RESOURCES

POPCORN APP + LEADER DASHBOARD

THE APP IS FOR
SCOUTS AND FAMILIES

THE LEADER DASHBOARD
IS FOR KERNELS ONLINE



UNIT KERNEL RESOURCES

POPCORN APP + LEADER DASHBOARD



4 Main Buttons:

Dashboard

Wagon Sales

Storefront Sales

Online Direct = an Online Sale

Get the App Quick Start Guide at:

www.danbeard.org/popcorn-resources

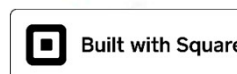


UNIT KERNEL RESOURCES

CREDIT CARDS & ONLINE SALES PROCESSING

Benefits for units:

- **NO CREDIT CARD FEES** (paid by Dan Beard Council & TE)
- Compatible with your Square readers.
Make sure to process credit cards through the Popcorn App. If you use the square app, there will be a processing fee.
- Automatically communicates and tracks sales for prizes.
- Track inventory, storefronts, and up-to-date sales in one place.



Benefits for Scouts:

- Every Scout can do credit card sales (increased sales).

UNIT KERNEL RESOURCES

ONLINE VIDEOS WITH TIPS & RESOURCES

<p>Team Building & Planning</p> <ul style="list-style-type: none"> • No Store Popcorn Agreed • Roles & Responsibilities • Goals 	<p>Ways to Sell</p> <ul style="list-style-type: none"> • Show & Sell Basics • Show & Deliver Basics • Take Order Basics • Online Sales 	<p>Show & Sell</p> <ul style="list-style-type: none"> • Booking Locations • Scheduling Shifts • Merchandising a Table • Training Seated & Standing
<p>Sale Logistics & Best Practices</p> <ul style="list-style-type: none"> • Goals • Inventory Tracking • Popcorn Ordering • Equipment • Shipping Training • Financial Best Practices 	<p>Kickoff</p> <ul style="list-style-type: none"> • General Guidelines • Student-Only Info • Parent-Only Info • Sample Scripts 	<p>Prizes & Incentives</p> <ul style="list-style-type: none"> • Unit Prizes & Incentives • Online Sales Prize Program • Advice Tip to Display • Scholarship Program
<p>Recruiting</p> <ul style="list-style-type: none"> • Reminders of Show & Sell 	<p>Resources</p> <ul style="list-style-type: none"> • Treat's Egg Products • Sample Scripts • Sample Agreement Forms • Stand Placard Example 	<p>Scholarship Program</p> <ul style="list-style-type: none"> • How it Works • Submitting Sales • Submitting for Payment • Program Forms • Terms & Conditions

POPCORN TEAM TRAINING

- Videos at danbeard.org/popcorn
- Developed by Team that sold \$190,000
- Everything you need for popcorn
- Focused on Show & Sell/Show & Deliver
- No login required; watch anytime

24 VIDEOS (40 MINUTES)

- Team Building & Planning
- Ways to sell
- Show & Sell basics
- Booking locations
- Scheduling shifts
- Merchandising a table



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UNIT KERNEL RESOURCES

SALE COMMUNICATION AND INFORMATION

E-NEWSLETTER

- Weekly communications and notifications

WEBSITE

www.danbeard.org/popcorn

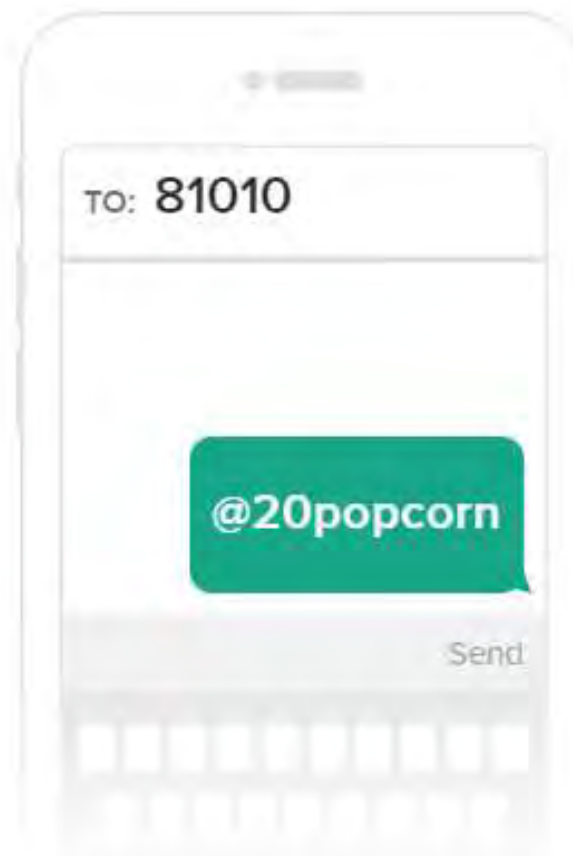
TEXT MESSAGE REMINDERS

UNIT KERNEL RESOURCES

REMINDERS VIA TEXT MESSAGE

- Text @20popcorn to the number 81010 or signup online
- You'll receive a welcome text and may be asked to confirm you are over the age of 13.

Standard data and text message rates for your cell plan may apply.





FACEBOOK

ADVERTISING TO SUPPORT YOUR EFFORTS

Paid Media Campaign promoting popcorn to aid your efforts throughout the sale.

ENHANCED POPCORN FACEBOOK PAGE:

facebook.com/DBCPopcornSale

[@DBCPopcornSale](https://twitter.com/DBCPopcornSale)



WRAP UP/NEXT STEPS

1. Pick-up supplies this week, and request any additional supplies.
2. Talk to unit about how you plan to sell and your goal
3. Product kits for door-to-door
4. Place your Show & Sell order (due by Aug. 12)
5. Prepare for your Kickoff
6. Have fun!