

MAGIC

OF

POPCORN



UNIT LEADER GUIDEBOOK

LAS VEGAS AREA COUNCIL, SCOUTING  AMERICA

2023 Top Scouts

<u>SCOUT</u>	<u>UNIT</u>	<u>District</u>	<u>TOTAL SALES</u>
1. Wyatt N	Pack 96	Metro West	\$29,041
2. Jonathan F	Troop 295B	Metro South	\$25,727
3. Liam N	Pack 96	Metro West	\$23,647
4. David J	Troop 314	Metro North	\$21,090
5. William W	Troop 295B	Metro South	\$18,000
6. Hunter D	Troop 931	Metro South	\$14,108
7. Ethan P	Troop 149B	Metro West	\$12,833
8. Dylan Z	Pack 96	Metro West	\$12,200
9. Alexander B	Troop 149B	Metro West	\$12,083
10. Cassandra B	Troop 149G	Metro West	\$10,705

2023 Top Units

<u>UNIT</u>	<u>DISTRICT</u>	<u>TOTAL SALES</u>
1. Pack 96	Metro West	\$267,430.20
2. Pack 930	Metro South	\$78,734
3. Pack 314	Metro North	\$68,926
4. Troop 295B	Metro South	\$63,191
5. Troop 149B	Metro West	\$58,773
6. Pack 440	Metro North	\$43,815
7. Troop 219B	Metro West	\$37,768
8. Pack 903	Metro South	\$36,515
9. Pack 679	Metro North	\$33,981
10. Troop 931B	Metro South	\$33,849

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2024 Popcorn Key Dates

Early Bird	August 9th - September 19th
Traditional	September 20th - November 17th
Holiday	November 18th - December 15th

Friday, August 9th
 Monday, September 9th
 Friday, September 13th

Friday, September 20th
 Monday, October 14th
 Thursday, October 24th
 Monday, November 18th

Wednesday, December 4th
 Sunday, December 15th
 Thursday, December 19th

Saturday, January 25, 2025
 Friday, January 3rd, 2025

Popcorn Pickup - Early Bird *(By Appointment Only)*
 Popcorn Orders Due - Show & Sell
 Popcorn Youth Kickoff *(Free Online Registration, \$10 at the door - This is a FAMILY event DO NOT register as a Unit.)*
 Popcorn Pickup - Show & Sell *(By Appointment Only)*
 Popcorn Orders Due - Mid-Sale
 Popcorn Pickup - Mid-Sale *(By Appointment Only)*
 Popcorn Returns *(By Appointment Only)*
 Popcorn Orders Due - Take Order & Holiday
 Banner Orders Payment Due
 Paperwork Due
 Popcorn Pickup - Take Orders & Holiday *(By Appointment Only)*
 POPCORN SALE ENDS
 Final Popcorn Payments Due
 Holiday Sale Paperwork Due
 Popcorn Big Spin Party - Top 50 Sellers Club
 \$3,000 Club Party

2024 Popcorn Sales Commission

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	25%
TE App	100% of Sales AND Heroes & Helpers donations are logged using the Trail's End App.	5%
Scouts Honor Bonus	Adhere to the Code of Conduct, follow all deadlines, attend kickoff/trainings, make all payments on time, turn-in all paperwork on-time, and sell more than 80% of total product checked-out from council and/or transferred from other units during the sale.	2%
15K Bonus	Sell a minimum of \$15,000 and sell more than 90% of total product checked-out from council and/or transferred to your unit from other units during the sale.	2%
\$1 More Bonus	Increase your sales over 2023 by \$1.	1%
TOTAL		35%
Online Sales	<i>Separate</i> from regular sales commission. Only applies to Online Sales.	30%



FUND YOUR YEAR

A simple guide to over \$1000 in just 4 hours!

PERSONALIZE



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

- 🕒 Register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

STOREFRONTS



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

- 🕒 Sign up and sell for at least 4 hours. The average Scout sells over \$250/hr at Storefronts.
Pro Tip, make the most of your storefront time by working with only one Scout and parent per shift!

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using **BOTH** app and online average **90% MORE** than Scouts that sell only traditionally, and **5X MORE** than those that sell only online!*

- 🕒 **Online Direct:** Sell online & ship directly to customers. The average customer orders over \$65 when they order online!
Pro Tip, share your fundraising page via social media and tag your family and friends.
- 🕒 **Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision.) The average Scout sells over \$100/hr!
Pro Tip, 2 out of 3 people will buy when asked at their door.



