



2019 Popcorn Sale Unit Leader Guidebook



Coronado Area Council
644 S. Ohio St., Salina, KS 67401
(785) 827-4461
www.coronadoscout.org
Facebook: [CAC Popcorn Kettle](#)

Questions should be directed to your local District Kernel or District Executive

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Popcorn Kernel Checklist

Each Unit Kernel is responsible for completing each of these items by the due date:

- Place Show N Sell Order Online – by Friday, August 16th
- Pick up Show N Sell order – Friday, August 30th
- Start selling popcorn – Friday, August 30th
- ONLY** day to **RETURN** popcorn. **NO CHOCOLATE RETURNS!** – Monday, October 14th
(Note – this is NOT the final pickup day.)
- Final day to sell popcorn – Friday, October 18th
(Each Unit must set its own end date to allow Kernel appropriate time to finalize paperwork)
- Place final popcorn orders online – Friday, October 18th
 - Enter popcorn order at www.scouting.trails-end.com
- Pick up final orders – Friday, November 1st
NO RETURNS ACCEPTED at final order pickup.
- Prize order/sellers roster due – Friday, November 8th
- Final payment due – Friday, November 15th
(Do not print invoices prior to Monday, November 12th as they will be inaccurate.)
- Send Scholarship Forms to Council – Friday, November 29th

Whom to Contact with Questions

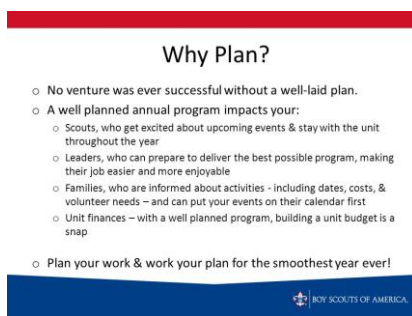
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			Council
District Popcorn Kernel Contact Info			
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			Buffalo Bill
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Rhian Herl	rhian.herl@scouting.org	785-301-2724	Tomahawk

Funding Your Program

Imagine kicking off your Scouting year with a 12-month program and not collecting any money from Scouting families! Units can pay for the entire program without any out-of-pocket expenses through Council fundraising opportunities. We are gearing up for the 2018 Popcorn campaign to be bigger, better, and stronger. The sale officially starts on August 30, 2019.

Five Steps for a Successful Fundraising Campaign

1. **Establish a program plan and budget** using the worksheet found at coronadoscout.org. With input from your Scouts, parents, and leaders you can use this guide to write your budget and stick to it.
2. Set a Unit popcorn sale goal and break down to a per-Scout goal based on your program plan and budget.
3. Put together an exciting incentive program for your unit along with prize programs already being offered. For example, sell \$100 and get to throw a pie in your Cubmaster's face!
4. Conduct a FUN Unit Kickoff to communicate the goals to families and Scouts.
5. Utilize all sales methods available to make sure your unit and Scouts hit their goals.



- o Take orders
- o Show and Sell the products/Store front sales.
- o Talk to your local businesses to see if you can sell there
- o Online sales
- o Show and Deliver the products
- o Parents selling at work helps Scouts hit their goal

Selling and Safety Tips

- ALWAYS wear your uniform
- ALWAYS smile, introduce yourself and end with a "Thank You!"
- ALWAYS tell your customers why you are selling popcorn
- KNOW the different kinds of popcorn you are selling
- ALWAYS make a copy of your order form
- ALWAYS have a clean order form with a pen
- BE SURE to get customer email addresses to send them a "Thank You" email after the sale, reminding them they can re-order online.
- NEVER enter anyone's home
- NEVER sell after dark unless you are with an adult
- DON'T carry large amounts of cash with you

- ALWAYS walk on the sidewalk and driveway
- ALWAYS sell with another Scout or with an adult

Glossary of Terms

Add-On Order— After Show and Sell Orders and Final Product orders have been distributed an Add On Order is the means by which Units can obtain additional popcorn if needed. Add On requests are filled by calling 785-827-4461 or emailing coronadopopcorn@gmail.com

Case – The larger box in which individual popcorn units are packaged. For instance, there are 12 bags (containers) of popping corn in one case. Show N’ Sell product should be ordered by the case.

