

# 2022 UNIT POPCORN GUIDE



**CREATE SCOUTING  
ADVENTURES  
WITH POPCORN**



**DAN BEARD COUNCIL, BSA**  
SERVING GREATER CINCINNATI & NORTHERN KENTUCKY



# 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! 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,

**Ashwin Ramprasad**  
Council Popcorn Kernel

**Michael Kostic**  
Deputy Scout Executive

## MEET THE POPCORN TEAM

### CONTACT INFORMATION

East Fork District Kernel

[Christina Adkins](#)

[c.t.adkins@gmail.com](mailto:c.t.adkins@gmail.com)

Fort Ancient District Kernel

[Jen Dinsmoor](#)

[jendinsmoor@gmail.com](mailto:jendinsmoor@gmail.com)

Fort Hamilton District Kernel

[Jason Covell](#)

[jasoncovell@hotmail.com](mailto:jasoncovell@hotmail.com)

Little Miami District Kernel

[Jason Hodges](#)

[jhodges10@cinci.rr.com](mailto:jhodges10@cinci.rr.com)

Queen City District Kernel

[Becky Gash](#)

[davidandbeckygash@gmail.com](mailto:davidandbeckygash@gmail.com)

Trailblazer District Kernel

[Sandeep Reddy](#)

[s.reddy@live.com](mailto:s.reddy@live.com)

Whitewater Trails District Executive

[Gustav Volan](#)

[gustav.volan@scouting.org](mailto:gustav.volan@scouting.org)

Council Popcorn Chair/Kernel

[Ashwin Ramprasad](#)

[ramprasada@cintas.com](mailto:ramprasada@cintas.com)

Council Popcorn Staff

[Michael Kostic](#)

513-577-7696

[Michael.kostic@scouting.org](mailto:Michael.kostic@scouting.org)

[Alyssa Barr](#)

513-577-7707

[alyssa.barr@scouting.org](mailto:alyssa.barr@scouting.org)

## TABLE OF CONTENTS

Welcome to Popcorn	2
Key Contacts	2
Why Sell Popcorn	3
What's New	3
Unit Kernel's Role	3
Sale Timeline and Checklist	4
Product Lineup	5
Sales Methods	6
Placing Your Order	7
Popcorn Distribution	8
Returns & Payments	9
Commission	9
Prizes	10
Bonus Incentives and Clubs	11
Unit Kickoff	12
New Popcorn Resource Center	12
Storefront Tips	13
Popcorn for a Purpose Donations	14
Popcorn App & Leader Dashboard	15
Unit Sale Resources	16 & 17
Ordering More Popcorn	17
Online Sale	17



## **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 70% 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!

## **2022 SALE FEATURES**

Trail's-End Leader Portal is now Mobile Friendly

Scouts and Units can see where they rank in the Nation, Council, and District

New Pre-Booked Storefront Hours for Units

New Integrated Storefront Reservation System

Points Based Scout Prize Program

Mobile Share Features

Contact Import Features

Contactless Ways to Sell

Updated Popcorn App

Updated Leader Dashboard to Manage Sale

Popcorn For A Purpose America's Heroes

### **Benefits for You**

Simplified Bonus Commission Structure

Sample Product at Rally

Popcorn Reminders via "Remind"

Ideas and Items for Your Kickoff / Unit Kickoff

Option for Free Credit Card Reader

Unit Show and Sell Banner

Unit Posters

## **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 on or before December 5. A 2% late fee is added each week that payment is late after the Dec. 5 due date.

# SALE TIMELINE & CHECKLIST

## July

July 26 Popcorn Rally #1

July 27 Popcorn Rally #2

## August

August 1 Popcorn Rally #3

★ August 16 Initial Show & Sell Orders Due *submit online*

August 27 Popcorn Festival at Cincinnati Zoo

- ☐ Work with your unit committee to set unit sales goal
- ☐ Set Date for Unit Popcorn Kickoff (late Aug/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
- ☐ Schedule store front sale locations (Walmart, Ace Hardware, Lowe's, etc.)
- ☐ Setup Blitz days
- ☐ Attend Scout Popcorn Training Festival

## September

September 1 Show & Sell Popcorn Sort Day

★ September 2 Show & Sell Popcorn Distribution

September 7, 14, 21, 28\* Warehouse Day - Ohio Location

September 8, 15, 22, 29\* Warehouse Day - Kentucky Location

September 10-11 Popcorn Safari Blitz Day

- ☐ **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 5, 12, 19\* Warehouse Day - Ohio Location

