

2019 Cornhusker Council Popcorn Unit Kernel Guide



KEY CONTACTS

District	Unit	First	Last	email	Phone
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SV	Troop 159	Shawn	Huenink	shawn.huenink@bka-cpa.com	
SV	Pack 1	Denise	Keierleber	deniselk1@gmail.com	
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7F	Pack 337	Troy	Nichols	troy.nichols@conagra.com	
7F	Pack 321	Renee	Critser	jrk dare@gmail.com	
PW	Executive	Liz	Loes	Liz.robak@scouting.org	402-413-9212
PW	Troop 180	Dayna	Hoops	dayna@thehoops.us	
Council	Popcorn Advisor	Michelle	Austin	michelle.austin@scouting.org	402-488-6051
Council	ASE	Jason	Anderson	jason.anderson@scouting.org	402-413-9244

PW - Prairie Winds - Polk, Butler, York, Seward, Fillmore, Saline, Thayer, western Saunders and Jefferson Counties

SF - Seven Feathers - Gage, Cass, Otoe, Johnson, Nemaha, Pawnee, eastern Saunders and Richardson Counties

SV - Salt Valley - Lancaster and southern Saunders Counties

These are people that are committed to helping with the planning of popcorn, talking to units about popcorn and giving guidance as well as answering any questions you may have about how to make your units popcorn sale more successful.

Please reach out to Trail's End Support for questions regarding the popcorn system or app

support@trails-end.com

unitssupport@trails-end.com

teappsupport@trails-end.com

2019 Popcorn Dates to Remember
(may be subject to change)

Here are the important dates to remember for the 2019 Fall Popcorn Sale:

- June 1st-Popcorn Commitments Due
- **August 10th-Popcorn University (Hardin Hall, 33rd & Holdrege, @ 9:30am)**
- August 12th-Online Signup is open for Pickups & Returns (www.cornhuskerCouncil.org go to the date you are booking)
- **August 17th-Sellers Academy, (OEC, 600 S 120th St, @ 9:30am)**
- August 28th-Show & Sell Orders Due Online (**100% of physical Product sold is the limit you can order**)
- September 12th & 13th-Show & Sell Distribution (Location-TBA, you MUST have an appointment scheduled)
- **September 13th, 3pm -2019 FALL SALE BEGINS!!**
- September 21st—Sellers Academy Take 2!! (CS Day of Awesomeness)
- September 23rd—1st Reorder by noon
- September 27th—1st Extra Pickup (Location TBA)
- October 4th—Liberty Day (Return up to 50%)
- October 7th—2nd Reorder by noon
- October 11th—2nd Extra Pickup (Location TBA)
- October 17th -21st Blitz Weekend!!
- **October 31st--2019 FALL SALE ENDS!!**
- November 1 & 2nd --Show & Sell Settlement & Returns (10% of total orders), Card Sales Orders Due Online—Prizes due online, Master Records & Paperwork Due, Money Due (Location-TBA, you MUST have an appointment scheduled)
- November 15th & 16th -Card Sales Distribution (Location-TBA)
- November 25th -Card Sales Money Due

**More Detailed information on Dates and Ordering will be discussed beginning on August 10th at the University!!

WHY SELL POPCORN...

- Turn-key unit fundraiser - No upfront money required, limited risk to unit.
- Scouts can earn their own way in Scouting with just one fundraiser a year.
- Personal growth program for Scouts with BSA advancement opportunities.
- Over 73% supports local Scouting programs.
- High quality and great tasting products.
- Multiple ways to sell - Booth / Storefront Sales, Wagon Sales, Take Order, and Online Sales.

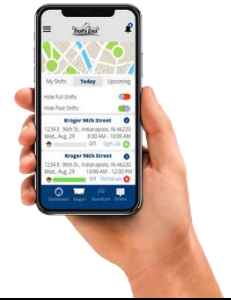


BEST WAYS TO SELL

<p>BOOTH / STOREFRONT SALES</p>	<p>Involves coordinating booths at storefronts or other high foot traffic locations throughout your community. Many units start the reservation process early to reserve the best locations. It is best practice to have TWO Scouts and TWO parents at each shift to cover more shifts during the course of the sale. Make sure your Scouts use the Trail's End App to record credit card and cash payments!</p>
<p>WAGON SALES</p>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is brought along (in a wagon or vehicle), making it a quick and easy process for the customer. Make sure your Scouts use the Trail's End App to record credit card and cash payments!</p>
<p>TAKE ORDER</p>	<p>Scouts collect orders on their order form or through the Trail's End App for product to be delivered at a later date. The Scout turns in the order form to the unit's popcorn team, to be ordered and delivered later. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the unit's discretion whether money is collected up front or upon delivery.</p>
<p>ONLINE SALES</p>	<p>Online sales are easier than ever, you make a 35% commission and all online orders ship FREE! Scouts can sell to out-of-town friends and family. Scouts set up their online account at www.trails-end.com and share their fundraising page via email, social media, and text message. Customers pay securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process and online sales are open year-round!</p>

