

2020 UNIT POPCORN GUIDE



CREATE SCOUTING ADVENTURES WITH POPCORN



BOY SCOUTS OF AMERICA®
DAN BEARD COUNCIL

WELCOME TO POPCORN



Dear Scout Volunteer,

Thank you for serving as this year's popcorn volunteer! Everyone knows how tasty Boy Scout Popcorn is, but there is so much more to popcorn. We're talking about things like goal setting, self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! Boy Scout Popcorn is a very important part of the Scout leadership experience and the core resource to delivering those skills to youth. In addition, popcorn funds adventure! A great Scout program has lots of fun activities, and popcorn helps to make all of those great adventures affordable.

You, as a volunteer, help Scouts develop leadership skills by taking part in the popcorn program. In addition to the life skills Scouts gain, 100 percent of the proceeds generated from the Popcorn Program stay right here for Scouts in Dan Beard Council! Thank you for all of your help and support.

Sincerely,

Joel Stone
Council Popcorn Kernel

Ken Brunner
Director of Development & Marketing

MEET THE POPCORN TEAM

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WHY SELL POPCORN

When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them life! These are great values and skills for youth to learn.

Units also have the ability to fund their entire year’s program through the popcorn sale alone. That means less fundraising, less time asking parents for money, and more time for Scouting fun.

All proceeds stay right here to help support local Scouts. That’s 73% that goes to Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit and into local programs and supplies. For example, a bunch of the materials you received for free to support your popcorn sale this year came from popcorn. New program equipment like bows and arrows, and facility improvements like composite decking at Cub World were also funded in part by popcorn.

Together we make a huge difference to support local Scouting program and the adventures of a lifetime!

NEW IN 2020

- New Contactless Ways to Sell
- New Points Based Scout Prize Program
- Online Sale
- Updated Popcorn App
- Updated Leader Dashboard to Manage Sale
- Popcorn For A Purpose America’s Heroes
- Online Transfers
- Additional Show & Sell Opportunities

Benefits for You

- Simplified Bonus Commission Structure
- Sample Product at Rally
- Popcorn Reminders via “Remind”
- Adventure Theme
- Ideas and Items for Your Kickoff / Unit Kickoff
- Free Credit Card Reader
- Unit Show and Sell Banner
- Unit Posters
- Kroger Sign-Up Process

THE UNIT KERNEL’S ROLE

Keep Everyone Motivated

The unit kernel is the chief-cheerleader and morale officer. Keep things fun to keep the Scouts interested.

Learn About the Sale

Be familiar with the popcorn program, including the products available, key calendar dates, and special incentives.

Set a Goal

With your unit’s leadership and based on your unit’s annual program plan, set a sales goal. This is one of the most often skipped steps of the sales planning process! Based on your overall goal, and with the help of your district’s popcorn team, figure out how to achieve it.

Hold a Unit Kickoff

Plan and conduct Unit Popcorn Kickoff to communicate the program and goals to your Scouts and their families. Get everyone excited, motivated, and focused on getting every Scout involved. How the sales materials are presented is a huge factor in how successful the sale is. So, organizing a good kick off is one of the most important parts of the kernel’s job. Don’t be one of those units that just puts forms on a table in the back of the room for Scouts to pick up on their way out.

Organize Unit Efforts

If the unit is going to have a show and sell or blitz day, be prepared to get parents’ help with staffing the event. Know your dates and locations up front so that Scouts and parents can sign up at the kickoff. Also, communicate key dates to all Scouts and families. When setting deadlines, make sure you have enough time to put it all together.

Place Orders and Distribute Popcorn

Collect and make your unit’s order, pick up product, distribute products, and collect money. Don’t forget that 2% of the unit’s commission is based on the unit paying its bill on time at the end of the sale. Payment is due, by check, on or before December 1. A 2% late fee is added each week that payment is late after the Dec. 1 due date.



SALE TIMELINE & CHECKLIST



July

July 1	Popcorn Sale Officially Begins
July 23	Popcorn Rally #1 Webinar
July 27	Popcorn Rally #2 Webinar
July 28-30	Popcorn Resource Pick-Up

- Work with your unit committee to set unit sales goal
- Set Date for Unit Popcorn Kickoff for early Sept.
- Organize a Unit Popcorn Team
- Log into Trail's End website and update contact info
- Attend one of the Popcorn Rallies
- "Like" Dan Beard Council Popcorn Facebook
- Setup other store front sale locations (Walmart, Ace Hardware, Lowe's, UDF, etc.)
- Setup Blitz days

August

★ August 12	Initial Show & Sell Orders Due <i>submit online</i>
August 15	Pre-Sale 5% Bonus Ends

September

September 3	Show & Sell Popcorn Sort Day
★ September 4	Show & Sell Popcorn Distribution
September 16, 22, 30*	Warehouse Day - Ohio Location
September 17 & 23*	Warehouse Day - Kentucky Location
September 19	Popcorn Adventure Blitz Day

