Georgia-Carolina council

Boy Scouts of America
4132 Madeline Dr
Augusta, GA 30909

www.GACACOUNCIL.org/Pop
2020 IMPORTANT DATES

POPCORN ORDER AND DISTRIBUTION DATES

August 18, 2020  Popcorn Kickoff (7PM)
September 1, 2020  Show & Sell Orders Due
August 18, 2020  Take Order Sales Begin
September 15, 2020  Show & Sell Pick-up begins
October 23, 2020  Take Order Sale Ends
November 9, 2020  All Excess Popcorn Returns Due

Unopened cases ONLY up to 10% of order

October 27, 2020  Take Orders Due
**November 18, 2020**  Show & Sell Payment Due
November 11, 2020  Take Order Pick-up begins
**December 4, 2020**  Final Payment Due – Cash or Check Only
**Popcorn District Kernels & Council Support**

<table>
<thead>
<tr>
<th>District</th>
<th>District Kernel</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creek River</td>
<td>Stephen Goff</td>
<td><a href="mailto:slgoff3564@comcast.net">slgoff3564@comcast.net</a></td>
<td>706-790-4837</td>
</tr>
<tr>
<td>Kiokee River</td>
<td>Ryan Meredith</td>
<td><a href="mailto:Ryan.Meredith@live.com">Ryan.Meredith@live.com</a></td>
<td>714.476.2157</td>
</tr>
<tr>
<td>Yamasee</td>
<td>Richard Dorman</td>
<td><a href="mailto:Rich.dorman75@gmail.com">Rich.dorman75@gmail.com</a></td>
<td>706-533-3231</td>
</tr>
<tr>
<td>Council</td>
<td>Jessica Hornsby</td>
<td><a href="mailto:jessica@horns.by">jessica@horns.by</a></td>
<td>224.436.0001</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>District</th>
<th>Executive Staff</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creek River</td>
<td>Rebecca Stiles</td>
<td><a href="mailto:rebecca.stiles@scouting.org">rebecca.stiles@scouting.org</a></td>
<td>815-630-8846</td>
</tr>
<tr>
<td>Kiokee River</td>
<td>Ron Bane</td>
<td><a href="mailto:Ron.Bane@scouting.org">Ron.Bane@scouting.org</a></td>
<td>706.834.9536</td>
</tr>
<tr>
<td>Yamasee</td>
<td>Mike Shook</td>
<td><a href="mailto:Michael.Shook@scouting.org">Michael.Shook@scouting.org</a></td>
<td>706.691-7839</td>
</tr>
<tr>
<td>Council</td>
<td>Dan Rogers</td>
<td><a href="mailto:Dan.Rogers@scouting.org">Dan.Rogers@scouting.org</a></td>
<td>828.734.2671</td>
</tr>
</tbody>
</table>

**Unit Kernel Responsibilities**

- Be the “go-to” person for your unit
- Coordinate and promote the Popcorn Sale in your unit
- Attend the Kick-Off in August
- Have the Scouts create an online account with Trail’s End
- Facilitate a Unit Kick-Off
- Total your orders (Show and Sell & Take Orders) and submit your unit order on Trail’s End
- Coordinate your unit’s popcorn pick-ups
- Coordinate with your District Kernels dates and times to sell at local stores in your district
- Distribute the popcorn within your unit and collect monies in a timely manner
- Submit all forms on time to ensure your unit will receive prizes, and other incentives
- Order prizes for your hard-working Scouts
- Contact your District Kernel if you have any questions
2020 Popcorn Return Policy

• All left over Show-n-Sell product must be incorporated into your unit’s Take Order – *Take Orders are due ONLINE by October 27th.*
• Any remaining Show-n-Sell product not utilized in a unit’s Take Order, **must be returned to the Council office by Monday, November 9, 2020.**
• Show-n-Sell Popcorn may **ONLY** be returned in sealed, unopened cases! We will only take up to 10% of your total Show-n-Sell order back.

After the sale is complete, and your unit still has popcorn inventory, Council will assist in locating units that may still need product.