October 6, 13, 20\* Warehouse Day - Kentucky Location

October 5, 20 Transfer Nights

October 22 Popcorn Return Day (*morning*)

★ October 22 (midnight) Final Unit Orders Due *submit online*

October 31 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

## November

November 10 Popcorn Sort Day

★ November 11 Popcorn Distribution

Late Nov/Dec Submit Prize Orders (*online once account is settled. Prizes count through 12-31*)

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

## December

★ December 5 Final Payment Due

- Check can be mailed, but MUST be postmarked by December 5<sup>th</sup>

Early 2023 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



## Kettle Corn & White Cheddar Gift Box

- Kettle Corn
  - White Cheddar Popcorn
- Comes in Gift Box.*



The perfect blend of crunchy pretzels wrapped in chocolatey goodness.

## Chocolatey Pretzels



A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt

## Salted Caramel



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

## White Cheddar Popcorn



Kettle popped to perfection with just the right combination of sweet & salty

## Sweet & Salty Kettle Corn



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

## 12-Pack Microwaveable Unbelievable Butter



A traditional favorite full of rich caramel flavor.

## Caramel Corn



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

## Popping Corn



**Additional products online such as Honey Roasted Peanuts.**

Order through a Scout with the app or online at [trails-end.com/shop](https://trails-end.com/shop)!



[trails-end.com/store](https://trails-end.com/store)

\*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.





# 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 RACETRACK CHALLENGE!

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.

#### Racetrack Challenge

Have your Scouts complete the RACETRACK CHALLENGE! The Racetrack Challenge is the 15 neighbors that surround their home. Make a rectangle 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 10-11. 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 storefronts.** See pg. 13 for more details.



#### 6+ Hour Seller!

The average Scout will cover their costs for the year if they sell approximately 6-8 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 online sale enables Scouts to create their own customized selling page. Scouts create accounts on Trails-end.com and send emails to people they know, asking for their support by buying popcorn. Customers place online orders and have the popcorn shipped directly to their homes. More details on page 17.



# PLACING YOUR POPCORN ORDER

Ordering Popcorn— 2 Important Popcorn Order Dates:

NEED TO ORDER  
MORE. SEE PG. 17

Show & Sell Order Due: August 16<sup>th</sup> | Take Order Final Order Due: October 22<sup>th</sup>

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

## 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 75% of the unit's total 2021 full retail sale.** If you sold last year, login to your account by visiting [danbeard.org/popcorn](http://danbeard.org/popcorn) or [trails-end.com](http://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](mailto:popcorn@danbeard.org).
2. Please keep in mind that you can get additional product throughout the sale from the warehouse.
3. Order the Popcorn online through the Trail's End website
  - a) Go to [www.danbeard.org/popcorn](http://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](mailto:popcorn@danbeard.org). Make sure to include your district and your unit type and number. (Example-Trailblazer, Pack 123)
  - b) Once logged in, click on the large blue ORDER POPCORN button (or select "Popcorn Orders" on the left menu)
  - c) Ensure the Campaign box reads "2022 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 15, 2022. *\*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 22, 2022. 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. If Scouts have entered all of the orders in the app, then you should have all of the quantities. Be careful to include orders that may not have been entered into the app, and/or not to double count orders on an order form that were already entered in the app. Compile the 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 Sell, 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](http://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](mailto: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 "2022 Selling Campaign"
  - d. Click on the Choose Delivery drop down box and select FINAL ORDER (Take Order).
  - e. You can order both single bags 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 22, 2022.





# POPCORN DISTRIBUTION

**INITIAL ORDER PICKUP: SEPTEMBER 2, 2022** *(afternoon/evening)*

**FINAL ORDER PICKUP: NOVEMBER 11, 2022** *(afternoon/evening)*

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](http://danbeard.org/popcorn) by August 12, 2022.

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**Districts:** Ft. Ancient, Ft. Hamilton, Little Miami, Queen City, Whitewater Trails

**\*Ohio Warehouse:** TBD  
Sharonville Area

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**District:** Trailblazer

**\*Kentucky Warehouse:** TBD  
Florence KY Area

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**District:** East Fork

**East Fork Warehouse:** TBD  
Batavia Area

## STEPS TO PICKING UP YOUR POPCORN

- 1) Sign-up for a pickup time online at [danbeard.org/popcorn](http://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

**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 1<sup>st</sup> and Nov 10<sup>th</sup>. 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](mailto: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.