- Attend Scout Popcorn Training Festival
- Hold an Exciting Unit Popcorn Kickoff!**
- Schedule your Popcorn Pick-up Time
- Participate in the Council-Wide Blitz
- Encourage Scouts to get out and sell
- Conduct your storefront sales
- Order additional popcorn if needed

October

October 1 & 7*	Warehouse Day - Kentucky Location
October 6*	Warehouse Day - Ohio Location
October 6	Transfer Night - Ohio Location
October 8	Transfer Night - Kentucky Location
★ October 14	Final Unit Orders Due <i>submit online</i>
★ October 23	Show & Sell (Initial Order) Payment Due

- Communicate with parents on inventory
- Track progress and order more popcorn or trade with others
- Return any popcorn you don't intend to sell
- Calculate inventory and amount needed
- Place final order to fill remaining take orders
- Collect patch order details

November

November 5	Popcorn Sort Day
★ November 6	Popcorn Distribution
★ Late November	Submit Prize Orders (<i>once account is settled</i>)

- Patch and bonus prize orders are automatic
- Schedule your Popcorn Pick-up Time

December

★ December 1	Final Payment Due
	Office Hours for check drop off Nov. 28, 29 & Dec. 2 (8:30am-5pm)
	- Check can be mailed, but MUST be postmarked by December 2nd
Early 2020	Top Sellers VIP Game Event (1,750 Pt Club and above)

**Warehouse dates subject to change based on warehouse schedule. Check online.*

MEET THE POPCORN FAMILY



Add a gift tin for \$5



Chocolate Lover's Bundle

Chocolatey Caramel Crunch & (2) bags of Dark Chocolate Salted Caramels



Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

Chocolatey Caramel Crunch



The perfect combination of popcorn, oil, salt and butter to make you feel like you are at the movies.

12-Pack Microwaveable Unbelievable Butter



2 NEW Big Bags:

- White Cheddar
- Blazin' Hot Popcorn

Cheese Lover's Collection

Contains Milk. Comes in gift box.



Unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

Salted Caramel Popcorn



Bold and cheesy flavored popcorn with the perfect spicy zing in every bite.

Blazin' Hot Popcorn

NEW Big Bag! Contains Milk.



The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

White Cheddar Popcorn

Big Bag! Contains Milk.



The perfect combination of popcorn, oil, salt and butter to make you feel like you are at the movies.

Unbelievable Butter Popcorn



Trail's End plain kernels for those who like to make popcorn from scratch.

NEW! Popping Corn Jar



A traditional favorite full of rich caramel flavor.

Classic Caramel Corn

Contains Soy.





SALES METHODS

There are multiple sales methods that your Scouts can try this fall. Using all of them will help you achieve your goals even faster.

Show & Sell

Show & Sell is when Scouts have popcorn in hand so that they are able to show it and sell it to the customer on the spot. There are several types of Show and Sell that have proven successful for units.

Door to Door “Wagon Sales” – Complete the SUPER TRIANGLE!

One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later.

Super Triangle

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We’ve seen tremendous success from units who just have each Scout do this simple task.

Neighborhood Blitz & Blitz Day:

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

Popcorn Adventure Blitz Day:

A special council-wide blitz day is planned for Saturday, September 19. We’ll be advertising in the community and we’re hoping to draw media attention to the sale. To do this, we’re asking units to commit to do a Show & Sell activity that day.



Scheduled Sales or Storefront Sales:

This type of show & sell is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high visibility area, and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to setup a time to sell. **There are typically specific sign-up rules for selling at Kroger.** See pg. 13 for more details.



6+ Hour Seller!

The average Scout will cover their costs for the year if they sell approximately 6 hours. That’s just 3 storefront shifts or a few trips around the neighborhood.

Take Order

This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn using an order sheet. Parents can also help by taking the “take to work” order forms to work. Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

TIP: Use leftover inventory from your Show & Sell to fill these orders.

Online

The enhanced online sale means that you can sell any item online the same as in person. Scouts create accounts on Trails-end.com and send emails to people they know, asking for their support by buying popcorn. Scouts can even create their own customized selling page. Customers place online orders and have the popcorn shipped directly to their homes. More details on pg 17.



PLACING YOUR POPCORN ORDER

Ordering Popcorn— 2 Important Popcorn Order Dates:

Show & Sell Order Due: August 12th | Take Order Final Order Due: October 14th

Below is a list of steps a Unit Popcorn Chair should take to ensure quick and stress-free product ordering.