Container – The smaller unit (bag, box, or tin) of individual popcorn that is sold to the customer. For instance, one 18 pack of microwave popcorn is a container. There are 6 containers of 18 packs of Butter light in one case. Final product should be ordered by the container.

Fill-a-sheet – Scouts who “fill up” a sheet of orders can submit those filled sheets to coronadopopcorn@gmail.com by Friday at 5pm for a chance to win the weekly prize. Winners will be notified through their unit kernel as well as announced on Facebook.

Distribution Site – The locations where Units can pick up the product they have ordered. Units are assigned different locations by their Districts. Distributions (also called Pick Ups) will take place Aug 30th and Nov 1st.

Draggin’ Wagon – Also called Show N’ Deliver. Scouts have product on hand and sell door-to-door. They collect the money and deliver the product all at one time.

Kernel Journal – Informational email distributed weekly by the Council to every popcorn kernel. These emails contain important information including deadline reminders to help you stay on top of your popcorn sale as well as promotional material to be shared with your families selling.

Online Sales – An additional means by which Scouts can sell popcorn. Scouts and Leaders can set up an online sales account at www.sell.trails-end.com. Leaders will need to log in to this system to view Scouts’ online sales totals. Customers can set up an account to purchase popcorn at www.trails-end.com.

Popcorn System – The Trails End website where the bulk of the popcorn sale is managed. Units will utilize this site to order popcorn (both Show N Sell and Final orders), view reports and previous year’s sales, etc. Council uses the site to track inventory, unit sales, invoicing, etc. The Trails End Online Sales System can now be accessed from the Trails End Popcorn system at www.sell.trails-end.com.

Prize Option for bonus Commission (Troop/Crew Only) – Troop/Crews have the option to earn either prizes for individual Scouts or an additional 3% bonus commission for the unit. The unit must complete the opt out form located at coronadoscout.org and submit to coronadopopcorn@gmail.com by Friday, September 7th at 5pm.

Returns – Units who have excess Show N’ Sell inventory, and do not anticipate using it to fulfill Take Orders, **may return up to 50% of the product.** Returns will be accepted **only** on Monday, October 14th. Special circumstances arise, contact your local District Kernel to work out the details. Once the Council’s final order is placed returns will no longer be accepted.

Sales Guide – The order forms that Scouts use to take orders from customers.

Show N Sell – Units set up sales at a specific site – typically in front of a store or other business. Scouts have the product on hand and collect the money and deliver the product all at one time. (Unit Kernels must ask permission from the stores and coordinate directly with them.)

Take Order – Scouts take orders from customers without having product on hand. Units Kernels place final orders by Oct 18th to fulfill the take orders. Scouts deliver popcorn to their customers after the final order distribution Nov 1st. Please inform customers when the product will be delivered.

Trails End – Trails End is the vender of products offered during the popcorn sale.

The New Trail’s End App

This app works for all the ways you sell: storefronts, door-to-door, online, at work, local businesses. Reach friends and family far away by sharing your personalized Scout fundraising page from the app via email, text, and social media.

- Accept cash and credit cards (FREE credit card processing)
- Track sales and inventory
- Sign up for available storefronts
- Free shipping on every online order

Text “APP” to 62771 to get the link to download the app.