**Transfer and payment of popcorn will be the responsibility of the units.** **Yes**
# 2020 Trail’s-End Product Line-Up for Show & Sell

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>CONTAINER/CASE RATIO</th>
<th>SELLING PRICE</th>
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<tbody>
<tr>
<td>$50 Gold Military Donation</td>
<td>1:1</td>
<td>$50.00</td>
</tr>
<tr>
<td>$30 Silver Military Donation</td>
<td>1:1</td>
<td>$30.00</td>
</tr>
<tr>
<td>Cheese Lover’s Collection</td>
<td>1:1</td>
<td>$35.00</td>
</tr>
<tr>
<td>Salted Caramel Corn</td>
<td>12:1</td>
<td>$25.00</td>
</tr>
<tr>
<td>Blazin’ Hot Popcorn</td>
<td>8:1</td>
<td>$20.00</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>8:1</td>
<td>$20.00</td>
</tr>
<tr>
<td>Unbelievable Butter Bag</td>
<td>8:1</td>
<td>$15.00</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>12:1</td>
<td>$10.00</td>
</tr>
</tbody>
</table>
Ways to Sell Trail’s End Popcorn

**Take Order**
- Scouts go door-to-door with a Popcorn order form. The customer chooses which item is delivered at a later time. Scout can collect money when the customer places the order or when product is delivered. Money collection is up to the discretion of the Scout and/or Unit.

**Show and Deliver – Wagon Sales**
- Scouts go door-to-door with a small amount of inventory. The customer selects a product from what is immediately available.

**Show and Sell – Store Front**
- Units work with a retail store or other high traffic location to set up a display table with products for customers to purchase. Approved dates and locations are provided to units by the District Kernels. Units are responsible to find willing stores this year.

**Online**
For many families, in-person fundraising may be a challenge this year, so we are making changes to allow for contactless fundraising.

- The Online Direct store will now include the traditional products sold at the traditional prices including the Caramel Corn. Customers will pay the cost of shipping for orders less than $35. Orders over $35 have free shipping.
- Scouts can record an Online Direct sale in the Trail’s End App while selling door to door or over the phone.
  - For added safety, Scouts can start a sale and send a text message link to the customer so that they can fill in their credit card and shipping information.
- Online Direct orders will be popped fresh to order, ensuring the popcorn is minimally handled and delivered directly to the customers door.

Online Direct is the safest method of sales for your Scouts and volunteers and minimizes the financial risk to your unit and council. To encourage Scouts to adopt this new way to sell, Trail’s End is making changes to Trail’s End Rewards*.

- Each Rewards level is now based on points, rather than dollars.
- Scouts earn DOUBLE POINTS for every dollar in Online Direct sales
- Scouts earn 1.5 points for every dollar in credit sales
- Scouts earn one point for every dollar in cash sales.
- Scouts will earn bigger prizes faster than ever before when they sell with Online Direct and credit cards.
- Scouts sell to friends and family who live out of town. Scouts send custom emails through Trail’s end and the products are shipped directly to the customer from Trail’s End. All online orders have FREE shipping!
- Units receive 35% commission on all online sales.
• Scouts can set up the app by texting APP to 62771 for a link to download or simply download the app from the Apple Store or Google Play. The Trails End app allows Scouts to track and report real-time storefront, door-to-door, and online sales. The app accepts cash and credit cards and has the ability to track inventory by individual Scout and storefront. Units can also create a sign-up for storefront shifts.

### Top 10 reasons to sell Trail’s End Popcorn this year!

1. Proven money maker for Units & Scouts – 73% goes to local Scouting.
2. Pay for your entire Scouting program with just one fundraiser.
3. Scouts build self-confidence by “Camping Their Own Way.”
4. Council supported prize program.
5. The entire product line has diagrams that are fat and no partially hydrogenated oils.
6. Online sale management – no paperwork!
7. Everything is at trailsend.com – resources, video training, popcorn sale administration.
8. Military donations support U.S. troops, their families and veterans’ organizations.
9. Sell online for additional revenue – all year.
10. The entire product line is dedicated to increasing the return to local Scouting.

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### Online Direct (Subject to change)

- **$35 Chocoalte Caramel Crunch Tin**
- **$30 Chocoalte Caramel Crunch**
- **$30 Dark Chocolate Salted Caramels**
- **$25 Salted Caramel Popcorn**
- **$25 Unbelievable Butter 12pk**
- **$20 White Cheddar Popcorn**
- **$20 Blazin’ Hot Popcorn**
- **$15 Unbelievable Butter Popcorn**
- **$10 Caramel Corn**

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
2020 Unit Commission Program

Units who will be selling in 2020 can earn the following:

Base Commission: 31% gross sales + prizes
Attend Council Online Kick-Off: 1% additional
Pay off balance “owed” on or before BOTH due dates: 1% additional
Total Possible Commission: 33%

*Note: Bonus commission will be applied to your final invoice in November.

Units must register to sell online, link to the Kick-Off event will be emailed to Unit Popcorn Kernels, they can share as needed.

Online Commission is 35%. Please note that online sales count DOUBLE POINTS towards a Scouts prize reward level.