**NEED TO
ORDER MORE,
SEE PG. 17**



INITIAL ORDER (SHOW & SELL ORDER)

1. Estimate the amount of Show and Sell popcorn you would like to order. **For protection of the unit, this year the initial Show and Sell order will be limited to 50% of the unit's total 2019 full retail sale.** If you sold last year, login to your account by visiting danbeard.org/popcorn or trails-end.com and view your Initial Order (Show & Sell) from last year as a baseline. Compare this with your final order. If you need help with this, you can request it from us at popcorn@danbeard.org.
2. Please keep in mind that there will be no returns available this year due to COVID-19
3. Order the Popcorn online through the Trail's End website
 - a) Go to www.danbeard.org/popcorn and click the Unit Popcorn Login to login to the Trails End System.
 - a. What if I don't have a username and password? You can create one on the site.
 - b. Check with the council office at popcorn@danbeard.org. Make sure to include your district and your unit type and number. (Example-Trailblazer, Pack 123)
 - b) Click on the large blue ORDER POPCORN button (or select "Popcorn Orders" on the left menu)
 - c) Ensure the Campaign box reads "2020 Selling Campaign"
 - d) Click on the Choose Delivery drop down box and select either SNS or INITIAL ORDER.
 - e) Enter the total number of **CASES** for each type of popcorn that you would like to order. When you tab or click outside of the box, you will see the case count update. These totals are not updated until you click the Save button. Individual containers are not available to be ordered during the Initial Order (Show & Sell order) but will be available during your final Take Order.
 - f) Hit the SUBMIT button to submit your order. The order is not complete until this step is done. You can also save a draft to come back later if need be. Be sure to submit your order by August 12, 2020. **Note: A box will show your base commission amount. This number is system generated and does not include any bonus commission you've earned.*

FINAL ORDER (TAKE ORDER)

1. Communicate out a DEADLINE to your Scout families for getting all Scout orders entered into the app/system or to you. Inform them that their product will be delivered LATE if they do not get orders into you by the deadline set.
 - a. Note: Base your deadline on the Final Order Date October 14, 2020. Work backwards from that date to determine when you need your Scout's orders by so that you can calculate how much product you need.
2. Gather all of your Scout's orders and compile a list of popcorn you need to order. Compile that list in number of CONTAINERS (Individual bags/boxes) you need to order. This will be useful later in the process.
 - a. If you sold Show and Deliver, fill these orders with any product you have left before you return product or order more.
3. Order the Popcorn you need on the Trail's End website
 - a. Go to www.danbeard.org/popcorn and click the Unit Popcorn Login to login to the Trails End System.
 - i. What if I don't have a username and password? Same as initial order.
 - ii. Check with the council office at popcorn@danbeard.org. Make sure to include your district and your unit type and number. (Example-Blue Jacket, Pack 123)
 - b. Click on the large ORDER POPCORN button (or select the menu tab "Popcorn Orders" and click NEW UNIT ORDER)
 - c. Ensure the Campaign box reads "2020 Selling Campaign"
 - d. Click on the Choose Delivery drop down box and select FINAL ORDER (Take Order).
 - e. You can order both singles and cases. The easiest way to do this is to enter the total amount of singles/containers you need in the CONT area and TAB over, it will auto calculate how many cases and singles you need. Note: CASE=cases of product, CONT equals containers of product
 - f. Hit the SUBMIT button to submit your order. The order is not complete until this step is done. Be sure to submit your final order by October 14, 2020.



SNACK FOR A GREAT CAUSE

POPCORN DISTRIBUTION



INITIAL ORDER PICKUP: SEPTEMBER 4, 2020

FINAL ORDER PICKUP: NOVEMBER 6, 2020

Popcorn Pick-Up will be scheduled for each location. The Unit Kernel will be contacted prior to the Pick-Up Dates to schedule the specific time the unit popcorn team can come and receive their unit's order.

Need to Schedule a Different Pickup Warehouse? Fill out the online request form at danbeard.org/popcorn by August 12, 2020.

Districts: Ft. Hamilton, Hopewell, WHH, Maketewa, Blue Jacket, Hopkins and LFL.

***Ohio Warehouse:** Verst Logistics
9696 International Boulevard
Cincinnati, OH 45246

District: Trailblazer

***Kentucky Warehouse:** Verst Logistics
1985 International Way
Hebron, KY 41048

District: US Grant

US Grant Warehouse: Holman Motors Warehouse
4387 Elick Ln.
Batavia, OH 45103

**Warehouse locations subject to change this year.*

STEPS TO PICKING UP YOUR POPCORN

- 1) Sign-up for a pickup time online at danbeard.org/popcorn
- 2) Pick up your product at your assigned district location (above). If you cannot be at the location, please find another parent to pick up the product. You can use the estimates to the right to help determine how many cars/volunteers you will need.
- 3) Identify and communicate to parents a Pack location that is large enough to separate orders by patrol, den, or by Scout.
- 4) Assign each patrol, den, or Scout a popcorn pick-up time or distribute product at a meeting.
- 5) Have a receipt for each Scout to verify the amount of the product they received as well as the date that the payment is due back to the Unit.

Vehicle Guidelines:

- Bring enough vehicles to carry your entire order in a single trip.
- Bring order documents and verify as product is being loaded. The person picking up the product will sign to indicate that they have received the items and the unit will then be responsible for that inventory and payment.
- See the below guidelines to help you plan what type of vehicle you need.

Car: 20 Cases

SUV, Mini-Van, Pick-up: 30-40 Cases

Full Size Van: 50-60 Cases

WE NEED YOUR HELP!