Incentives and Prizes



- | | |
|--|--|
| <p>1. Earn up to 38% Commissions on your Unit's sale!</p> <ul style="list-style-type: none"> ▪ Base Commissions (every Unit earns this) 26% ▪ 2 adults per unit attend an in-person District Kickoff 5%
Provide a sellers roster by 11/8
Order prizes by 11/8
Pay popcorn invoice by 11/15 ▪ Total membership growth by 11/1 4%
(must be growth over official roster as of 12/31/2018) ▪ IN LIEU OF PRIZES, a Troop/Crew may choose this option 3% | |
| <p>2. Troop/Crew may choose either the additional 3% bonus commission listed above or individual prizes for each Scout.</p> | |
| <p>3. Fill-a sheet Weekly Drawing</p> <p>One winner will be drawn each Friday in September (Sept 6, 13, 20, 27) for a high-quality prize. Full, completed sales forms must be turned in by 5pm every Friday of the sale for that week's drawing. Forms can be emailed to coronadopopcorn@gmail.com. Incomplete forms will not be eligible for prizes.</p> | |
| <p>4. Top Sellers Party - \$950 Club</p> <p>All Scouts who sell \$950 or more are eligible to attend the Toughest Monster Truck Tour event held at the Tony's Event Center in Salina, KS. The event will be held on February 15th, 2020. Each qualifying Scout will receive one youth and one adult ticket to the event, one youth food coupon, one adult food coupon, entry to the VIP meet and greet prior to the event as well as a pre-party with food and prizes!</p> | |
| <p>5. Scholarship Program</p> <p>Scouts are eligible for the College Scholarship program when they achieve ONE of the following:</p> <ul style="list-style-type: none"> ○ Sell at least \$2,500 in the first qualifying year (including Online Sales) ○ Previously enrolled in College Scholarship program and sell any amount this year <p>(Note: The Scout qualifying is responsible for turning in Scholarship enrollment form to Council – see instructions on page 18.)</p> | |

Show N' Sell – Orders



- Show N' Sell orders are due to the Council by Friday, August 16th at 5:00 PM. To order, log in to your unit homepage at www.scouting.trails-end.com.
 - Units may order up to 80% (dollar amount) of their total sale from the previous year. If you have extenuating circumstances that you deem necessary to order more than the limit, please submit in writing to coronadopopcorn@gmail.com. Make sure to include your name, contact information and growth plan.
- Units selling out of popcorn can get more product through an add-on order (subject to availability). Orders need to be placed by emailing coronadopopcorn@gmail.com.
 - Show N Sell items must be ordered by the **case**. The box to the right shows how many containers are in a case.
 - Each Unit should carefully consider its own Show N' Sell history in determining how much to order. If more product is needed for Show N' Sell add-on orders please email coronadopopcorn@gmail.com.

How many bags/boxes per case?

Classic Caramel Corn	12
Popping Corn	12
White Cheddar Cheese	12
18pk Butter	6
Salted Caramel Corn	12
18pk Kettle Corn	6
Premium Caramel Corn	12
Chocolatey Caramel Crunch	12
Cheese Lover's	1
Chocolate Lover's	1
Military Donation	1

Show N' Sell – Pick Up / Distribution

Show N' Sell will be available for pick up at the following locations on August 30th
Contact your District Popcorn Kernel or Logistics Kernel to schedule a time for pickup

Konza	Purple Wave Auction 825 Levee DR Manhattan, KS
Buffalo Bill	APAC 503 E 10 th Hays, KS
Wheatland	APAC 503 E 10 th Hays, KS
Tomahawk	Kiser Ag 309 Commercial St Logan, KS
Triconda	Crestwood 601 W Waterwell Rd Salina, KS

Popcorn Sale Dates

- Scouts may begin selling popcorn on Friday, August 31st. (Both Show N' Sell and Take Orders) In the interest of fairness, please DO NOT allow Scouts to begin selling prior to this date. Remember, a Scout is trustworthy.