TRAIL'S END APP

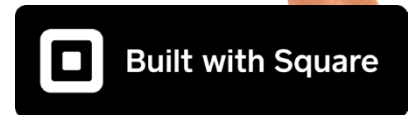
Sell with the Trail's End App – Simplify Your Popcorn Sale! It allows you to easily schedule families for storefront sales like Signup.com, track Scout sales, process credit cards with Square, and manage inventory better than your homegrown Excel spreadsheet. **NO CREDIT CARD FEES!**



Unit Leaders log into www.trails-end.com and manage their unit's sale...

KEY FUNCTIONALITY FOR LEADERS:

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales.
- **Built with Square technology**
 - Works with existing Square readers
 - Accepts transactions via swipe, chip reader, Bluetooth NFC (contactless payments), and manual entry



*Only Scouts with a Trail's End account can log into the Trail's End app

HOW WILL MY UNIT RECEIVE THEIR APP AND ONLINE CREDIT CARD SALES?

- You will have the ability to manage popcorn payments through your leader dashboard in www.trails-end.com
- You add your unit's banking info into www.trails-end.com
- App credit card sales and unit online sales commission will aggregate in a bank of funds available
- If your unit has a balance due to council, the funds must be applied towards unpaid balance
- When funds are applied towards an unpaid balance due to council, Trail's End will enter a credit to your unit's statement
- If your unit does not owe money to council, and you still have funds available, those funds can be transferred to your unit's bank account (banking info required) or to your unit's Scout Shop account
- Requested funds will be transferred to your unit via ACH

FREE CREDIT CARD PROCESSING

Powered by Square | Paid by Trail's End

For units that committed by June 1...

- 2018 Unit Retail \$5,000 - \$9,999: One Free Square Reader
- 2018 Unit Retail \$10,000+: Five Free Square Readers for every \$10,000 sold
- 1,000 registered and randomly selected units will get one free Square Reader (national promotion)
Square Readers will ship to the address provided during registration.

BOOTH/STOREFRONT SALES

BOOKING YOUR STOREFRONT:

- Start early and call to confirm the week prior to your booked storefront
- Emphasis your Unit and # when booking the storefront to avoid double bookings under “The Boy Scouts of America”

WHEN YOUR UNIT ARRIVES:

What if there is another unit already there?

- If there are two entrances, politely ask the unit if your unit could sell at the opposite entrance. If they say no, leave without arguing.
- If there is only one entrance do not confront the unit or the store manager. Leave and call your popcorn kernel and let them know about the situation. Check if there is another location available. You can always sell door to door.
- There are many possible reasons for a store front to be double booked. Never resolve this issue at the store front or involve the store staff. **BE SURE PARENTS UNDERSTAND NOT TO APPROACH THE STORE MANAGER REGARDING THE DOUBLE BOOKING.** This is a Scouting issue.

What if you are the only unit there?

- Follow the check in procedure.

CHECKING IN:

- When you and your scouts arrive, ask for the manager. Tell the manager that you are there to sell and thank him/her for the opportunity.
- Bring your own supplies including a table if needed. Be sure your banner is displayed! Be sure Scouts are dressed in Class A Uniforms.
- Follow all policies communicated by the store manager and/or staff. Do not hinder customers from entering/leaving the store.

AFTER SELLING:

- Ask for the manager and let him/her know you and your scouts are leaving.
- Thank the manager for the opportunity to sell.

TRAIL'S END REWARDS & BONUS INCENTIVES

Scouts must have a registered Trail's End account on www.trails-end.com in order to claim their Amazon.com Gift

Cards listed below. Amazon.com Gift Cards are **not cumulative**, but bonus experiences are cumulative.

You must pay your unit invoice statement in full before you can submit your unit prize order.

Sell	Earn
\$350	\$10 Amazon.com Gift Card
\$500	\$20 Amazon.com Gift Card
\$650	Zax Throwing Axe OR Camping Chair w/Cooler
\$750	\$30 Amazon.com Gift Card
\$1,000	\$45 Amazon.com Gift Card
\$1,250 (FIRST 100!)	Spin to Win Event
\$1,250	Wesleyan Basketball Event
\$1,500	\$75 Amazon.com Gift Card, STW (if qualified), Wesleyan & Amazing Pizza Machine (Cubs and Scouts) OR \$20 Amazon.com Gift Card (Troop level Scouts ONLY)
\$2,500	\$150 Amazon.com Gift Card & BONUS Trail's End Scholarship
\$3,500	\$225 Amazon.com Gift Card
\$5,000	\$350 Amazon.com Gift Card
\$7,500	\$550 Amazon.com Gift Card
\$10,000	\$800 Amazon.com Gift Card
\$15,000	\$1,200 Amazon.com Gift Card
NO LIMIT!	Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card