Volunteer Popcorn Picking Team:

We welcome, and depend upon, a team of great volunteers to assist in the sorting of the popcorn on the Thursday, Sept 3rd and Nov 5th. Those who help can take their product that night. If you can assist with the sorting, please sign up online or contact us at popcorn@danbeard.org.

***BONUS:** As a thank you for volunteering, those who help to sort will get to take your popcorn home with you once everything is sorted.



POPCORN SALE



COMMISSIONS, RETURNS & ACCOUNT SETTLEMENT

Base Commission		29%
Attend a Popcorn Rally & get trained with TE Webinar		+3%
Total	=	32%
Online	=	32%

Unit Bonus Levels

\$20,000 in sales	+2%
\$30,000 in sales	+3%
\$40,000 in sales	+4%
<i>*Bonus levels not cumulative. % applies to entire sale.</i>	

Potential Total = 36%

Cash Option (for Troops) 3%
**Submit cash option form online*

Account Settlements

Payments: Units are expected to carefully manage their inventory and finances so they are able to pay for their product in a timely manner and should expect their Scouts and parents to do likewise. You may settle your account with: CASH, CHECK, or CREDIT CARD* (cc fees apply).

Late fees will be assessed if received on or after the dates below for settlements received after the final due date.

December 2, 2020	2% late fee
December 9, 2020	4% late fee
December 16, 2020	6% late fee
December 31, 2020	8% late fee

The unit's prizes will be approved only when the unit has settled their account.

**We can take credit card payments, but all credit card payments will incur a 2% processing fee.*

POPCORN RETURNS

Unfortunately due to COVID-19 this year, we will not be able to accept returns this year. To ensure units and customers receive product directly from the manufacturer, ensure the health and safety of volunteers and staff, and also protect the warehouse locations.

Transfers of Product to Other Units

Scheduled Transfer Nights: 10/6, 10/8

Popcorn transfers are when one unit transfers product to another unit who is willing to accept that product. Both units' accounts are then updated. Be clear about cases vs containers. For example, 1 case of Unbelievable Butter has 6 Containers.

***ONLINE TRANSFERS** - Transfers can also be completed online within the popcorn system. To initiate a transfer, go to Popcorn Orders on your Unit Dashboard page. Click **View** next to the Popcorn Order you placed that contains the inventory to be transferred. Click the "Transfer Inventory" button to start a new transfer. Select the unit number you are transferring the popcorn to. Enter in the number of cases and/or containers to be transferred and Submit the Transfer. Once submitted, the other unit kernel will be notified via email that a transfer has been issued and must approve it in the Transfer/Returns area.

You may also submit a 3-part carbon copy TRANSFER SLIP. The unit that is GIVING the product to another unit is responsible for filling out and submitting the TRANSFER SLIP paperwork to ensure accounts are updated properly. Fill in the relevant details: -Both Units #'s, Names, & Signatures

Each unit keeps one copy and one is submitted to council. Once submitted, please allow 48 hours for any updates in the system.



POPCORN PRIZES

The Dan Beard Council Popcorn Prize program allows your Scouts

to pick the prizes they way want by earning Amazon gift cards. This year there are more levels and higher prizes. Plus, this year's new point system means you can double your total through safe online and credit card sales.

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**

PLANNING FOR PRIZES

1. Communicate a final order form due date to your Scouts and parents several times during the sale. Coordinate this date with the final order date to ensure all popcorn purchased is included in your final order.
2. Once all orders are in you can confirm Scout totals in the system. *See below*
3. There are a few prize items to consider:
 - a) Popcorn Amazon Rewards (*automatically fulfilled based on Scout totals in the popcorn system*)
 - b) DBC Scout Bonus Prizes (*automatically fulfilled based on Scout totals in the popcorn system*)
 - c) Patches (*automatically fulfilled based on totals in the popcorn system*)
3. Submit your prizes after your account is settled in full.
4. Scout Rewards Amazon gift cards will be sent electronically directly to the Scout. Bonus prizes, 250 point level prize, and patches can be picked up at the Scout Achievement Center.

POPCORN PRIZES

Your Scouts also earn awesome prizes when they sell popcorn! This year we have a new prize program.

This year's prize program will:

- 1) Automatically fulfill prize orders to Scouts.
- 2) Allow Scouts to pick the prizes they want
- 3) Save time for kernels on prizes

The first step is confirming your Scout's sales totals.

