



## 2021 POPCORN FUNDRAISER GUIDEBOOK

Thank you for participating in the 2021 Voyageurs Area Council Popcorn Fundraiser! **Congratulations** on making the choice to have the community help fund **YOUR** Scouting program and support great camps, programs, activities, and training. Packs, Troops, Crews and Posts that conduct a successful popcorn fundraiser are better prepared to provide great Scouting programs for their youth.

Popcorn can fund: registration fees, *Scouts Life Magazine* subscriptions, uniforms, trips, activities, awards, camps, and high adventure experiences with little or no out-of-pocket expenses for families. **Help all of your families save their money by having 100% of your Scouts participate!**

**Earn 30% Commission as a base. Can earn up to 33% Commission.**

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## *New for 2021*

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- Bonus 2% and 3% commission for your unit
- Extra prize for Scouts

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## *District Popcorn Kernel's*

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Arrowhead	Jessica McCaffery	218-343-4730	mrmccaffrey@gmail.com
Boundary Waters	Brad Olson	218-329-1452	Brad.Olson@scouting.org
Glacial Trails	Clark Garthwait	218-409-1600	Clark.Garthwait@scouting.org
Northern Lakes	Robin Schipper	763-245-2438	schipperrj@icloud.com

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## *Council Popcorn Leadership Team*

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Brad Olson  
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## *What are we Selling?*

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The goal of the popcorn sale is to raise funds needed to help Units fund their scouting year and to support our local Scouting programs. The popcorn sale can also be an extremely important financial resource for families.

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## *Ways Scouts can sell Popcorn*

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Store Front	Setting up a table with product at a location, usually a grocery store front. These sites will be booked through your Unit Kernel
Take Orders	A Scout takes orders on his form through either going door to door or asking friends and family and acquaintances.
Online Sales	A Scout can sell to family and friends through Trails-End.com. The product ordered gets shipped directly to the person who places the order. You can do this year round. The average sale when you post to social media each time is \$60.
Wagon Sales	This is similar to Take Order, but the Scout has the product with them to fill orders on the spot

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## *Emphasizes the Scout Law:*

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<b>Trustworthy</b>	Take and deliver orders on time and correctly.
<b>Loyal</b>	Scout supports his unit
<b>Helpful</b>	Selling Scouting puts a friendly face into the community
<b>Courteous</b>	Selling Scouting requires courtesy
<b>Kind</b>	Scout is kind to his customers and the other members of his unit while selling
<b>Obedient</b>	A Scout must follow the directions of his Unit and his customers
<b>Cheerful</b>	Selling Scouting is a fun activity
<b>Thrifty</b>	Requires an understanding of the cost of Scouting and goal setting to meet those cost

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## *Popcorn Calendar for Unit Kernels*

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July 20	Popcorn webinar kick-off for all unit kernels at 7pm
July 28 by noon	Orders are due for those units that want to sell in August
August 9-11	Popcorn arrives for those units selling in August
August 25 by Noon	Show & Sell orders due
September 10-13	Show & Sell distribution - Units that checked popcorn out in August can return any product not sold - Pick up popcorn for show and sell
October 1	Early Show & Sell return – Units can return full cases of any amount of product for a credit
October 30	<u>Super Scouting Saturday:</u> - Units can return up to 10% of the product checked out - Initial popcorn payments
November 3 by Noon	Take order due
November 19-22	Final order delivery and final payment due to pick up popcorn

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## *Bonus Incentives*

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Scouts that sell \$750 in product for any of ways to sell will receive a LED collapsible, solar powered lantern and flashlight.

Units can earn an extra 2% in commission for taking the membership of the unit on June 1 of the current year times \$350 and if your unit sells to that level, you will earn an additional 2%. For example, if you have 10 Scouts, you would need to sell \$3500. You can use show and sell, take order, and online sales combined to reach your target.

To earn an a 3% commission, take the amount for the 2% commission times 25%. So using the same example as above, you would need to sell \$4375 as a unit.