SCOUTS BONUS REWARDS



Sell \$650 – Bonus Prize

- Zax Throwing Axe OR
- Camping Chair w/Cooler



Sell \$1,250 (First 100!)- Spin To Win

- Prizes, Food & Fellowship
- January 26, 2020



Sell \$1,500 – Amazing Pizza Machine

- 90 Minutes of Unlimited Play
- Food
- January 5, 2020
- OR TROOP LEVEL SCOUTS can choose a \$20 Amazon Gift Card



Sell \$1,250 – Wesleyan Men's Basketball Game

- 2-Free Tickets
- Meet & Greet with the Players
- January 11, 2020



Sell \$2,500 - Trail's End Scholarship

- Sell \$2,500 of qualifying Trail's End products in any calendar year and have 6% of your total sales count towards your own Trail's End Scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Visit www.trails-end.com/scholarship

UNITS BONUS REWARDS



Sell \$650 Avg Per REGISTERED Scout (Must sell more than 2018!)

- Unit Party at Madhouse Trampoline
- 60 Minutes of Unlimited Play for Scouts (Units may purchase more minutes or for siblings/parents at a discounted rate)



Online Sales Incentive

- 50% of REGISTERED Scouts have at least 1 Online Sale
- Climbing Wall Session for your Unit



Blitz Weekend

- October 17th-21st
- Plan & Execute a Blitz event during these days, and submit a picture of at least half of your Unit participating
- Your Unit will be entered in a drawing for a Council Sponsored Unit Popcorn Celebration (1 Celebration per District will be awarded) This will include up to \$15 per REGISTERED Scout for a party of your Unit's choosing. For example...Climbing & Pizza, Madhouse Trampoline, Bowling and Food, YMCA swim party—You will get to choose and plan, and the Council will pay!

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com or click "FORGOT PASSWORD" at login if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and select the order you are placing
5. Enter the quantities that you wish to order in the adjustment column. **Your initial order can be UP-TO 100% of your 2018 actual product sales. (Not to include, Military, Helping Hands, or Online Sales—You can ONLY return 10%--No Chocolate Products)**
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

GETTING YOUR POPCORN

Schedule an appointment to pick up your Show & Sell order September 12-13 pickup and to settle your order on November 1-2. The final pickup dates, November 15-16, you will need to email: Popcorn@cornhuskercouncil.org to make an appointment. Exact location and times will be communicated soon.

Be prepared to count and load your order (please bring your own manpower). Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf.

GETTING MORE POPCORN

Extra popcorn will be available to order on September 23rd and October 7th! (Pickup on September 27th & October 11th)

- Place your replenishment order on www.trails-end.com, click “Order Popcorn” by **September 23rd and/or October 7th by NOON**
- **NO** popcorn can be returned on these dates

LIBERTY DAY (UP TO 50% RETURNS!)

Because the new return policy is that you can only return 10%, (no Chocolate Products!) we will have ONE-Day, October 4th, that you can return up to 50% of your popcorn without any penalty. We will have a set time, that popcorn can be returned this day only, until the settlement dates, when you can return up-to 10%. So if you have a product that is not selling, and you are worried about it, or you ordered for 20 Scouts, and you now only have 10, this is your chance to be able to bring it back in.

ONLINE SELLING

FREE SHIPPING ON EVERY ONLINE ORDER!

HOW IT WORKS

1. Create Your Online Fundraising Page - It takes less than 10 minutes to register, personalize your Scout page, and start selling. Register at www.trails-end.com.
2. Share with Family and Friends - Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
3. Receive Support - Family and Friends visit your fundraising page, where the average order value is \$65, and place orders on your behalf.
4. Track Your Online Fundraising Orders - See who's supported your fundraiser, send them thank you emails, and request additional support.

ONLINE FAQs

Q: Are products online vs paper the same? Why do products online not match products on my paper order form?

- Because each Boy Scout Council offers a unique product lineup each year, Trail's End has decided to promote one product line across the entire country that is completely different than the traditional product lineup to reduce confusion for Scouts and consumers. In the past, Scouts and consumers see some of their Council's products offered online, but not all. Additionally, the online platform will serve as our testing ground for new products that we may want to include in the traditional popcorn sale in future years.

Q: Why are products online more expensive than products on my paper order?

- Online products and prices are set nationally. The pricing of products on your order forms are determined by your local Council and vary across the country. The prices on your order form may differ than what is being offered online. Online prices take into account a number of factors: current prices on Councils' order forms, online purchasing behavior, distribution costs, credit card fees, security costs, and consumer feedback. Please keep in mind up to 60% of every product sold goes to local Scouting.