PICK THE PRIZES YOU WANT & SET A GOAL!

trails-end.com/rewards

Trail's EndTM

2024 LVAC Popcorn Sale Mix

\$25



12pk Unbelievable Butter Microwave
Over \$18 to local Scouts
Contains Milk

\$25



Salted Caramel Popcorn
Over \$18 to local Scouts
Contains Milk

\$25



S'mores Popcorn
Over \$18 to local Scouts

\$20



White Cheddar Popcorn
Over \$14 to local Scouts
Contains Milk

\$15



Popping Corn Jar
Over \$11 to local Scouts

\$15



Sweet & Salty Kettle Corn
Over \$11 to local Scouts

Every Hero Deserves a Snack!
All donations go towards supporting our Local Heroes & Helpers!



2024 Product Ordering Info

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING	PRODUCT AVAILABILITY				PRODUCT RETURNS
					Early Bird	Show & Sell	Take Order	Holiday	
Salted Caramel Corn <i>14 oz</i>	\$25	\$300	12:1	Bag	Yes	Yes	Yes	Yes	Yes
NEWS'mores Popcorn <i>7 oz</i>	\$25	\$300	12:1	Box	Yes	Yes	Yes	Yes	Yes
Unbelievable Butter Microwave <i>12 Pack</i>	\$25	\$150	6:1	Box	Yes	Yes	Yes	Yes	Yes
White Cheddar Cheese Corn <i>6 oz</i>	\$20	\$240	12:1	Bag	Yes	Yes	Yes	Yes	Yes
Sweet & Salty Kettle Corn <i>3.5 oz</i>	\$15	\$180	12:1	Bag	Yes	Yes	Yes	Yes	Yes
Popping Corn <i>28 oz</i>	\$15	\$135	9:1	Jar	Yes	Yes	Yes	Yes	Yes
Gold Heroes & Helpers Donation	\$50	--	--	--	Yes	Yes	Yes	Yes	N/A
Silver Heroes & Helpers Donation	\$30	--	--	--	Yes	Yes	Yes	Yes	N/A
Heroes & Helpers Donation	\$1+	--	--	--	Yes	Yes	Yes	Yes	N/A

There are no returns after November 18, 2024, or of any individual item your unit has checked-out that has been opened, marked up, or damaged while in your possession.

Partial cases are returnable as long as all quality requirements are met and items are returned before the deadline.

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Cash to Credit™ (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



more info here



POINTS	E- GIFT CARD Delivered by Trail's End
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

2024 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
- To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

Earn More! Easier!

Download the App today



Trail's End Distributed Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms

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2024 Council Incentives



"2024 Popcorn Participation Patch"



"2024 Heroes & Helpers Patch"

Popcorn Participation Patch

All Scouts who are registered in the Trail's End System **and** sell a minimum of \$100 of popcorn will receive this year's participation patch.

How Scouts Earn the Heroes & Helpers Patch

Last year over \$182,000 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount towards Heroes & Helpers and it is presented to local Heroes in our own communities. Each Scout that collects a minimum of \$224 in Heroes & Helpers donations will receive this year's Patch. For every four Scouts that earn the patch, a leader will also earn a patch.

**All of these donations count towards Unit & Scouts Total Sales, Reward Points, and Unit Commissions.

\$3,000 Club

All Scouts who sell a minimum of \$3,000 will be invited along with their families to a magic show and dinner on date Friday, January 3rd, 2025.

\$15,000 Champion Belt

All Scouts that sell and record over \$15,000 in popcorn, will receive a Championship Belt.



SAMPLE

Top 50 Sellers Club BIG SPIN Party

The Top 50 Scouts that sell popcorn in 2024 will be invited along with their immediate family members to the Top Sellers Club BIG SPIN party on Saturday, January 25, 2025. For a chance to qualify for the party, Scouts must sell a minimum of \$3,000 in popcorn. Highlights of the BIG SPIN party include:

- Food
- Spin on the BIG SPIN to earn fabulous prizes. (For every \$3,000 of popcorn sold, each Scout will earn a spin. Example: if a Scout sells over \$6,500 in popcorn, they will have 2 spins on the wheel and win 2 prizes at the party).
- "Top 50" Sellers Club T-shirt.
- Recognition of Top Selling Scouts and Units.

2024 Paperwork Instructions

Top Sellers Club Form

Due to Council - Monday, November 18, 2024 (Units that participate in Holiday Sale - Due December 19, 2024)

Every Scout who sells a minimum of \$3,000 will be eligible for the Top Sellers Club. For Scouts to qualify they need to fill out this form with their sales and contact information. All qualifying scouts and their families will be invited to the \$3,000 Club Party. The Top 50 Scouts in the Council who will be invited to the Top 50 Sellers Club Big Spin Party. Sales listed on this form are also verified using the Trail's End App data.