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## *Unit Kernel Responsibilities*

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1. Attend the Council Popcorn Kick-off
  - a. Get trained on how to organize your campaign, place your popcorn and prize orders, conduct a popcorn kick-off, sales techniques, best practices, etc.
  - b. Council Popcorn Kick-off happens on July 20 on Zoom.
2. Attend your committee meeting to:
  - a. Set a sales goal that strives to meet or exceed your program budget for the year.
  - b. Involve parents and den leaders to help each Scout set a personal goal (that corresponds to your goal).
  - c. Promote participation in the sale.
  - d. Plan a Kick-off meeting in late August or early September.
  - e. Plan a multiple Blitz event in late September or early October with Mobile App.
  - f. Plan unit incentives: pie in face, dye hair, extra prizes, popcorn party etc.
3. Tabulate your order and submit to the Council Service Center at ([www.trails-end.com](http://www.trails-end.com)).
  - a. **Show & Sell orders are due August 25 by 12pm.**
  - b. **Take-Orders are due online by November 3 by 12pm.**
4. Coordinate pick-up of Popcorn from local distribution center
  - a. Show & Sell pick-ups available **September 10-13** by location schedule.
  - b. Take-Order pick-ups are available **November 19-22.**
  - c. Remind youth and parents to pick up their popcorn orders at your designated distribution center.
  - d. Distribution sites will be on the council website and communicated to kernels and unit leaders via email.
5. **Show & Sell popcorn payments are due on or before October 30.**
6. **FINAL PAYMENT is due when you receive your take order.**
  - a. Checks made payable to VAC or BSA.
7. Recognize the Scouts with prizes and awards.
8. Recognize and thank ALL who helped in the sale, including the store front locations.

Recommended: Sending out emails, once the site sales have begun, on a regular basis with previous weekend progress reports, schedule reminders and other relevant information.



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## *What to do before the Popcorn Sale*

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1. Work with your Pack or Troop Committee to create an annual program plan.
  - A. Plan your annual program calendar with the Scouts and committee
  - B. Determine the costs for each activity
  - C. Create an annual budget - this will help you determine your popcorn sales goals.  
There are sample budgets on the next 2 pages
  - D. Set your Unit Popcorn Sales Goal and a per Scout goal.
2. Set up a time for your Unit Popcorn Kickoff with your Unit Leader and/or Committee Chair
3. Attend the Council Popcorn Kickoff in July
4. Prepare your Unit Popcorn Kickoff outline. Recruit helpers as needed.
5. Prepare a handout with important dates and information for your Unit's Scout families.
6. Conduct your Unit Popcorn Kickoff in August or September

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## *Products, Pricing and Case Quantity*

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<b><u>Product</u></b>	<b><u>Price</u></b>	<b><u>Case Quantity</u></b>
American Heroes Donation (this is for any cash donation you receive)	\$50, \$30, or \$1 increments	
Sweet & Savory Collection White Cheddar Salted Carmel	\$40	1 per case
Salted Caramel Popcorn	\$25	12 per case
Cholcoaltey Pretzels (only take order)	\$25	
White Cheddar Popcorn	\$20	8 per case
Unbelievable Butter Microwave	\$20	8 per case
Sweet & Salty Kettle Corn	\$20	12 per case
Popping Corn Jar	\$15	9 per case
Classic Caramel Corn	\$10	12 per case

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## *TRAILS END SYSTEM INFORMATION*

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Each Unit participating in the Popcorn Fundraiser will receive from trails-end system a username and password to be used at the Trail's End site: **www.trails-end.com**. The kernel can then add additional users and place the orders for popcorn and print off invoices and other reports.

### **To Set Up Your Unit Account at Trails End**

1. Log into Trails End website (www.trails-end.com) using **USERNAME and PASSWORD, which will come via email** once you sign your unit up for the current year.
2. **Change Username and Password to your own.** You must be able to send and receive messages from the email account given.
3. **Confirmation code will be sent to the email** you provided for one time validation.
4. You are responsible for your own account, so it's important that **only you use this email**.

### **Log into Your Account at Trails End**

1. Go to trails end website at **www.trails-end.com**
2. **Login with username and password** you set up. First time users use instructions above.

### **Home Page**

You will be taken to the home page upon log in. The homepage will provide quick access to order popcorn, online sales orders, ordering prizes and other special features.

