



BOY SCOUTS OF AMERICA
**LONGHORN
COUNCIL**

Trail's End®

[LONGHORNCOUNCIL.ORG/POPCORN](https://longhorncouncil.org/popcorn)

2022 TOP SELLING LONGHORN COUNCIL UNITS

Unit	Total Sales	District
1. Pack 1910	\$72,691.00	Mustang
2. Pack 76	\$46,980.00	Brazos Valley
3. Troop 1225	\$45,736.00	Orion
4. Pack 0117	\$45,601.00	Chisholm Trail
5. Pack 60	\$41,403.00	Frontier Trails
6. Pack 256	\$38,096.00	Orion
7. Pack 276	\$37,090.00	Arrowhead
8. Pack 554	\$32,621.00	Trinity Trails
9. Troop 380-B	\$31,776.00	Arrowhead
10. Troop 45-B	\$29,832.00	Orion

2022 TOP SELLING LONGHORN COUNCIL SCOUTS

Scout	Total Sales	Unit	District
1. Raymond S.	\$16,738.22	Troop 192	Frontier Trails
2. Charlie R.	\$13,580.00	Troop 380-B	Arrowhead
3. Gavin V.	\$9,900.00	Pack 76	Brazos Valley
4. Lochlyn R.	\$9,755.00	Pack 367	Orion
5. Zach L.	\$8,870.00	Troop 45-B	Orion
6. Braden W.	\$8,312.03	Pack 1910	Mustang
7. Luke B.	\$6,340.00	Troop 32	Mustang
8. Miller R.	\$6,101.00	Troop 380-B	Arrowhead
9. William F.	\$5,864.86	Pack 1910	Mustang
10. Auden P.	\$5,681.67	Pack 144	Pathfinder

TABLE OF CONTENTS

Popcorn Calendar.....	Page 2
Popcorn Sales Commission.....	Page 2
Popcorn Sale Mix	Page 3
Product Ordering Info	Page 4
Trail's End Kernel Info	Pages 5 & 6
Popcorn Safety Tips.....	Page 7
Popcorn Sales Tips.....	Page 7
Ways to Sell.....	Page 7
Popcorn Facebook Group.....	Page 7
Product Pickup, Distribution, & Returns	Page 8
Spotted Funding Their Adventures.....	Page 8
Kernel To-Do-List.....	Page 9
Contact Information.....	Page 9



POPCORN CALENDAR

Saturday, July 29 th	Popcorn Kickoffs: North 9 am and South 2 pm
Sunday, August 6 th	Initial Show & Sell Orders due by 11:59 PM
August 24 th & 25 th	Show & Sell Distribution
August 27 th - October 1 st	Weekly Replenishment Orders due by 11:59 each Sunday
September 1 st - October 6 th	Weekly Popcorn Replenishment Pick-up
October 6 th	Popcorn Return*
Sunday, October 15 th	Take Orders due by 11:59 PM
November 3 rd	Take Order Distribution
Monday, November 13 th	Popcorn Money Due (Prizes when the account is zero)

POPCORN SALES COMMISSION

34% Base Commission for all units (30% for Online Sales)

36% Commission for units with total sales of \$10,000-\$17,499

38% Commission for units with total sales of \$17,500+

Please note, only Show & Sell and Take Order sales count toward your unit total sales. All online sales have a 30% commission. Commission percentages will not be adjusted until final invoices are distributed.

2023 POPCORN SALE MIX



\$50

NEW Sea Salt Popcorn



FUND YOUR ADVENTURES
LONGHORN COUNCIL



\$30

← **TAKE ORDER ONLY**

Chocolatey Pretzels



\$30

Salted Caramel Popcorn



\$30

NEW S'mores Popcorn



\$25

12pk Unbelievable Butter Microwave



\$25

White Cheddar Popcorn



\$15

Sweet & Salty Kettle Corn



\$20

Popping Corn Jar

Every Hero Deserves a Snack!

All donations go towards supporting our Local Heroes & Helpers!



2023 Product Ordering Info

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	ITEM PACKAGING	PRODUCT AVAILABILITY		RETURNS
					SHOW & SELL	TAKE ORDER	
NEW Sea Salt Popcorn Box includes 28 individual snack Bags .65 oz ea	\$50	-	1:1	Box	YES	YES	NO
Salted Caramel Corn 14 oz	\$30	\$360	12:1	Bag	YES	YES	YES
NEW S'mores Popcorn 7oz	\$30	\$360	12:1	Bag	YES	YES	YES
Unbelievable Butter Microwave 12 Pack	\$25	\$150	6:1	Box	YES	YES	YES
White Cheddar Cheese Corn 6oz	\$25	\$300	12:1	Bag	YES	YES	YES
Sweet & Salty Kettle Corn 3.5 oz	\$15	\$180	12:1	Bag	YES	YES	YES
Popping Corn 28 oz	\$20	\$180	9:1	Jar	YES	YES	YES
Chocolatey Pretzels 12 oz	\$30	\$360	12:1	Bag	NO	YES	NO
Gold Heroes & Helpers Donation	\$50	--	--	--	YES	YES	N/A
Silver Heroes & Helpers Donation	\$30	--	--	--	YES	YES	N/A
Heroes & Helpers Donation	\$1+	--	--	--	YES	YES	N/A



Show & Sell and Take Order
RETURNABLE



Take Order Only
NON-RETURNABLE



Heroes & Helpers Donations
MUST BE RECORDED ONLINE

Units can return up to 8% of the dollar value of their first Show & Sell order.
Products must be returned in full cases by October 6th.