Finalizing Scout Sales Amounts

1. From the unit leader dashboard, click Sales on the left navigation menu.
2. Scroll to the Sales per Scout section.
3. Review Scout sales.
4. Use the Sales Adjustment column to make any adjustments by clicking the blue edit icon. (*see Unit Reference Guide for details*)

Scout Name	Worked Storefront Hours	Future Storefront Hours	Total Storefront Hours	Storefront Sales	Wagon Sales	Online Sales	Sales Adjustment	Total Sales	Scout Goal
Stuart Alexander	4	0	4	\$140.00	\$630.00	\$0.00	\$11,000.00	\$11,770.00	\$0.00
Carly Blackwell	2	0	2	\$0.00	\$1,575.00	\$280.00	\$2,000.00	\$3,855.00	\$350.00
Ender Stanford	4	0	4	\$60.00	\$1,575.00	\$0.00	\$1,000.00	\$2,635.00	\$0.00
Totals	10	0	10	\$200.00	\$3,780.00	\$280.00	\$14,000.00	\$18,260.00	\$350.00

SUBMITTING PRIZES

Scouts must have a registered Trail's End account to qualify for Trail's End Rewards.

If needed, you can make adjustments to Scouts' sales totals.

Make sure you have submitted all American Hero/Military/Food Pantry Donations in the system.

The total of all Scout sales cannot exceed the total value of popcorn ordered from your council plus online sales.

Once all Scout sales totals are correct and your unit invoice statement is paid in full with your council, click the "Submit Scout Rewards" button.

Scouts' Amazon.com gift cards will be released for redemption in their Trail's End Scout account 7 days after submission, unless

your order requires additional review.

You may recall your Rewards submission within the 7 day window to make changes; however, resubmitting restarts the 7 day approval process. All gift card amounts are final once released.

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

Once a Rewards Order is submitted, only sales occurring after the order submission date can be adjusted.

For support email unitsupport@trails-end.com or visit <https://support.trails-end.com/>



BONUS INCENTIVES & PRIZES

BONUS CLUB SPECIAL DRAWINGS

Scouts who reach any of the various Bonus Clubs will also be entered into regular drawings throughout the sale to win additional prizes. Past year's included Cincinnati Bengals tickets, Cincinnati Cyclones Tickets, gift cards, Scout Bucks and more.

To qualify, a Scout simply needs to reach the first Bonus Club level (800pt Club). A Scout can earn additional entries for each additional club they reach for a total of 3 possible entries.

If Scout sales are logged on your unit dashboard online, they will automatically qualify (no additional paperwork needed). Or, you can submit a copy of the Scout's sales sheet to Dan Beard Council. Order forms can be faxed to 513-577-7738, emailed to popcorn@danbeard.org, or drop a copy off at the Scout Achievement Center. **Please provide the Scout name and parent contact email.**

Early Bird Bonus Club Drawing (Submit by 8/15/20 or 9/4):

Scouts who have reached the 800pt Club by 8/15 and/or 9/4 will be entered into an early bird drawing. Must be logged in system.

Bonus Club Drawings (Log sales in system by 10/1):

Scouts who reach a bonus club by 10/1/20 will be entered into random drawings throughout the sale. Additional entries will be awarded for additional bonus club levels (up to 3).

BONUS CLUBS

There are 5 awesome Bonus Clubs for this year's sale. Scouts earn these prizes in addition to the prizes at the various prize levels.

800 PT CLUB

Scouts who earn 800 pts will get an awesome Sky Ripperz set to launch on their adventure! (See below)

1750 PT CLUB

Scouts who earn 1,750 pts will be eligible to attend our Top Seller VIP Game Experience Event (for example at Dave & Busters).

3500 PT CLUB

Scouts who earn 3,500 pts will receive choice of free DBC Day Camp, DBC Resident Camp (Cub or Boy), or a \$75 Amazon gift card.



NEW SPACE ADVENTURE COLLECTION PATCH

On your Popcorn Adventure, you'll have the chance to explore a number of places in order to master new skills along the way. Collect them all and become a Popcorn Master!

COLLECT THEM ALL!

Participation Patch

Sell at least one product.

iScout Online Sidekick Online/App Seller Patch

Sell at least one product online or by using the Trail's End App.



DBC Scuber 800 Points Club Patch

Reach the 800 Points Seller's Club Level.

\$650 CLUB TELESCOPE BONUS PRIZE



\$1200 CLUB TOP SELLER GAME EXPERIENCE



NEW POPCORN RESOURCE CENTER



The brand new Dan Beard Council online Popcorn Resource Center will let you order additional materials (many of which are free) to aid your sale and your kickoff! Get powered up for popcorn with all of the supplies you need. Just order online and we'll get them ready for you.

UNIT POPCORN KICKOFF

The Popcorn Kickoff sets the tone for your entire Popcorn Sale. Motivated Scouts and, more importantly, motivated parents are the key to a successful sale. Have fun! Give away prizes and more.

Use the [Unit Kickoff handout from the rally \(or online\)](#) to help plan your kickoff. Here are a few helpful notes as well.

MORE THAN A FUNDRAISER!

First, help parents to understand that popcorn is a part of the program, not just another fundraiser. Popcorn is also about Advancement and practicing life skills. Help them see that their Scout will gain self-confidence, set goals, and learn the value of a dollar earned.

Second, explain to parents that if the unit gives it all for just a couple of weeks, they can fund the entire year of fun activities.

SAMPLE AGENDA

Welcome – Do a Popcorn Cheer or Skit. Use your Mad Scientist lab coat.