UNIT COMMISSIONS

Base Commission:	29%
Incentives:	1% University, paperwork, meet Deadlines
	2% 80% of Registered Scouts use the APP
	1% \$500 per Scout average for Registered* Scouts
	1% \$650 per Scout average for Registered* Scouts
Total Potential:	34%

*Using 2019 Recharter Membership numbers OR June 30, whichever is lower!!—BUT based on registered members, NOT how many are selling

ONLINE COMMISSIONS

Unit earns 35% Commission; all orders include **FREE SHIPPING**.

UNIT-TO-UNIT TRANSFERS

If your unit is going to be transferring products with another unit, make sure you are following the process outlined below.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click “View” next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit (from the dropdowns) that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click Submit Transfer Request to complete the form

RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfer(s). If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit’s invoice statement will be updated.

The last day to complete Unit-to-Unit Transfers on www.trails-end.com is **October 31st!!**

WRAPPING UP THE SALE

The final day of the sale is Thursday, October 31.

Steps to follow:

- Collect and add together all popcorn orders from your Scouts.
- Use leftover popcorn from your previous orders to fill take orders if possible. Prepare any unused products for returning. See “Returning Unsold Products” on page 11 for more details.
- Use the Scout Tracking page in www.trails-end.com to track sales by Scout. This is how Trail’s End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- The Amazon.com Gift Cards will be delivered electronically to the Scout’s Trail’s End account within 7 days of when you submit your Unit Rewards order.
- **SHOW & SELL UNITS: Do not do anything more with the Product Ordering on the TE website—we will do this together at Settlement! Please go to the Council website Calendar, click on the date, and set up a time to come in and do your settlement.** Here’s what to expect this weekend: you will bring your returns, which will be counted by us, and confirmed by you—please know what you are returning, so you can compare our numbers to yours (**Not more than 10% of what you have ordered**). You also need to bring a list of items that you need to order, **including Military Sales, Helping Hands, (I love the Units that pool all of their donations to purchase Military Sales or Helping Hands--if you do not do this, Scouts cannot use “donations” to order prizes or for incentive.)** We will sit down, and enter your returns, add the items that you need, and figure up your total due together. We will send you out the door with whatever we can to fill your order, with the remainder to be picked up November 15th & 16th. **Items to bring with you to settlement: Any paperwork due, list of your returns, plus product list of your items needed, Military Sales, Helping Hands sales, and a blank check.** The easiest way for us to balance is for you to know **By Product** how much you sold. For example: Butters—52 containers, Kettle—36 ...this is the only way we can figure out where we are off, as this is what is easiest for me to see—**especially for those that have done a lot of swapping.**
- Show and Sell Units will pay the weekend of Settlement, and Card Sale Units will have until November 25th to pay. The amount due will be the total sales less the unit’s commission -this will be on the statement.
- Check is payable to Cornhusker Council or BSA - units paying by check must use ONE check (checks made out to units cannot be accepted.)
- Hold a unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

RETURNING UNSOLD PRODUCTS

Eight popcorn products may be returned in the original box. Returned products will be credited to the unit if in excellent condition, returned in the original packaging, and do not contain any writing or stickers. Unblemished products are required in order to repurpose the popcorn to another unit or sell to another council at the end of the sale.

Units may return up to 10% of the total retail on what you pre-ordered. For example, if a unit's total retail is \$25,000, the unit may return up to \$2,500 retail of the returnable products below.

Our TWO chocolate products cannot be returned to the council

Product	Containers/ Case	Retail Price	Returnable?
Chocolate Lover's Collection Tin	1	\$60	NO
\$50 Military Donation	N/A	\$50	N/A
\$30 Military Donation	N/A	\$30	N/A
\$20 Helping Hands (APP Only)	N/A	\$20	N/A
Cheese Lover's Collection Box	1	\$30	Yes
Chocolatey Caramel Crunch bag	12	\$25	NO
Salted Caramel Corn	12	\$25	Yes
18 pk Kettle Corn - Microwave	6	\$25	Yes
18 pk Unbelievable Butter - Microwave	6	\$20	Yes
White Cheddar Cheese Corn	8	\$20	Yes
Premium Caramel Corn (w/ Almonds, Cashews & Pecans)	12	\$20	Yes
Caramel Corn	12	\$10	Yes
Popping Corn	12	\$10	Yes

FINAL PAYMENTS

To view your unit invoice statement, log into www.trails-end.com and click on the Account Summary tab. Units may pay with one check (from the unit's checking account)

VISIT CORNHUSKERCOUNCIL.ORG/POPCORN FOR MORE INFORMATION ON THE 2019 POPCORN FUNDRAISER!

JOIN THE COUNCIL FACEBOOK GROUP: Cornhusker Council Popcorn Sales (To discuss things within our Council)