- For Take Orders, Sales Guides (order forms) are available for each Scout to take the orders. Feel free to make copies of this form as necessary.
- Major Popcorn Sale Dates Below:

Show & Sell Order Due	8/16/2019
Door to Door Sale Begins	8/30/2019
Show & Sell Distribution	8/30/2019
Opt-Out Forms Due (Troop & Crew Only)	9/6/2019
Show & Sell Returns	10/7/2019
Final Order Due	10/18/2019
Final Order Distribution	11/1/2019
Seller Roster Due	11/8/2019
Payment Due	11/15/2019

Returns

- We are limiting returns by 50%. Meaning you can return up to 50% of the product that you took on your original Show-N- Sell order.
- **Chocolate Products ARE NOT returnable**
- **Returns will be accepted on ONE DAY ONLY:** Monday, October 14th, and will be brought back to the same place you picked it up. Contact your District Kernel to schedule a time for your returns.
- Returns **will not** be accepted at final order pickup.
- We cannot accept any damaged or opened popcorn items.



Final Order

- Final orders are due to the Council by Friday, October 18th.
- Order by containers NOT cases.
- Remember to account for any excess Show N' Sell inventory you have on hand. If you have 10 orders for a product, and you have 3 containers on hand, the amount in the "Actual Order to Council" column should be 7.
- If you have opted to use the "Scouts" function in Trails End, notice that the product you entered for the individual Scouts will flow into the totals on the Unit ordering screen. DO NOT enter product totals again, as this will cause you to double your product order. **Please review totals in "Actual Order to Council" column carefully before you hit "submit."**
- Be sure to make copies of each Scout's take order forms (Scout sales guide) and have them available when organizing to distribute. It is important to make copies of these forms, because if they're lost it's difficult for a Scout to know where to deliver his popcorn! Copies of the filled sales guides are also required annually for the Scholarship program.
- When placing the order online, you MUST "approve and submit" your order. If you save but do not check the approve/submit order box, your order will not be submitted.
- Final Orders will be available for pick up on **Friday, November 1st**
- After you place your order, your District Kernel will contact you to schedule a specific pick-up time for your Unit. (Please allow several days.)

Pick Up Final Orders

Final Orders will be distributed on Friday, November 2nd

Each Unit Kernel will need to schedule their specific time with their District Kernel or Logistics Kernel
Locations are as follows

Konza	Purple Wave Auction 825 Levee DR Manhattan, KS
Buffalo Bill	Jim's Paving 1170 Golden Colby, KS
Wheatland	APAC 503 E 10 th Hays, KS
Tomahawk	Kiser Ag 309 Commercial St Logan, KS
Triconda	Crestwood 601 W Waterwell Rd Salina, KS

Prizes

- We are excited to be a part of the new Trail's End Rewards Prize Program! Through this program Scouts earn 8% in rewards that they will receive in an amazon.com gift card. Scouts will have millions of prize choices on amazon.com, can order when they're ready, and have the prizes shipped directly to them.
- Scouts must have a registered Trail's End account in order to redeem their amazon.com gift card.

Online Sales

- Leaders and Scouts can set up an Online sales account at www.sell.trails-end.com . To utilize the online sales system, you will need to setup a new account with a new login. Online sales login information from last year will carry forward to this year.

- Please note that product and pricing Online are different than the Council's traditional sale as this is a National Trails-End system we have no control over.
- **Units earn 32% commission for product sold through the online system from August 1st to October 25th.** (Bonus commissions do not apply to the Online sale.) Trails End will pay the Council quarterly, and then the Council will deposit the commissions directly into the Unit account.

Fill-a-Sheet Drawing

- Collect, scan and email your filled sales forms to coronadopopcorn@gmail.com each week to enter those Scouts in the weekly drawing!

Scholarship Forms

- Scouts are eligible for the College Scholarship form when they achieve ONE of the following:
 - Sell at least \$2,500 in this year (including Online Sales)
 - Previously enrolled in College Scholarship program and sell any amount this year
 - Copies of the Sales Guides are to be turned in annually account for the current year's sale.
- Complete the scholarship enrollment form and submit **to the Council** (NOT Trails End) along with copies of sales for the year. (Be sure to include paper order forms and/or online sales report.)
- Council will then approve and submit to Trails End.