Some units choose to separate their Scouts & Parents. The Scouts learn about the prizes and how to sell, while the parents learn about the logistics.

Have some sample popcorn and fun giveaways from the \$1 store.

Review the Pack's Planned Program Activities

- Show a few pictures of fun last year
- Talk about the fun at Pack meetings & awards

Pay For It All with Popcorn

- The importance of a Family/Scout Goal
- Pack Goal: Talk about what you can do if you reach the goal

What the Family Gets Out of Popcorn

- Free Activities
- Free Camping
- Free Registration
- Goal = Nothing out of parent's pocket

Separate Scouts and Parents

- Teach the parents about the importance of popcorn
- Setup some fun popcorn games for the kids.

End with a FUN spotlight. Whip Cream Pie for the leader!

UNIT KICKOFF FUN SUPPLIES

Gather some fun supplies to use the theme and get your Scouts excited for the popcorn sale. Use these and other fun adventure items at your kickoff and throughout the sale. They can be cheap trinkets from the \$1 store, but your Scouts will get excited about them.

- Have a leader wear something for the Popcorn Kickoff.
- Tell the Scouts the top seller for each week will win a cool prize.
- Give it away as fun prize at the kickoff.
- What other fun things can you do?



VIRTUAL KICKOFF

This year, you may need to have a virtual kickoff for your popcorn sale. But you can still have tons of fun! You can still give prizes away, get Scouts excited about selling, and teach them how they can sell online or in safe ways.



STOREFRONT TIPS & KROGER SIGN-UPS

STOREFRONT TIPS:

BEFORE THE SALE DATE

- Visit or call locations early (except Kroger). Remember there are plenty of other places besides Kroger for Storefront Sales.
- If the store requires proof of insurance, please contact popcorn@danbeard.org or refer to danbeard.org/popcorn.
- When reserving your day, ask the business if there are any setup restrictions that you should be aware of.
- Double check with the business the day before in case a conflict has arisen. Schedule Scouts and parents for about 2 hour shifts to keep things organized. Confirm with the parents a few days beforehand.

DURING AND AFTER THE STOREFRONT SALE

- Have Scouts in uniform and stand in front of the table.
- Never have the Scouts ask if they want to buy popcorn. Coach them to ask things like: "Would you be willing to help support me going to Scout summer camp?"
- Have products displayed neatly. Putting prices on will likely discourage higher purchases.
- Make sure to thank the store manager. Consider buying a bag and giving it to the store manager along with a thank you note signed by the Scouts.
- Split sales either by Scout performance, or by dividing out the sales by an hourly rate.

KROGER SIGN-UP DETAILS

Kroger sign-ups are still undetermined at the time this went to publication for this year. As we continue to discuss the current environment with Kroger and learn more, we will be sure to keep you updated.

Should storefronts become a reality, we will contact everyone at the main email address you provided during registration with as much advance notice as possible to allow for a proper sign-up window. Initial sign-ups will be limited and monitored.

SHOW & SELL POTENTIAL LOCATIONS:

- Your Church
- Your community park or community events
- Walmart
- Lowe's
- ACE Hardware
- Great Clips
- UDF
- Home Depot
- Michael's
- Gas Station/Truck Stop
- A local mall or retail store
- Soccer Field
- *Be sure to speak to the appropriate person to schedule a show and sell.



Additional Considerations for Storefronts this Year

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

POPCORN for a PURPOSE



SUPPORT TROOPS. FEED THE HUNGRY. HELP SCOUTS.

MILITARY DONATION PROGRAM

Through the Military Donation Program, customers can help to support both Scouts in your unit and our US Troops.

This year, military donations will go to local heroes at Ohio/Kentucky bases or servicemembers.



FOOD PANTRY DONATION PROGRAM

Food Pantry Donations will help to support both Scouts in your unit and local food banks.

This year, foodbank donations will be distributed locally through partnerships with the Freestore Foodbank and Shared Harvest.



AMERICAN HERO FIRST RESPONDERS

This year, donations will also support first responders.

GIVING LEVELS FOR ALL 3 PROGRAMS

Gold Donation Level: \$50

Silver Donation Level: \$30

\$1 Dollar Bucket Donations

You can also log all your smaller donations as American Hero donations and we'll send popcorn to support these groups as they add up.

SPECIFY YOUR UNITS DONATION:

Your unit can indicate where they would like the donations to go by filling out the online form at www.danbeard.org/popcorn. If your unit elects not to fill out the form, we will split the donations to support both programs.

Stays
Local



APP AND LEADER DASHBOARD

THE APP FOR SCOUTS AND FAMILIES



THE LEADER DASHBOARD FOR KERNELS ONLINE



MANAGE YOUR ENTIRE SALE IN ONE PLACE

- Order Popcorn
- Invite your Scouts to register
- Set your unit and Scout goals
- Manage your Scout Roster
- Set your Storefront Sales Calculation Method to Auto-Split Sales
- Manage your unit's:
 - Inventory, Scout Sales, Storefront Sales, and Online Sales

OFFERS SAFE CONTACTLESS WAYS TO SELL!