### **Ordering Popcorn**

1. Click on the tab "Orders"
2. Click on the link for the time frame you are ordering: **SHOW N SELL (DUE AUG 25 by 12:00 pm). TAKE ORDER (DUE NOV 3 by 12:00 pm).**
3. **Fill in quantity needed** on the multi-colored form.
4. **Double check total, which includes any Scout orders already in the system.**

Click on "Save **Changes**", and when ready, click "**Submit to Council**".



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## *Online Sales*

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Online sales are the best way to sell to your family and friends who live out of town. You can send emails to your customers asking them to purchase products online. Your customers click on the link in your email and begin shopping. They order the products online and pay with a credit card. Trail's End will ship their order directly to the location of their choice.

The online sales system let's each Scout make their own page with their information.

Online sales have different products available then are sold through traditional sales. Candy and coffee items are some of the additional product available in the online sales system.

Military donations made through the online sales portal do not pay shipping costs.

Online Sales website: [www.trails-end.com](http://www.trails-end.com), you can also link to this page from the popcorn system.

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## *Damaged Product*

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If you receive Damaged product let your District Kernel or the Council Kernel know right away.

**We need a picture of the UPC symbol on the bag that is damaged and a brief description on the damage.**

We then send this information to Trail's End so they credit us for the damaged product and can research that production lot and work on avoiding the problem in the future.

You can either trade the damaged product out for the same product or have it deleted from your Show & Sale inventory.

Examples of damaged product:

Torn seam, broken zipper closure, etc.

Product melted by leaving it in the sun is not covered in the Council damage policy.

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## *The Unit Popcorn Kickoff*

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### **Scout Program:**

- Have the Scouts set individual goals and put them on their profile page online.
- Review the show & sale guidelines
- Discuss safety guidelines
- Have the scouts come up with a 30 second commercial. (Something they can tell people who ask why or what they are raising funds for)
- Have the boys practice role playing; how to ask friends & family to buy popcorn, and how to ask people to buy popcorn at show & sales.
- Review the products & prices with the Scouts. Possible Idea: make a game out of the prices and products, including descriptions of the product.
- Review Merit Badges that work well with the popcorn sale for Scouts BSA.
- Review show & sale guidelines

### **Bring the two groups back together:**

- Review the skills Scouts will learn during the popcorn program.  
Goal Setting, Decision Making, Money Management, People Skills, Salesmanship,
- Announce unit incentives.  
Top Seller(s) Ideas: row a pie or water balloon at a leader(s). Shave leader's head, Variety of top seller prizes: Tent, Sleeping Bag, Fishing pole, bike, etc

Meet unit goal ideas: ice cream party, pizza party, bowling party

- Allow time for questions.
- Allow time for the Scouts to share their personal goals with their parents
- Allow time for the Scouts & parents to sign up for show & sale sites.

If you want to do this via a lottery you could draw names out of a bowl and have them take turns signing up.

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## *Store Fronts*

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Sites are secured by each unit. We ask that if you have multiple units in your community, you work together on selling opportunities.

Each year our Show and Sell's numbers go up! It is an effective way for Scouts to sell popcorn. To prepare Scouts for Show and Sales the Unit Kernel should go over ways to set up a table, what to bring to the site, how to keep track of what is sold, and most importantly how to make the ask at a site. The following pages should help.

### **Sample Script and Sale Script**

- Hi, would you like to support Scouting?
- Share your goals
- Ask them "Can I count on your support?"
- Describe the different popcorn products briefly (one to two sentences about each product)
- Suggest they donate to the military or hometown heroes
- Close the Sale

### **Checklist of items for a Store Front:**

- |                                  |                                 |
|----------------------------------|---------------------------------|
| • Popcorn                        | • Change                        |
| • Table                          | • Envelope/money bag for change |
| • Tape                           | • Show & Sale worksheet         |
| • Scissors                       | • Show & Sale guidelines        |
| • Pen/Pencil                     | • Price Sheet                   |
| • Popcorn Banner or Posters      | • Optional: Credit card reader  |
| • Tip jar for military donations |                                 |

### **Credit Card Options:**

You can manually enter credit cards into the Trails End app or use a square credit card reader if you have one. You need to enable the microphone on your phone in the Trails End mobile app for it to work. You do not need to use square on your phone for sales, it is embedded into the Trails End app.

