

# W. D. BOYCE 2023 COUNCIL KICKOFF

***Trail's End***



# Unit Commitment Tracker

**Register for the Popcorn Sale Today!**

Scan the QR code below, or visit:  
*<https://bit.ly/2023-wdb-pop>*



# WHY SELL POPCORN?

## Fund Your Unit's Adventures!

### Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

## Scouts Earn

- Scouts can track their progress towards goals
- Scouts can earn their way to ISR:
  - Scouts BSA Summer Camp
  - Cub Resident Camp
  - NYLT
- Millions of choices with Amazon Gift Cards

## Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

# WAYS TO SELL



# WAYS TO SELL

## ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

## STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$162 per hour
- One parent and one Scout is ideal to cover more hours

## “WAGON” SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order with payment to deliver products later
- *Be sure to mark sales delivered or undelivered*

Trail's End Web and App Tip: Always make sure you see a confirmation screen before navigating away

TRAIL'S END TECHNOLOGY FOR LEADERS

# MAKE OUR SALE EASY!

## Trail's End App

### (Scouts Only)

- Record sales (accepts credit cards)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sale page
- Claim rewards
- *Access this functionality via the web, too!*

## Unit Leader Portal

- Leaders will manage the sale from the leader portal
- [www.trails-end.com/leader](http://www.trails-end.com/leader)
- Portal is mobile friendly when accessed through the browser on your phone
- When Scouts use the app, Leaders can:
  - Track progress toward goal, monitor inventory, oversee storefront sign ups, setup storefronts and sales splits, manage accounting and more!

# CREDIT CARDS

## Tell your customers

### **“We prefer credit & debit cards”**

- Trail's End pays the credit card fees\*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When using a Square Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click 'Pay Now' on the Wagon Sales screen)\*\*

*\*TIP: You must use the Trail's End app for credit card fees to be covered (no need for the Square app)*

*\*\*NOTE: Using Pay Now does not count as a credit card sale for Trail's End rewards points*



# **PICTURE A SUCCESSFUL SALE**





# A SUCCESSFUL SALE:

## Build your plan

- Attend Webinar & Training Tab
- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner
- Secure storefronts
- Obtain any supplies needed:
  - Square Readers
  - Storefront supplies
  - Unit incentives
- Prepare for your Unit Kickoff

## Prepare your Scouts & Families

- Training Tab
- Setup accounts in the app (one account per Scout, one Scout per account)
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

# BUDGET & GOAL

- Plan your Ideal Year's key adventures and expenses
- Determine your Unit's expenses
  - Dues
  - Advancements
  - Supplies
  - Etc...
- Set your Sales Goal based on your budget
- Estimate Storefront hours needed to meet your goal
- Set individual sales goals
- Decide on Unit incentive for Scouts

**See the Kernel Guide for planning**



# UNIT KICKOFF

## **Make it fun**

- Build excitement with food, games, and prizes

## **Set Goals**

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

## **Get started with the Trail's End App**

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

## **Talk about prizes**

- Trail's End Rewards
- Council & Unit Incentives

## **Training**

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

# **2023 TRAINING & LIVE SUPPORT**



# LEADER DASHBOARD

<https://www.trails-end.com/leaders/dashboard>

Unit details, bank info & more →

Manage & reserve storefronts →

Manage returns & transfers →

Get reports →

Join webinars →

**Trail's End**  
Heartland  
W. D. Boyce Council

**Invite Your Scouts**  
By email or text msg

ORDER POPCORN

Place popcorn order

**GOAL PROGRESS**

SET A GOAL!  
\$0

KEEP ON PUSHIN!  
YOUR UNIT HAS MET THEIR GOAL

RANKINGS ⓘ

District #16 SALES	Council #59 SALES	National #7709 SALES
-----------------------	----------------------	-------------------------

**TOTAL SALES**

STOREFRONT \$0 (0%)	WAGON \$0 (0%)	ONLINE \$0 (0%)
PAYMENT TYPE		
CASH \$0 (0%)	APP CREDIT \$0 (0%)	ONLINE CREDIT \$0 (0%)
TOTAL APP SALES: \$0		TOTAL SALES: \$0

**STOREFRONT SHIFTS CLAIMED**

N/A  
TOTAL: N/A

N/A  
UPCOMING 7 DAYS: N/A

N/A  
UPCOMING 7-14 DAYS: N/A

**TOTAL SCOUTS**

7

**AVERAGE SALES PER SCOUT**

\$0.00

**NUMBER OF ORDERS**

**SCOUTS** Manage Scouts

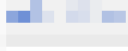




















Search

# LEADER DASHBOARD

<https://www.trails-end.com/leaders/dashboard>

## SCOUTS

Search

SCOUT NAME	STOREFRONT HRS	TOTAL SALES	TOTAL REWARDS POINTS	INVENTORY RETAIL	HAS UNDELIVERED	CASH OWED	SCOUT POINTS GOAL	
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
	0 / 0	\$0	0	\$0	NO	\$0	0	  >
TOTALS		\$0				\$0		

