



## **Longhorn Council Popcorn Kickoff #1 Summary**

### **Quick recap**

The 2025 Popcorn Longhorn Council kickoff meeting introduced the "Popcorn Titans" theme and discussed logistics for the upcoming popcorn sale, which will run for the 45th year as part of the Trails End program. The meeting covered various operational details including sales targets, new features in the Trails End app, and the reservation system for sales events at different locations. The team emphasized the importance of proper planning, effective sales strategies, and utilizing available resources to achieve the \$2 million sales target while rewarding participants through the new points-based system and commission structure.

### **Next steps**

- Unit Leaders: Submit initial popcorn orders by August 3rd
- Unit Leaders: Pay popcorn money due by November 17th
- Unit Leaders: Set up scout accounts in the system before sales begin to ensure proper prize/points tracking
- Unit Leaders: Commit their units to popcorn sales through the Trails End website to receive communications
- Unit Leaders: Enter sales goals in the Unit Leader Portal to reserve storefronts
- Unit Leaders: Ensure at least one scout is assigned to Friday/Saturday/Sunday storefront shifts by Thursday 6:59 PM to prevent auto-release

- James Clark: Upload presentation slides and recording to the council website after completing tomorrow's training session
- James Clark: Send mass email notification when materials are available on the website
- James Clark: Distribute Popcorn Titans themed banners during initial product pickup
- Kathy McLean: Adjust unit commission rates at the end of the sale based on total sales thresholds

## **Summary**

### **2025 Popcorn Campaign Kickoff**

The meeting served as a kickoff for the 2025 popcorn campaign, where participants discussed logistics, shared updates, and engaged in light-hearted banter. Popcorn, Joe, Chris, and Kathy welcomed attendees, encouraged participation, and highlighted the importance of recording attendance for credit. They also discussed potential costumes and promotional materials for the campaign, with Joe sharing ideas for corn-themed attire. The conversation ended with a reminder for participants to submit any questions they might have during the kickoff presentation.

### **Popcorn Titans Superhero Kickoff**

The 2025 Popcorn Longhorn Council kickoff meeting introduced the "Popcorn Titans" theme, where two adult leaders transformed into superheroes, Captain Pop and Colonel Corn, after an experimental popcorn reactor incident. The council shared a theme song and encouraged unit leaders to use superhero language and decorations to motivate scouts during the popcorn sale, which will run for the 45th year as part of the Trails End program. The conversation ended with Chris taking over to discuss specific details of the Trails End popcorn sale.

### **Popcorn Sale Operations Update**

Chris discussed the benefits of the popcorn sale, including goal setting, people skills, and the opportunity to earn e-gift cards. He emphasized the importance of using the Trails End app, which now includes tap-to-pay functionality for easier sales processing. Chris also explained the new storefront reservation system, where leaders can reserve stores in advance, and the auto-release feature that will help prevent unworked shifts. He introduced a new VIP service for units that sold over \$20,000 last year and encouraged leaders to input their preferred stores into the system to avoid double-booking.

## **Sales Event Reservation Schedule**

The meeting discussed the reservation schedule for the upcoming sales events, with Chris explaining the process for units to select shifts at various locations. Units were given specific dates and times to choose shifts, with a focus on ensuring that all units have the opportunity to participate. Chris also clarified that units must have at least one scout assigned to their shifts to prevent them from being automatically released. The group discussed the opening of Bass Pro to the public on July 23rd, allowing all units to participate in the sales event. Joe raised questions about the process for releasing time blocks and the availability of Cabela's as an additional sales location, which Chris and Popcorn addressed.

## **Popcorn Sales Strategy and Training**

The meeting focused on strategies for successful popcorn sales, emphasizing high-traffic locations and achieving a \$300 hourly sales target. Chris provided best practices, including sufficient product inventory, app readiness, and proper scout training, while highlighting the importance of a positive attitude and effective sales pitches. He also introduced new features like interactive training and push notifications to help scouts meet their goals. Chris encouraged unit leaders to use the goal-setting tool to plan their program costs and set realistic sales targets for funding scouting activities.

## **Scout Rewards Program Overview**

Chris presented the rewards program for scouts, explaining the points-based system and new levels to celebrate progress. He detailed how scouts can earn points through various sales methods, including credit card transactions, online sales, and cash donations. Chris emphasized the convenience of converting cash to credit and the availability of bonus points for high sales volumes. He also highlighted the improved gift card options and goal-setting functionality in the app. Joe expressed approval of the system, particularly the ease of managing cash and the reduced accounting burden for parents and leaders.

## **Scout Platform Redesign and Updates**

Chris explained that the online platform is being redesigned for 2025 to enhance scouts' ability to personalize their pages and share them with their networks. He mentioned that free shipping will be eliminated, replaced with a flat rate fee of \$5.99, and emphasized the importance of proper account setup for scouts to receive credit for sales and prizes. Chris also discussed the process for unit payouts, stating that units can receive payments as soon as their balance with the council is zero, and clarified that scouts cannot be listed in more than one unit.

## **2025 Popcorn Sales Initiative**

Chris announced a new initiative for 2025, offering two free cases of white cheddar popcorn (worth \$600) to any unit that did not sell popcorn in 2024, with units receiving 100% commission on these initial sales. He explained that the program aims to introduce new units to popcorn sales with minimal risk and effort, with units able to order additional product at standard commission rates after the initial free cases. The popcorn system will automatically credit eligible units, and the Council will forego its commission on these initial sales. James Clark outlined key dates, including initial orders due August 3rd, initial distribution August 21-22, and money due November 17th.

## **Popcorn Sale Commission Structure**

The meeting discussed the popcorn sale unit commission structure, which includes a base rate of 35% with increased tiers up to 40% for higher sales volumes, along with additional epic rewards for different sales milestones. James Clark, Joe Macy, and Chris introduced themselves as the popcorn staff advisor, council colonel volunteer, and Trails End sales representative, respectively. The team emphasized the availability of resources such as the Council website, Trails End Facebook group, and Longhorn Council Facebook group for leaders to access information and connect with others for support. They also highlighted the importance of utilizing the leader portal for transfers and invoicing and encouraged participants to engage with these resources for a successful popcorn sale.

## **Titans Popcorn Sales Strategy**

The meeting focused on the popcorn sales program, where Popcorn announced the creation of a Titans-themed banner that will be distributed during initial product pickup, with 70% of proceeds going to scouting. Joe shared tips for successful sales, emphasizing the importance of celebrating small wins, maintaining positive attitude, and setting a good example for scouts. The group discussed reaching a \$2 million sales target to qualify for a council leader party, and Popcorn reminded participants to commit their units to selling on the Trails End website to receive communications and set sales goals.