The mobile app will send the money to Trails End and will be credited to your units sales in the app.

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## *Sales Tips*

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- Wear a clean, well kept Scout Uniform
- Smile and make eye contact
- Always say 'Thank you,' whether they buy from you or not.
- Have a sales pitch ready and know the product

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## *Show and Sell Guidelines*

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### **Important Do's and Don'ts:**

Do arrive on time for your sale (or a few minutes early).

Let those that will be leaving know you are there to replace them, so they don't think you are late or cancelled. Try to make the transition from one group to the next as smooth as possible.

If you are the first person at a site for the day check in with the store at customer service.

Do encourage the Scouts to wear their Class A uniforms.

Do leave other children at home. Only Scouts can sell popcorn at site sales.

Do have adults always remain with the Scouts at the site sale location.

Do refrain from shopping, sitting in your car, or smoking during the site sale.

Do refrain from using abusive language or physical contact with the kids or adults. Remember, you and the kids are representing Scouts BSA.

Do remind the scouts to ask customers only as they are leaving the store.

Do remind the scouts not to block doorways.

Do let the kids answer questions.

Do be careful with the money. (Do not leave the money or money box out in the open)

Do let the kids make change (with adult supervision).

Don't accept large denomination bills. Ask the customer to go into a store and get them changed.

Don't accept a check unless it is preprinted with a name, address, and phone number.

Do be ready to pack up at the end of your shift so you can move out of the way for the next Scout. If your replacement is late, you are welcome to stay and continue selling until they show up.

Do have the Scouts pick up any garbage and boxes before they leave.

Do be considerate to everyone. This includes store employees, customers, and other Scouts.

It is recommended to have no more than 2 Scouts at a site.

Scouts often attend sites with just a parent.

**HAVE FUN!**

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## *Safety Tips*

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- Always have an adult with you
- Sell with another Scout or an adult
- Use safe pedestrian practices
- Remain outside a customer's house. Knock & take 2 steps back
- Keep your personal information confidential (such as last name, address, and phone number)
- Limit the amount of money you carry with you. Take just enough to make change for customers.
- Don't sell door to door after dark

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## *Hometown Hero's Donations*

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The Hometown Hero's Donation allows you to support the service people in your community and Scouting at the same time. Trail's End sends many thousands of pounds of Trail's End products to men and women in the military, their families and veterans' organizations.

There are no shipping and handling charges associated with Hometown Hero's Donations, whether ordered through traditional or online sales.

**Cash donations received while selling popcorn need to be tracked and converted into hometown hero's donation orders. This complies with IRS and BSA guidelines.**

The Unit Popcorn Kernel or family should keep track of the amount of donations a Scout has earned and add them to your sales during the sale. There is an option to put in a misc. amount if needed.

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## *Product Returns*

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Units will be able to place their show and sale popcorn order for 50% of the Unit's previous traditional sales year's total. You will receive this percent information at the Council Kickoff with your Kickoff supplies.

**If the Unit wants to order more than the 50%:**

*A Unit has to get approval from the Council to order more than 50% of the previous year's which includes presenting a sales plan.*

**When a Unit does return product, the following guidelines apply:**

- Units can return full cases of any amount by October 1
- Return **up to 10%** of Show & Sale order on October 30<sup>th</sup>

The Council will always take back or exchange any damaged product.

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## *Return Day*

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Units are allowed to return up to a maximum of 10% of their initial Show & Sale Order but only if the product is returned on or before **October 30<sup>th</sup>** at the Council Return locations.

Returns will be on Saturday, **October 30**, at a designated time to be determined prior to this date at the council service center in Hermantown, MN. If you have a return and you are not able to return it during those times you need to find a representative for your Pack or Troop to make the return.

*This is a time sensitive date as it affects the final take order due to Trail's End.*

Popcorn must be in re-sale condition. Cases do not need to be sealed as the product needs to be counted and verified.

Paperwork will be filled out and the Trails End system will be updated with your return within 2 business days of your return.