

The Family Guide to Popcorn Sales

- Online Sales • Military Donations • Prizes & Recognitions • Script for Scouts



**FALL P  PCORN
SALE**



Pacific Skyline Council, Boy Scouts of America

1150 Chess Drive, Foster City, CA 94404

(650) 341.5633

The Family Guide to Popcorn Sales

Remember to always wear your Class A uniform when out selling. You must help at your Pack/Troop/Crew's site sale! Scouts that sit, play with their phones, etc. while other Scouts are doing all the work will NOT receive any credit for that sale.

Parents/Guardians: Your Scouts can't do this alone . . . They need your help! Your Pack/Troop/Crew expects your Scouts to participate. Our sales goal per Scout is \$_____ but we hope each Scout will earn the bonus level prize which means a least \$650 in sales. Product sold online counts towards your total sales. Sales of \$2,500 or more qualify for a college scholarship. If you have any questions, contact your Pack/Troop/Crew Popcorn Chair or Pack/Troop/Crew leader.

Do some role-playing with your Scouts to get them comfortable selling. Use the sales flow chart on the back of this page as a guide. When your Scout goes door-to-door, go with them. They shouldn't go door-to-door by themselves.

Frequently Asked Questions

When can I start selling?

- Immediately. Start calling friends, relatives, co-workers, etc. Send out e-mails. Online sales are open on August 1!
- We are planning retail stores for August & September and your pack can make arrangements for other dates in October.

Can people pay when I deliver their order?

- NO!! For any take orders (i.e., stuff on your order form) cash or check MUST be collected up front.

Who do I make a check out to?

- For popcorn purchases, have them make the check out to the unit (the unit will make one check out to the council).

When does the sale end?

- The council sale ends October 30, 2018. Check with your Pack/Troop/Crew leader to find out when all orders and money is due, as well as when Show & Sell returns are due to your unit.

What if someone wants to make a donation to the Pack/Troop/Crew instead of buying popcorn?

- That's great! Let them know that it will go toward the military sale!



Popcorn Sales Help Meet Many Scout Objectives

More and more, Scouting Pack/Troop/Crews are utilizing popcorn sales to raise funds for equipment, activities and other needs. But, that's not all! SCOUTS EARN MUCH MORE THAN MONEY. Few activities demonstrate to Scouts the value of planning, organization, and commitment more clearly than a Pack/Troop/Crew's combined efforts in a popcorn sale. Scouts develop and practice new skills, learn about sales and marketing and reach new levels of personal success.

Online Sales - Scouts Can Create Their Accounts on sell.trails-end.com

REACH ADDITIONAL FRIENDS AND FAMILY SELLING THROUGH SELL.TRAILS-END.COM

Your Scouts can reach additional friends and family when they sell Trail's End on www.trails-end.com. 70% of all online sales goes to local Scouting.

Online sales count toward Scout Prizes!

- All online sales beginning August 1 thru sale end date October 30 count toward Scout Prizes. Sign in or create an account on sell.trails-end.com, use drop-down menu to create a Scout account.

Benefits of online selling

- It's fun and easy!
- Scouts can earn prizes. Go to facebook.com/trailsendpopcorn to learn more from Trail's End.
- Less inventory. Online orders are shipped directly to the customer, so you don't have to worry about extra product to deliver.

How does online selling work?

- Scouts create their own accounts to sell online on sell.trails-end.com and contact customers to make online purchases on their behalf.
- Customers make purchases by using the link the scout has shared with them and orders are shipped directly to them.
- Leaders create their own accounts to view their Scouts' online sales at sell.trails-end.com. Once signed into your account you can view online sales by Scout.

Our website is safe and secure

- Trials-End.com is 100% COPPA compliant (Child Online Privacy Protection Act of 1998) for Scout safety.
- Trails-End.com is 100% PCI compliant (Payment Card Industry) for consumer credit card security.

How to promote online selling

- Your Scout can send their personal link through emails, text messages, or even social media.

Military Donations

WE'LL SEND YOUR POPCORN PURCHASE TO OUR MILITARY MEN AND WOMEN!

This \$30 or \$50 purchase allows Trail's End to ship assorted popcorn products to the men and women of the U.S. Military on behalf of the Boy Scouts of America.

Thanks to consumers who purchase this item, Trail's End has been able to ship over 2,000 tons of popcorn on behalf of the Boy Scouts of America to overseas and domestic military bases, for military personnel and families.

Customers are not charged shipping and handling when they order this item online.

In your unit's Popcorn Sale Kit, your Unit Kernel has received ten (10) donation receipts.

Military Donations make a great add-on to a sale.

A way to offer customers an opportunity to support Scouting who may not eat popcorn.

The graphic features a young Boy Scout in a tan uniform with a red neckerchief, saluting and holding a small American flag. To his left, a man and a woman in military camouflage uniforms stand in a field. The background is a blue sky with white clouds. Text on the left reads "Support Scouting & Our Troops" in large blue font, followed by "Donate a gift of popcorn for our military men and women, their families and veterans' organizations." Below this is the Trail's End logo. Two circular callouts are present: a red one stating "Over \$42 Million Donated" and a blue one stating "Over 73% goes to local SCOUTING".

Scout Prizes

TWO SCOUT PRIZES PROGRAMS There are two options for individual Scout Prize programs. The whole unit participates in one of the two options and should make sure all Scouts and parents understand which prizes program you are using. Check with your kernel if you are unsure!

OPTION #1: THE UNIT PARTICIPATES IN THE SCOUT PRIZES PROGRAM, WHERE EACH SCOUT EARNS A PRIZE BASED ON HIS SALES GOAL!

- Scouts earn prizes based on setting goals and reaching levels of sales—see take order form for details.
- Scouts who set a goal for themselves, almost always meet or surpass it—encourage success and recognize Scout's strengths.
- Prize orders must be ordered by October 30, and will ship when your account is paid in full. Prizes are shipped directly to your unit's primary contact home address. Please be sure your Trail's End account is current.

OPTION #2: UNIT PROVIDES THEIR OWN PRIZES. If your unit provides its own prizes program, they will be able to provide full details.

Bonus Prizes

On top of either prize program your unit chooses, every participant is also eligible for the following bonus prizes. More information can be found at www.pacsky.org/support/popcorn.

- Participation Patch or Pin: Anyone who participates in the sale (selling at least one item) will receive a commemorative patch or pin. You will need to order this item even if you're not choosing the Scout Rewards program.
- The \$650 Club: Scouts can earn a bonus prize for every \$650 of popcorn sold, even if your unit is not doing the Scout Prizes Program.
- Trail's End Scholarship Program for \$2500+ Sellers: The Trail's End Scholarship Program has helped many Scouts pay for higher education. To participate, complete the 'Scholarship Program' Form which can be found at www.trails-end.com.
- Big Spin: All Scouts earn a spin for each \$1,000 sold for a chance to win a mix of exciting prizes in early 2019.



Quick Links

Pacific Skyline Council Popcorn Page: www.pacsky.org/support/popcorn

Trails End Online Sales: sell.trails.com

Trails End Selling Tips and Training: trails-end.com/training

Popcorn Storage Location

1150 Chess Drive
Foster City, CA 94404

Contact Us

Dan Behrens
2018 Popcorn Chair
2018popcornchair@gmail.com

Tom Kenney
Popcorn Staff Advisor
Text: 415-608-1982
Tom.Kenney@scouting.org



For tons of great resources, like those seen here, visit the Scout Training Dashboard at

www.trails-end.com/training



How to Sell Online



Online Prize Program



Scholarship Program



Win a Trip



Resources



Top Sellers



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