# COMMISSIONS, RETURNS & ACCOUNT SETTLEMENT

Base Cash Commission 29%

Attend a Popcorn Rally +3%

**Total = 32%**

**Online = 32%**

## Unit Bonus Levels

\$20,000 in sales +2%

\$30,000 in sales +3%

\$40,000 in sales +4%

*\*Bonus levels not cumulative. % applies to entire sale.*

**Potential Total = 36%**

With Prizes, Supplies, and Resources = 40-50%

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 6, 2022 2% late fee

December 13, 2022 4% late fee

December 20, 2022 6% late fee

December 30, 2022 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

**Saturday, October 22, 2022** *(morning)*

**Location: Ohio and Kentucky Warehouses**

Your unit can return full cases of popcorn that were over ordered prior to your final order. We encourage units to utilize the popcorn swap/transfer days with other unit kernels to swap out product they don't need for product they do, and to make full cases to return.

**Remember to use leftover product from your Initial Order to fill orders from your Order Form sales before making returns.**

Do NOT put stickers, tape, or anything on the product or it may not be accepted for return. Damaged product will not be accepted. If you received damaged product, please notify us upon receipt.

### No Returns on Chocolate Product:

Chocolate products may not be returned. These items are extremely sensitive to high temperatures and must be transported and stored properly.

### Restocking Fee:

Dan Beard Council allows you to return 10% of your Initial Order free and clear. After this allowance, there is a 10% restocking fee based on the remaining product cost returned.

*Example:* A unit orders \$1,500 of product for their initial order. 10% of \$1,500 is \$150. They have a \$150 allowance that they can return. If they return \$200 of popcorn, there will be a 10% restocking fee on the \$50 remaining after the allowance. The total restocking fee in this case would be \$5 (\$50 x 10%).

**Only returns of full cases, of like product, will be accepted.** Please remember that the Dan Beard Council is unable to return any popcorn to Trail's End and therefore any excess that remains unsold has a direct, negative effect on Scouting programs for units and youth.

## Transfers of Product to Other Units

**Scheduled Transfer Nights: Oct 5 & 20**

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** (icon) 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 the way they 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.

## 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) Patch (*automatically fulfilled based on totals in the popcorn system*)
3. Submit your prizes online after your account is settled in full.
4. Scout Rewards Amazon gift cards will be sent electronically directly to the Scout. 250-point level prize, bonus prizes, and patches can be picked up at the Scout Achievement Center.

**1.25PTS**  
PER EVERY \$1 SOLD  
APP CREDIT/DEBIT CARD  
WAGON & STOREFRONT

**1PT**  
PER EVERY \$1 SOLD  
CASH AND  
ONLINE DIRECT

## 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.

### View Scout Sales Amounts

1. On the main leader dashboard, scroll down to view each Scout's sale totals.
2. Use the drop downs/menu item next to each name to see details.
3. Review Scout sales.
4. Add/remove/refund sales. (*see Unit Reference Guide for details*)

Scout Name	Worked Scout(s)	Future Scout(s)	Total Scout(s)	Scout(s) Sales	Wagon Sales	Online Sales	Sales Adjustment	Total Sales	Scout Goal
David Alexander	4	0	4	\$140.00	\$450.00	\$0.00	\$11,000.00	\$11,770.00	\$0.00
Carly Beckwith	2	0	2	\$0.00	\$1,375.00	\$200.00	\$2,000.00	\$3,575.00	\$0.00
Ender Stanford	4	0	4	\$0.00	\$1,375.00	\$0.00	\$1,000.00	\$2,750.00	\$0.00
<b>Totals</b>	<b>10</b>	<b>0</b>	<b>10</b>	<b>\$140.00</b>	<b>\$2,750.00</b>	<b>\$200.00</b>	<b>\$14,000.00</b>	<b>\$16,940.00</b>	<b>\$0.00</b>

## 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 [support@trails-end.com](mailto:support@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 (900pt 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 9/9):

Scouts who have reached the 900pt Club by 9/9 will be entered into an early bird drawing. Must be logged in system.

### Bonus Club Drawings (Log sales in system by 10/3):

Scouts who reach a bonus club by 10/3/22 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 3 awesome Bonus Clubs for this year's sale. Scouts earn these prizes in addition to the prizes at the various prize levels.

### 900 PT CLUB

Scouts who earn 900 pts will get an additional 100pts to bump them up to 1000 points!