Benefits for units:

NO CREDIT CARD FEES

(paid by Dan Beard Council & TE)

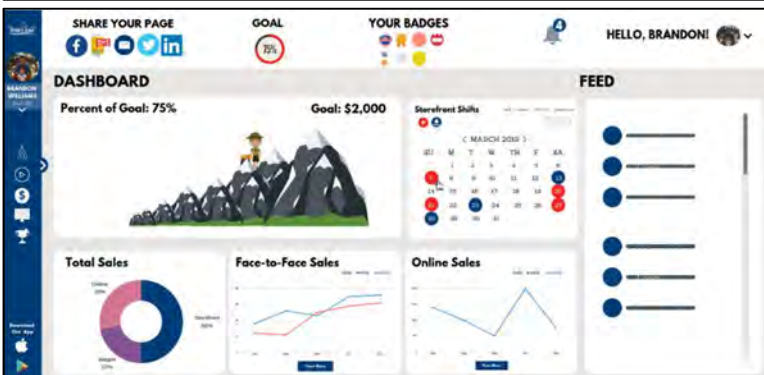
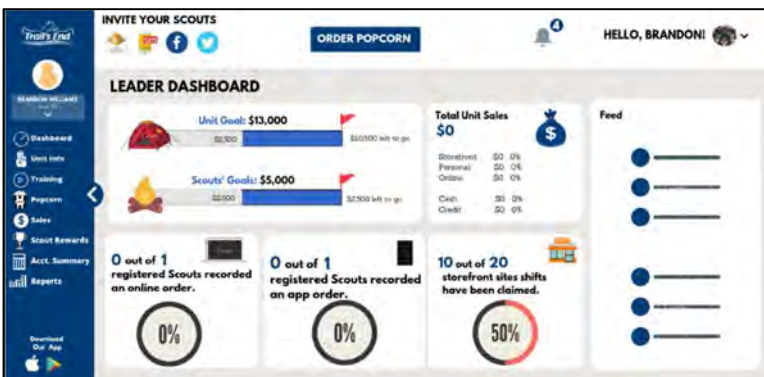
- Compatible with your Square readers.
- Automatically communicates and tracks sales for prizes.
- Track inventory, storefronts, and up-to-date sales all in one place.

Benefits for Scouts:

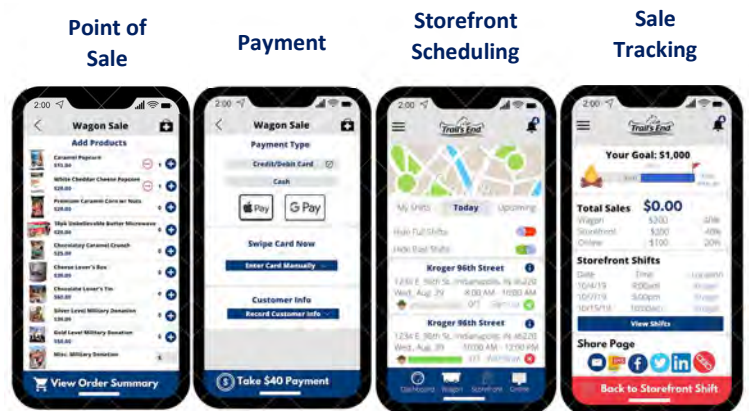
- Every Scout can do credit card sales (increased sales).



ONGOING LIVE WEBINAR TRAININGS
THURSDAYS & SATURDAYS
THRU SEPTEMBER 12



SIGN UP FOR A LIVE WEBINAR TO LEARN ALL ABOUT THE



Built with Square

UNIT RESOURCES



Use Your Credit Card Readers Provided by Popcorn!

Credit Card Readers can be a great way to increase your sales. Now the Popcorn App will integrate directly with your Square Card Reader or allow you to take credit card transactions without a reader. This will enable all of your Scouts to process credit card sales for those customers who do not have cash.

Did you know?

The average popcorn sale **increases by over 10%** when you accept credit cards.

- Free Credit Card Processing in 2020 on all transactions in the Popcorn App. *(note: if you use the Square app, there will be processing fees.)*
- Credit Card Readers allow you to accept credit cards
- Use multiple readers at different locations if you like
- Dollars will be processed through Trail's End and credited to your invoice each weekday, 2 days in arrears.
- If your balance is paid in full, you may add your unit bank information into your leader dashboard in order to request a direct payout.



FREE CREDIT CARD PROCESSING!

E-Newsletter Communications

We encourage all unit kernels and those interested in getting important popcorn information to sign up for the 2020 Popcorn Newsletter.

You can sign-up at www.danbeard.org/popcorn. We'll send you important sales updates, reminders, and action items.

Remind Me | Text Message Reminder Service

"Remind" is a text message service often used by schools and organizations to get important information out to parents via text message. This fall, the popcorn sale will utilize this program to help send you important updates and reminders.