Payment to Council

- After final orders have been distributed, Council will finalize commissions and update invoicing information on Trails End Popcorn System by Monday, November 11th. **Please do not print invoices before this date, as they will be inaccurate.**
- Unit is responsible to view/print their invoice from the Trails-End system. An email will be sent from coronadopopcon@gmail.com on Tuesday, November 12th to all unit popcorn kernels with the final invoice attached.

- All payments are due to the Council by Friday, November 15th. If paying by check, write one check for the total unit balance, payable to Coronado Are Council.
- Remember, Units must pay full invoice amount on time (in addition to the training requirements) to receive a 5% bonus commission.

Frequently Asked Questions



- **How will I know when and where to pick up my popcorn order?**
Show N' Sell pick-up locations are listed on page 10, Final Order pick-up locations are listed on page 13 and all dates can be found on page 3. Contact your District Kernel or Logistics Kernel with questions.
- **How big a vehicle will I need to bring to pick up popcorn?**
 - A mid-size car should fit 0 – 15 cases
 - A Jeep should fit 0 – 35 cases
 - A Mini-Van/SUV should fit 0 – 40 cases
 - A Suburban should fit 0 – 65 cases
- **I forgot my Trails End Popcorn System password.**
If you have previously verified your email address, we can email your password to you. Go to scouting.trails-end.com. Click on “Retrieve Password.” Enter your email address and click “Send my Password.” If you still have questions, contact your District Kernel or District Executive.
- **How do I navigate the Trails End Popcorn System?**
When logged into the Trails End Popcorn System, click “help” for a list of help topics including the full popcorn system manual which includes step-by-step instructions on using the system. A separate sheet of Trails End information is also included in your Unit Kernel packet.
- **Do I have to list each Scout’s sales in Trails End?**
No. The Scout function is provided as an extra tool for you to use if you choose. If you prefer, you may go straight to the Unit Order screen and enter the totals for the entire unit there. Either way, you will need to keep copies of the Scouts’ orders.
- **To whom should checks be made payable?**
Customers should write checks to the Unit. (i.e. Pack 0000 or Troop 5555) Units should then deposit all payments into the Unit’s BANK account.
- **How do I get more popcorn?**

Simply email corondaopopcorn@gmail.com and we are usually able to accommodate you fairly quickly.

▪ **How do I know how much a Scout sold online?**

Create an account and log in to the Online Sales system at www.sell.trails-end.com . Utilize the “Orders” and “My Unit” tabs to view information regarding each Scout’s online sales.

▪ **When can I get the prizes?**

Prizes are ordered by each Scout whenever they’re ready and are shipped directly to them.

▪ **How are the Fill It Up prizes distributed?**

Each week we will announce the winner of the drawing through our Facebook page, Coronado Area Council Popcorn Kettle. The winning Scout may choose to pick up their prize in person at 644 S. Ohio Street, Salina, KS 67401. If the Scout does not pick up their prize within a week the prize will be mailed directly to their unit’s popcorn kernel.

▪ **How do I get more forms?**

Kernels may copy any of the forms provided in the Unit Kernel packet as needed. Forms can also be found online on the Popcorn page of our Council website or you can stop by the Council office at 644 S. Ohio Street, Salina, KS 67401 and we would be happy to give you all you need.

▪ **How do we receive our commissions?**

Units should deposit all funds from sales directly into the Unit BANK account. At the end of the sale, Council will invoice the Unit for the sales amount, less commissions.

Online commissions are handled differently. Since customers pay Trails End directly for product, Trails End will pay the Council quarterly, and Council will deposit commissions into the Unit Account at the Council. **Units earn a straight 32% commission on their online sales.**

▪ **Whom do I contact if I still have questions?**

Contact your District Kernel or District Executive with questions, see page 4 for all contact info.