TRAIL'S END KERNEL GUIDE



2023 KERNEL GUIDE

Prepare.

- Encourage all Scouts to download and setup the Trail's End App (for Scouts only)
Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.
- Complete Unit Leader Planner
- Attend Popcorn Kickoff
- Secure storefront locations
- Sign up for Trail's End Webinar
- Join the Facebook group

Sell.

- Encourage early sales
- Place popcorn order with Council
- Distribute popcorn and ensure deliveries
- Communicate & keep families informed

Wrap up.

- Submit Scout rewards
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!
- Pay Council invoice or request a payout
- Celebrate your success!

IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



**CHECK OUT WHAT'S NEW!
THE 2023 PRODUCT LINEUP!***
bit.ly/Product-Lineup



**ALLERGEN &
NUTRITIONAL FACTS**
trails-end.com/nutrition

*Council's select their own product mix.

REGISTRATION

- 🕒 Register your Unit. New Kernel's will receive their username via email once approved by their Council.



**GETTING STARTED IS EASY!
REGISTER TODAY!**
trails-end.com/unit-registration

RESOURCES

- 🕒 Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



**VIEW THE FULL SCHEDULE
& REGISTER HERE**
trails-end.com/webinars

- 🕒 Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



**SEE WHAT OTHERS ARE
SHARING & SAYING NOW!**
facebook.com/groups/TEPopcornCommunity

- 🕒 Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR
YOUR SCOUTS!**
bit.ly/Scout-Parent-Guide

PLANNING

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL
YEAR OF SCOUTING!**
bit.ly/UL-Planner

- 🕒 Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!**
trails-end.com/leaders/training

UNIT LEADER PORTAL

- 🕒 Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR
MANAGING YOUR SALE!**
trails-end.com/leaders

TRAIL'S END KERNEL GUIDE

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% of total sale
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
250	\$5

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

*Based on average Council program. May vary in your Council.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!

- ⊕ **Online Direct:** Sell online & ship directly to customers
- ⊕ **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders
Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!

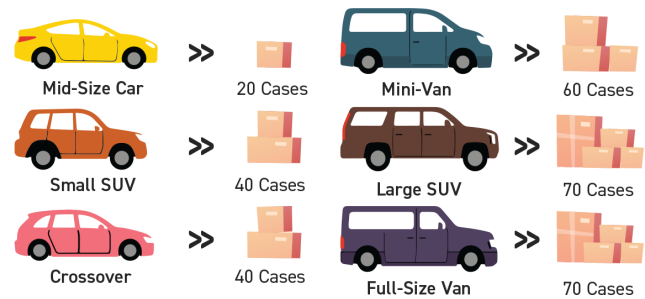


LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

- ⊕ **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision).

DISTRIBUTION



*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

ALL SCOUTS WITH A RECORDED SALE
WILL RECEIVE A
2023 POPCORN SALE PATCH



TRAIL'S END APP

- ⊕ Monitor Real-Time Sales, Inventory, and Storefront Coverage.

Did You Know? When your Scouts use the App, you can monitor the sale in real-time!



HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!

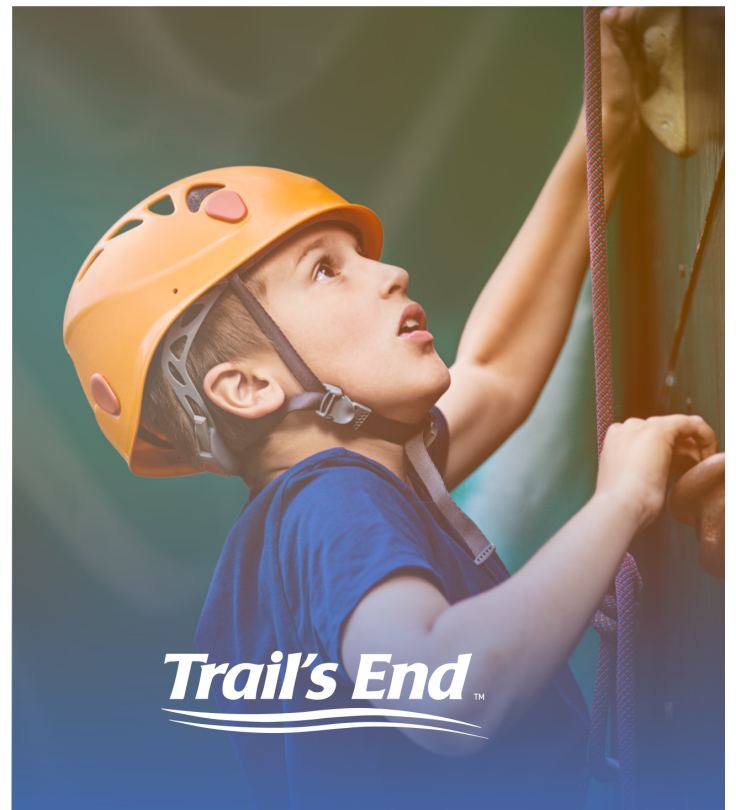
visit trails-end.com/app or text APP to 62771 to download



Trail's End App Credit

- ⊕ Accept Credit Card transactions directly through the App.

Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!



Trail's End™

POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

WAYS TO SELL

SHOW & SELL

Arrange Show & Sell locations at local storefronts, chartered organizations or community gatherings. A table, some popcorn, and smiling Scouts will draw in customers to buy their popcorn. Plan and communicate dates and locations with your pack or troop.

TAKE ORDER

This is the door-to-door sale with your paper Order Form or using the Trail's End Take Order feature in the app on your phone. Scouts can use this simple script to build their confidence and salesmanship!

Hello my name is _____.
I am a Scout with Pack/Troop ___ in_____.
We are selling gourmet popcorn to raise money for our unit to attend camp. Will you help support my Scouting adventures?

WAGON SALES

Direct sales to family, friends, and neighbors use on-hand products from the unit's Show & Sell order (with adult supervision).

ONLINE

It's easier than ever with the new Trail's End popcorn page. Head over to www.trails-end.com, register your Scout, and then they can begin setting up their own personal web page. "Share" the page with the handy links through all social media and email. It's a snap!

POPCORN SALES TIPS

1. Set a sales goal.
2. Sign-up for a Show-N-Sell at a local storefront.
3. Use the App to accept card payments
4. Don't ask people to buy popcorn, ask them to support Scouting!
5. Ask your relatives, neighbors, and non-Scout parents to support you by buying popcorn.
6. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
7. Ask your parents if they can take a popcorn order form to work and ask their coworkers to support your popcorn sale
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they would like to give out popcorn as a gift during the holiday season.
10. Always wear your uniform and say THANK YOU!

POPCORN FACEBOOK GROUP

Join our Facebook Group:
Popcorn- Longhorn Council
Connect with other Kernels,
ask questions, and find units for popcorn transfers



PRODUCT PICKUP & DISTRIBUTION

August 25th & 26th- Show & Sell Distribution
September 1st- October 6th Weekly Popcorn Replenishment Pick-up
November 3rd - Take Order Distribution

Northern units will pick up products at Driveline Retail Merchandising. Hours to be determined.

Driveline Retail Merchandising
700 Freeport Pkwy
Coppell, TX 75019

Southern units will pick up products at the Waco Council Service Center, Central Transportation Systems, or the Popcorn Warehouse on Wheels. Times will be coordinated by Southern Area Scout professionals.

Waco Council Service Center
300 Lake Air Dr.
Waco, TX 76710

Central Transportation Systems
4800 Roy J. Smith Dr.
Killeen, TX 76543

POPCORN RETURNS

Units that place a Show and Sell Order will have the option to return products on October 6th. Locations and times will be announced at a later date.

The total dollar value of products that can be returned cannot exceed 8% of the dollar value of the unit's first Show and Sell order. Products must be returned in full cases. Units are encouraged to work with other units to transfer popcorn as needed. When fulfilling take-orders, units should pull from excess Show and Sell products before ordering additional popcorn.

SPOTTED FUNDING THEIR ADVENTURES

Throughout the sale, we want to feature photos of your Scouts while they fund their adventures.

Photos can be sent Kevin Wassie, Longhorn Council Communications & Marketing Director:
Kevin.Wassie@Scouting.org



Scan to follow
Longhorn Council
on Facebook &
Instagram



KERNEL TO-DO-LIST

- Attend or participate virtually the popcorn sales Prep Rally / Planning Conference.
- Formulate a popcorn sales plan that includes the three methods of selling popcorn: Take Order Form, Show & Sell and Online.
- Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due. Be sure to consider the calendar on Page 5.
- Download the Trails End App.
- Have Scouts create an online selling account
- Load your unit Show & Sell Shifts into the Trail's End App.
- Hold a unit kick off meeting for parents to inform and motivate them to help with your unit's sale.
- Prepare hand-outs for your unit kick off meeting for both leaders and Scouts.
- Promote corporate popcorn sales with your parents. They can take an order form to work and help boost their Scout's sales.
- Complete the unit product order form and submit online. Keep photocopies of your Scouts' take order forms so they can be used the following year.
- Coordinate your unit's popcorn pick-up and distribution.
- Distribute prizes upon receipt in a timely manner.
- Celebrate your unit's success and use the money raised to provide awesome program opportunities for your Scouts to enjoy!

CONTACT INFORMATION

Joe Macy

Longhorn Council Kernel
Joe.Macy@gmail.com
(940) 293-7513

Bryant Butler

Popcorn Staff Advisor
(817) 231-8516
Bryant.Butler@Scouting.org

Kathy McLean

Administrator & Finance
(817) 231-8561
Kathy.McLean@Scouting.org

For a complete list of District Popcorn Kernels, please visit our website: longhorncouncil.org/popcorn