If you have scouts that qualify this form is also part of the "Scouts Honor Bonus" where units must place/pick up all product orders, [turn in all required paperwork](#) and make all payments [on time](#) to be eligible for the 2% bonus commission.

Heroes & Helpers Patch Form

Due to Council - Monday, November 18, 2024 (Units that participate in Holiday Sale - Due December 19, 2024)

Every Scout who collects a minimum of \$224 worth of Heroes & Helpers will receive a Patch. For every 4 scouts that earn the patch a leader in your unit will also qualify to earn the patch. Total Heroes and Helpers donations are verified the Trail's End App data.

If you have scouts that qualify this form is also part of the "Scouts Honor Bonus" where units must place/pick up all product orders, [turn in all required paperwork](#) and make all payments [on time](#) to be eligible for the 2% bonus commission.

Code of Conduct

(FOR STORE FRONT / BOOTH SALES)

Guidelines for Scouts & Leaders Selling Popcorn

- **UPDATE:** Scouts may sell individually if they are accompanied by their parent.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that at least one adult volunteer of the two deep leadership also be in Field uniform or unit t-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay 8-10 feet away from the door or at a distance as designated by the store manager.
- Scouts should be in front of the popcorn display table. Both Scouts and Parents/Leaders should only be on their cell phones to record sales.
- If by chance two scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking, and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS our units receive during storefront sales will be designated as Heroes & Helpers donations.**

**ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES,
INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.**

PREPARE

Register Your Unit Today →



- Gain access to:
 - Reserve & manage storefronts
 - Track Scout sales
 - Inventory management
 - and much more...
- New Leaders receive their username by email after registering

Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget →
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



Trail's End Storefronts (for participating Councils)

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

Leader Portal →



- Sale Resources
 - NEW Leader training videos
 - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council

Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!*

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
 - Give your Trail's End Unit Code (coming soon) to new Scouts



SELL

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations →

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time!



Credit is Preferred

Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:

- Bluetooth; Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Cash to Credit™ →

- Parents turn 1 pt for each (cash) dollar collected into 1.25 pts by using their card and keeping the cash
- Leaders can also use their card to convert cash collected for more Scout Rewards



WRAP UP

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality!
Thank you for choosing the Trail's End fundraiser!

**For more information
Visit our FAQs**



**Join the Trail's End Popcorn
Community on Facebook**



Ordering & Payment Info

Order Deadlines

Popcorn orders are to be placed by each unit online at <https://sell.trails-end.com/login>.

- Show & Sell Popcorn - Due by Friday, September 9, 2024
- Mid-Sale Popcorn - Due by Monday, October 14, 2024
- Take Order/Holiday Popcorn - Due by Monday, November 18, 2024

Order by the case for Show & Sell & Mid-Sale product. All units will have their order reviewed by the Council Popcorn Staff Advisor prior to final approval. Order the exact amount by container.

Payment

The majority of money collected through the app goes towards paying off any outstanding balance.

Final payments are due by Thursday, December 19st.

- Any unit with an outstanding balance due after the sale ends will receive an email regarding payments due on Monday, December 16th.
- Payments are to be made at the Scout Office in the Trading Post (not the Scout Shop).
- Payments can be made over the form using a credit card, or in person using either a credit card or in the form of **one check from the unit for the total amount due.**
- **Bounced checks processed by the council will be charged back to unit accounts as well as any bank fees.**
- **Units keep their commission up front!**
- **Any excess payment of popcorn to the Las Vegas Area Council will be deposited into the units account in the Trading Post (not the Scout Shop). You can request a check through your District Executive.**

Product Pickup, Distribution & Returns

Step 1: **You MUST schedule an appointment for pickup with Amanda at amanda.black@scouting.org.**

We will have your order ready when you come so you can check it out in a convenient manner.

- Early Bird Popcorn - Pickup at BradyPLUS on Friday, August 9, 2024
- Show & Sell Popcorn - Pickup at BradyPLUS on Friday, September 20, 2024
- Mid-Sale Popcorn - Pickup at the Scout Office on Thursday, October 24, 2024
- Take Order/Holiday Popcorn - Pickup at the Scout Office on Wednesday, December 4, 2024

Use the following estimates to know how many cars/volunteers you will need when you pick up your order:

Car: 20 cases; SUV, Mini Van, Pick-up Truck: 30-40 cases; Full Size Van: 50-70 cases.

You must take your ENTIRE ORDER at your appointed pick-up time.

Step 2: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 3: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 4: Have a receipt for each patrol, den or Scout to verify the amount of product they received.

Check any damaged cases at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave or contact Ryan Moon at 702-968-8113 or ryan.moon@scouting.org.