### 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.



## POPCORN SAFARI ADVENTURE PATCH

Each Scout who participates and logs 1 sale into the Trail's-End app will earn the Popcorn Racetrack patch.



\*See prize details online.



# POPCORN SALE



# 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 Racetrack Flag.

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/Troop'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 related to this year's theme 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?







# STOREFRONT TIPS & 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](mailto:popcorn@danbeard.org) or refer to [danbeard.org/popcorn](http://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.

## Pre-Booked Storefront Hours

This year, Dan Beard Council proactively secured over 15,000 hours of storefronts for your unit to schedule and utilize for your sale!

We also invested in integrating the system so that storefront signups can easily be accessed right from your leader dashboard.

Login to your leader dashboard and click Storefront Reservations in the left menu. Change the calendar view to see upcoming storefronts by date. Reserve your storefront. Then customize the time block into shifts for you Scout families. Once published, they'll be able to signup for the shifts right from their trail's-end account. Edit or remove storefronts in the Storefront Management area.

Visit [www.danbeard.org/popcorn-storefronts](http://www.danbeard.org/popcorn-storefronts) for screenshots.

## 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



# 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.

Stays Local

## 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](http://www.danbeard.org/popcorn). If your unit elects not to fill out the form, we will split the donations to support both programs.



# APP & 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:

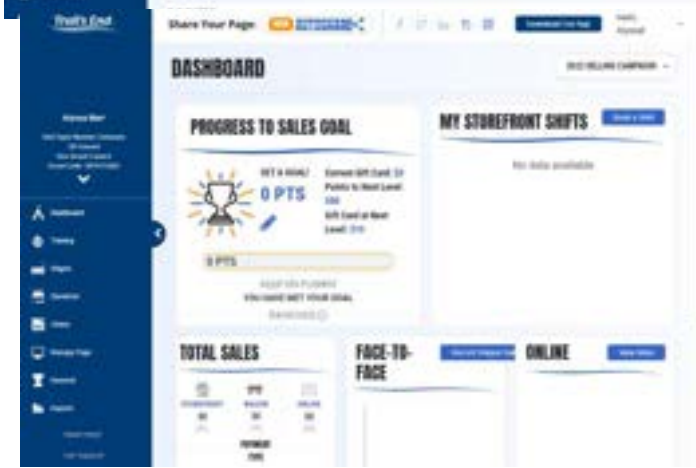
- Every Scout can do credit card sales (increased sales).



## ONGOING LIVE WEBINAR TRAININGS STARTING IN JULY!

## SIGN UP FOR A TO LEARN MORE ABOUT THE APP

<https://www.trails-end.com/webinars>



Point of Sale

Payment

Storefront Scheduling

Sale Tracking



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 2022 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



## 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 2022 Popcorn Newsletter.

You can sign-up at [www.danbeard.org/popcorn](http://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 2022 Popcorn account. You can sign-up online at [danbeard.org/popcorn](http://danbeard.org/popcorn). You can visit <https://www.remind.com/join/22popcorn> or text @22popcorn 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](http://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](http://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](http://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](http://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

<b>Team Building &amp; Planning</b> • 10 Team Building Activities • 10 Planning Activities • 10 Planning Activities	<b>Ways to Sell</b> • 10 Ways to Sell • 10 Ways to Sell • 10 Ways to Sell	<b>Show &amp; Sell</b> • 10 Show & Sell Activities • 10 Show & Sell Activities • 10 Show & Sell Activities
<b>Sale Logistics &amp; Best Practices</b> • 10 Sale Logistics Activities • 10 Best Practices Activities • 10 Best Practices Activities	<b>Kickoff</b> • 10 Kickoff Activities • 10 Kickoff Activities • 10 Kickoff Activities	<b>Prizes &amp; Incentives</b> • 10 Prizes & Incentives Activities • 10 Prizes & Incentives Activities • 10 Prizes & Incentives Activities
<b>Recruiting</b> • 10 Recruiting Activities • 10 Recruiting Activities • 10 Recruiting Activities	<b>Resources</b> • 10 Resources Activities • 10 Resources Activities • 10 Resources Activities	<b>Scholarship Program</b> • 10 Scholarship Program Activities • 10 Scholarship Program Activities • 10 Scholarship Program Activities

## 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** East Fork 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](http://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](http://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.





[www.danbeard.org/popcorn](http://www.danbeard.org/popcorn)

## This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.