We encourage that all popcorn kernels sign-up to receive text messages from the 2020 Popcorn account. You can sign-up online at danbeard.org/popcorn. You can visit <https://www.remind.com/join/20popcorn> or text @20popcorn to the number 81010.

You can choose to unsubscribe at any time. Just reply @leave and send via text at any time.

Messages that will be sent include: Deadline reminders, important announcements or changes, and occasional tips. Standard message and data rates apply.

Interested in the service? It's free. Setup your own unit account and encourage parents to sign-up so that you can easily communicate with Scout parents about the sale.

www.danbeard.org/popcorn

The website is your resource center for all of your needs. Regular updates will be made there throughout the sale.

Facebook

We will run paid advertising campaigns to help promote the popcorn sale to the general public and aid your units efforts. Also see our Popcorn Facebook page to connect with other local kernels and get sale update.

www.facebook.com/DBCpopcornSale

Inventory

Develop a plan to track the inventory your unit has in stock. Keep product in the hands of your Scouts to keep them selling throughout the sale. The goal is not running out of product yet not having product left over to return at the end.

Here are some helpful tips:

-Use the [Popcorn App](#) to help manage real-time inventory as popcorn is sold. If you are not using the app. Make sure that you have a system in place.

-Review last year's sale data online or see general sale data posted on danbeard.org/popcorn.

-Share contact information with others in your district so that you can trade product later in the sale.

-Use the Dan Beard Council Popcorn Facebook page to chat with other kernels and trade product.

-Communicate with your Scouts regularly. Ask them report back if they have unsold product early so that you can transfer it to Scouts who have waiting customers.

POPCORN VIDEOS, TUTORIALS, & TRAINING

- Videos at danbeard.org/popcorn
 - Everything you need to know about popcorn.
 - Videos with a special 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

 <p>Team Building & Planning</p> <ul style="list-style-type: none"> • On-Site Popcorn Setup • 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 Shows & Shows
 <p>Sale Logistics & Best Practices</p> <ul style="list-style-type: none"> • Goals • Inventory Tracking • Positioning • Equipment • Ongoing Training • Financial Best Practices 	 <p>Kickoff</p> <ul style="list-style-type: none"> • General Guidelines • Setup Only Info • Break-Only Info • Sample Scripts 	 <p>Prizes & Incentives</p> <ul style="list-style-type: none"> • Unit Prizes & Incentives • Online Sales Prize Program • Online Top 100 Drive • Scholarship Program
 <p>Recruiting</p> <ul style="list-style-type: none"> • Recruitment at Shows & Sell 	 <p>Resources</p> <ul style="list-style-type: none"> • Trail's End Products • Sample Scripts • Sample Agreement Forms • Show Package Examples 	 <p>Scholarship Program</p> <ul style="list-style-type: none"> • How to Apply • Submitting for Payment • Program Rules • Terms & Conditions

ORDERING ADDITIONAL PRODUCT

You will be able to order additional product throughout the sale if you need it (based on availability). Our warehouse arrangement occasionally requires us to be flexible in our locations, but we want to make it easy for units to pick up more popcorn. At this time we plan to offer 8 warehouse dates over 4 weeks to pick-up more product.

*ORDER ADDITIONAL PRODUCT IN YOUR ONLINE UNIT ACCOUNT:

In an effort to make your additional order pick-up a little faster, and to help streamline things, reordering product during the sale will be available online prior to pick-up through the popcorn system on your Unit Page. Simply login and create a REPLENISHMENT ORDER in advance of a warehouse day. Your Replenishment Order will be fulfilled out of your original warehouse location unless otherwise specified. **NOTE:** US Grant replenishment orders will default to the Ohio warehouse.

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

“Walk-in” orders are welcome at warehouse days, but please be aware that there may be a wait.

Warehouse hours will be around the lunch hour. Evening hour pickups can be arranged by request but are subject to warehouse access availability. Each warehouse staffing and schedule will be posted to danbeard.org/popcorn. Some product limits may be enforced if deemed necessary.



ONLINE SALE

The online sale is a great tool for this year's sale. It is perfect to connect with distant relatives or friends who might want to support your Scouts but are not close enough to home.

Scouts can go to www.trails-end.com and create an account to sell popcorn online. Use the “How to Create a Personal Popcorn Page” flyer to help your Scouts create their own store. Scouts can use Facebook, Twitter, and emails to sell popcorn across the country (with parent's permission). This is also a great way for older Scouts to get involved easily by using social media.

Commission:

Commission for online sales through the Trail's End website is 32%. Online commissions will automatically be applied to your unit invoice to reduce your final invoice. These will be reflected on your invoice 2 days in arrears.

Prizes:

Online sales will automatically be added to the Scouts Sales total and will be included in their overall sales total for Popcorn Prizes.

POPCORN MAKES SCOUTING BLAST OFF!

Team up with the Popcorn Adventure Squad to make popcorn fun!

www.danbeard.org/popcorn



NOTES