If customers notice something wrong or are not satisfied with the product, please refer them to email help@trails-end.com, and they will arrange for replacement product to be sent directly to the customer.

Product Pickup, Distribution & Returns

Popcorn Returns

Returns are due by **Monday, November 18, 2024 (NO RETURNS AFTER THIS DATE)** at the Scouting Resource Center, please return any unsold products in their original cases to assist in processing. Can you return partial cases? **YES!** If an item is damaged or open, it will **NOT** be accepted as returns. Please schedule a time for returning your unsold popcorn with Amanda Black at amanda.black@scouting.org. (Reminder emails will be sent prior to return/pick-up dates for units to schedule an appointment.)

****POPCORN ITEMS MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN ****

DO NOT RE-TAPE BOXES!!!

****EACH INDIVIDUAL ITEM WILL BE INSPECTED****

EARLY BIRD AND SHOW & SELL

Popcorn Pick-Up: **BradyPLUS**
7055 Lindell Rd
Las Vegas, NV 89118

We will email out the exact location at BradyPLUS for pickup before Early Bird & Show & Sell pickup.



Pickup (BradyPLUS)	Pickup (BradyPLUS)	Pickup (Scouting Resource Center)	Returns (if any) (Scouting Resource Center)	Pickup (Scouting Resource Center)
“EARLY BIRD”	“SHOW & SELL”	“MID-SALE”	“EARLY BIRD & SHOW & SELL”	“TAKE ORDER & HOLIDAY”
August 9th	September 20th	October 24th	November 18th	December 4th
By Appointment ONLY	By Appointment ONLY	By Appointment ONLY	By Appointment ONLY	By Appointment ONLY

Unit Popcorn Kernel Job Description

Job Title: Unit Popcorn Kernel

Position Concept: To give leadership and recruit a popcorn team to help with the unit popcorn sale.

Principal responsibilities:

1. Follow 2024 Popcorn Dates and schedule for Unit Leaders.
2. Attend the Popcorn University (Team Training/Orientation) on August 7th at 6:00 PM at the Scouting Resource Center, 7220 S. Paradise Rd. Las Vegas, NV 89119 (All materials will be distributed).
3. Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Early Bird, Show & Sell, Take Order, Holiday, Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per “Key Dates” calendar including Top 50 Sellers Club Members.
5. Prepare handouts for Unit Kick-off meeting for leaders, Scouts, and parents. Handouts could include:
 - Timeline showing sales dates, date orders are due, time and place for pick-up.
 - Unit goal and per-scout sales goal.
 - Unit Master Record form to den leaders to record Scout’s sales for den/patrol totals. **Only if not using the app.
 - Parent’s letter, to explain the importance of the sale to parents, Scouts, Unit & Council, the \$3,000 Club, the Top 50 Sellers Club Big Spin Party, and the Heroes & Helpers Patch.
 - Order forms, prize flyer, and money envelope.
6. **Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!**
7. Submit your unit’s popcorn orders on time! **Early Bird** by Friday, July 26st / **Show & Sell** by Friday, September 9th / **Mid-Sale** by Monday, October 14th / **Take Order & Holiday** by Monday, November 18th.
8. Establish a system for checking out/in popcorn to your Scouts that are selling.
9. Make arrangements to pickup your units popcorn order(s) during your scheduled appointment time at the corresponding location. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Check throughout the sale to see how your Scouts are doing. If you have product checked out to individual Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling more.
12. Collect and tally money/popcorn by unit due date – be prepared to make any outstanding balance payments to the council by Thursday, December 19th. Payments should be made in the form of a single check or by credit card.
13. Paperwork to Submit: Top Sellers Club Forms and/or “Heroes & Helpers” Patch Forms to the Council Service Center by 5:00 pm on Monday, November 18th. (Units who participate in the “Holiday Sale” must turn in all paperwork by Thursday, December 19st.)

Popcorn Contacts

Position	Name	Phone	Email
Metro West District Executive	Sara Hoffman	702-968-8133	sara.hoffman@scouting.org
Metro North District Executive	Traci Raber	702-968-8153	traci.raber@scouting.org
Metro South District Executive	Nick Sacco	702-968-8135	nicholas.sacco@scouting.org
River Mountain District - Mem. Spec.	Heather Donathan	928-444-2515	heather.donathan@scouting.org
Assistant Director of Field Service	Traci Raber	702-968-8153	traci.raber@scouting.org

COO / Popcorn Sale Administrator	Ryan Moon	702-968-8113	ryan.moon@scouting.org
Popcorn Sale Assistant	Amanda Black	702-968-8139	amanda.black@scouting.org

Notes