NOTE on FREE Shipping: We will cover the cost of Free Shipping. All orders that qualify for Free Shipping the $7.99 fee will be split between the council and the unit.

Additional Prizes and Recognitions for Scouts and Units!

Top Council Cub Scout Seller: (Minimum sale of $4,000)

🌟 Choice of a Kayak, Virtual Gaming Party, Xbox One/PlayStation 4

Top Council Scouts BSA, Venturer, or Explorer Seller: (Minimum sale of $4,000)

🌟 Choice of a Kayak, Virtual Gaming Party, Xbox One/PlayStation 4

Top District Seller: (Minimum sale of $2,500)
(One per District, Council Top Sellers NOT eligible)

🌟 $50 Wal-Mart Gift Card

Units that increase sales by $1 or more and a minimum of $500 in sales:

🌟 Camp Chef (5 pc utensil set)

Prize Notes:

🌟 Prizes begin at a sales level of 400 Points
🌟 Rewards are based on INDIVIDUAL sales – NO combining of sales with other Scouts

To receive your prizes ALL invoices must be paid by December 4, 2020. Prizes will not be awarded until invoice is paid in full.
2020 Popcorn Sale Policies

Payments

- Customers make checks payable to the Unit – Not the Council office.
- Full payment for all orders is due to Council December 4th.
- Checks to Council should be made out to Georgia-Carolina Council.
- Credit card payments are not accepted.
- Note: Prize orders will not be approved until after full-payment is received.

Product Returns

- Only one transaction will be approved and recorded per unit.
- Units can return product by November 9, 2020 and must be coordinated with District Kernel.
- Full, unopened, undamaged cases only, up to 10% of show-n-sell ordered.
- No individual containers will be accepted.
- Georgia-Carolina Council reserves the right to reject product which is in unsellable condition. Such as opened cases, damaged product, taped boxes, etc.

Production Exchanges Between Units

The Council will not manage any product exchanges between units. It is the responsibility of the unit to coordinate exchanges between units. There is a program within the trails end app to assist in this process.

Additional Product

Additional product may be available. Contact your District Kernel for more information. Inventory is not guaranteed.

Popcorn Pickup Location

Golden Harvest Food Bank
3301 Commerce Dr. Augusta, Ga 30909

Council Popcorn Page: https://www.facebook.com/groups/988964368285126
How to Fund Your Scouting Program Social Distancing with Trail’s End Online Direct

Benefits of Trail’s End Online Direct
- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail’s End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail’s End App.

How Does Online Direct Work?
- Two Ways for Scouts to Sell from the Trail’s End App:
  - Share their personalized fundraising page via Social Media, Email, Text and more.
  - Record orders directly in Online Direct, great for face-to-face selling.
- Trail’s End ships products to customers, and unit never handles products or cash.

STEP 1 Determine Your Unit and Scouts’ Goals
- Define the budgeted cost of your unit’s annual program.
- Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%** unit commission.

STEP 2 For Scouts: How to Sell $1,000 Social Distancing in 8 Hours
- Text MYPLAN to 62771 to download.
  - 4 hours: 15+ orders from friends & family.
  - 4 hours: 15+ orders from their local neighborhood(s).

STEP 3 Host a Virtual Kickoff (Zoom or similar software.)
- Agenda:
  - How the money raised benefits each Scout family.
  - Unit & Scout sales goals.
  - How to Sell $1,000 Social Distancing in 8 Hours (PDF)
  - Everyone downloads the Trail’s End App! Text APP to 62771.
  - Trail’s End Rewards
  - Unit specific promotions (optional)
  - Key dates for your sale
  - Request they join the Trail’s End Scout Facebook Group to get questions answered & selling tips!
  - Text KICKOFF to 62771 to download the presentation template!

STEP 4 Weekly Check-Ins
- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

*Unit must be registered to sell by no later than August 15, 2020 to qualify.
**Online Direct commission varies by council.
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

**STEP 1**
Create a Trail’s End account for your Scout.
- Text APP to 62771 to download the Trail’s End App.

**STEP 2**
Make a list of 30+ people you know to ask for support.
- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

**STEP 3**
Draft your Scout’s sales pitch.
- Example: Hi **customer’s name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

**STEP 4**
Build your Scout’s personalized fundraising page.
- Once signed into the app, go to **Online Direct** and then **Manage Page**.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the **About Me** section.
  - Select your **Favorite Product**.

**STEP 5**
Ask for support.
- Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
  - For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
  - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

**STEP 6**
Ask for support in the neighborhood.
- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit [www.trails-end.com/onlineacademy](http://www.trails-end.com/onlineacademy) for more tips, and FAQ.