2020 POPCORN PREVIEW
What we’ll cover

- Popcorn preview into what we are selling this year
- How to register your unit for the popcorn sale
- Trails End webinars  https://www.trails-end.com/webinars
- 7 Steps to Success
- Online Popcorn Sales - Now
- Using the Trails End App for credit card sales
- Types of sales: Online, Door to Door, Show and Sell, Blitz, etc.
- How much do you order?
- What is the popcorn sales timeline?
- How about prizes?
- Popcorn Kickoff Events
- And much more…..
Product Mix

Trail’s End Product Mix
(Recommended Price)

$60 Chocolate Lover’s Collection Tin
$35 Cheese Lover’s Collection Box
$25 Chocolatey Caramel Crunch
$25 Salted Caramel
$25 Kettle Corn
$20 Unbelievable Butter Microwave
$20 Blazin’ White Cheddar Popcorn
$20 Classic Caramel Corn
$10 Popping Corn
$50 Gold Military Donation
$30 Silver Military Donation
Register Your Unit by June 15

How to Register (Unit Leader)

- Unit leaders can register at https://www.trails-end.com/unit-registration
- If the unit leader is registering for themselves, they will select “REGISTER AS MYSELF”
Training Webinars

https://www.trails-end/webinars

Unit Kernels choose a training based on what you sold last year

- $0 - $7,500
- $7,500 - $20,000
- $20,000 +

There are also webinars for District Kernels and for Scout Parents

https://www.craterlakecouncil.org/popcorn

Visit the council website for popcorn information and links to 10 videos including:

- hosting a popcorn kickoff
- why we sell popcorn
- online popcorn sales
7 Steps to Success

✓ Join the zoom meeting on June 2

• Sign your unit up by June 15
• Select a unit Popcorn Kernel by July 1
• Create a unit budget
• Have a unit popcorn goal
• Each Scout sets individual selling goals
• Have an exciting unit Popcorn Kickoff
Online Popcorn Sales

- Sell year-round
- Use Social Media to increase sales
- Product delivered directly to customer
- Same pricing as in-person sales
- Customer pays shipping fee
- 35% commission on all online sales
- 50% commission if registered for 2021 Jamboree
Credit Card Sales

• Most people do not want to handle cash now
• Faster and easier to input information
• Email receipt to customer
• More square readers to be distributed
• Average credit card sale 27% larger than cash sale
Types of Sales

The Popcorn Sale is not just about selling popcorn, it’s also about **Promoting Scouting**

- Online – **NOW!**
- Show and Sell
- Neighborhood Blitz
- Take order
- Door to Door
How Much To Order?

• 50% - 75% of what you sold last year
• **October 21** – second order date
• 35% commission if 10% or less of product returned
• 33% commission if more than 10% returned
Popcorn Sales Timeline

- **July 1**: Suggested Order Sent To You
- **August 11**: District Popcorn Training
- **August 21**: Unit Orders Due
- **September 26**: Show and Sell begins
- **October 21**: 2\textsuperscript{nd} order due
- **October 31**: Pick up 2\textsuperscript{nd} orders
- **November 20**: Final Returns and Unit Take Orders Due
- **December 5**: Pick up Take Orders
- **December 11**: Show and Sell Payment Due
- **December 18**: Final Payments Due to Council
PRIZES

Trail’s End Rewards

<table>
<thead>
<tr>
<th>Sales Level</th>
<th>2020 Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000</td>
<td>10%*</td>
</tr>
<tr>
<td>$12,500</td>
<td>$1,250</td>
</tr>
<tr>
<td>$10,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>$7,500</td>
<td>$700</td>
</tr>
<tr>
<td>$6,250</td>
<td>$575</td>
</tr>
<tr>
<td>$5,000</td>
<td>$450</td>
</tr>
<tr>
<td>$4,250</td>
<td>$350</td>
</tr>
<tr>
<td>$3,500</td>
<td>$300</td>
</tr>
<tr>
<td>$3,000</td>
<td>$250</td>
</tr>
<tr>
<td>$2,500</td>
<td>$200</td>
</tr>
<tr>
<td>$2,000</td>
<td>$100</td>
</tr>
<tr>
<td>$1,750</td>
<td>$80</td>
</tr>
<tr>
<td>$1,500</td>
<td>$70</td>
</tr>
<tr>
<td>$1,250</td>
<td>$60</td>
</tr>
<tr>
<td>$1,000</td>
<td>$50</td>
</tr>
<tr>
<td>$750</td>
<td>$30</td>
</tr>
<tr>
<td>$500</td>
<td>$20</td>
</tr>
<tr>
<td>$350</td>
<td>$10</td>
</tr>
</tbody>
</table>

New Levels and Bigger Gift Cards

*Sell above $15,000 and earn 10% of total sales in the form of an Amazon.com Gift Card

Prepared. For Life.
Popcorn Kickoff Events

Get everyone onboard to fund your entire Scouting program

Parents understanding how the Popcorn Sale benefits their child and their Scouting Program + Leaders understanding how the Popcorn Sale provides a better Scouting experience

= More Scouts Selling & a Better Program for your Unit
Unit Kickoff Event

- Make it **FUN!**
- Provide games and activities
- While the kiddos play, talk to the parents
- Include skits showing how to sell and not sell
- Do something **Outrageous** (pie in the face, etc.)
- Provide prizes and food
- Use our resources on the council website (www.craterlakecouncil.org/popcorn)
Questions or Comments?

Kim.DeBroux@scouting.org
(541) 727-6667

www.craterlakecouncil.org/popcorn

Facebook: Boy Scouts of America - Crater Lake Council Popcorn Group