Summary of all  
Scouts "at-a-  
glance"

Record a  
Wagon Sale

Dropdown opens up more info for each Scout

- SHIFT MANAGEMENT
- MANAGE CASH
- INVENTORY
- VIEW ORDERS
- SALES BREAKDOWN

# MORE UNIT LEADER TRAINING

## Webinars

- New & Existing Unit Kernels are encouraged to attend
- First session launches on July 8<sup>th</sup>
- Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)

## Council Website

<https://wdboyce.org/popcorn>

Links to **videos** and resources

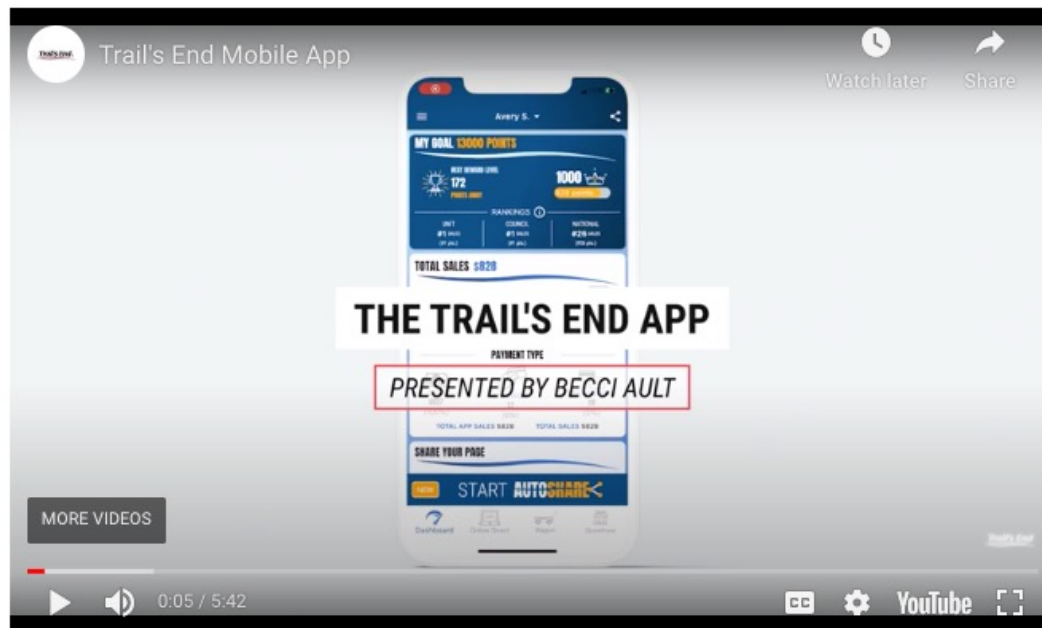


# TRAIL'S END VIDEOS

<https://www.youtube.com/@trailsendpopcorn203/>  
(Or just go to [wdboyce.org/popcorn](http://wdboyce.org/popcorn) and scroll down...)

Learn about the Trail's End app that your Scouts will use!

## Trail's End Videos



### Trail's End Videos

5 Videos

- New Kernel Webinar 2022** 1:11:52
- Mobile Functionality Demos...** 2:54
- Trail's End Mobile App** 5:43
- Storefront Management Dem...** 4:04
- Popcorn Ordering Demonstrat...** 1:55

Check Out Even More Videos from Trail's End on YouTube!



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

# GET READY TO SELL

## Perfect Your Sales Pitch

- Introduce yourself and where you are from

*Hello, I'm \_\_\_\_\_ from [Unit #]*

- Let people know what you are doing

*I'm earning my way to summer camp*

- Close the sale

*Can I count on your support?*

- End with a pitch for credit cards

*We prefer credit/debit*

## Sales Tips

- Always wear your field uniform (Class A)
- Always speak clearly and say 'Thank you.'
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

# TRAIL'S END BOOKED STOREFRONTS

- Trail's End has booked top retailers with input from our council
- Reserve hours on the 'Storefront Reservations' screen in the Leader Portal
- **Reservations Rules\***
  - July 15 - \$20,000+ Units: 3 picks (within district)
  - July 16 - \$20,000+ Units: 3 picks (within district)
  - July 17 - \$10,000+ Units: 2 picks (within district)
  - July 18 - \$10,000+ Units: 2 picks (within district)
  - July 19 - ALL Units: 2 picks (within district)
  - July 20 - ALL Units: 2 picks (Council wide)
  - July 21 - ALL Units: Unlimited (Council wide)

\* These rules are consistently applied for ALL units in ALL councils

**2022  
AVERAGE  
SALES  
PER HOUR  
AT  
STOREFRONTS  
= \$162!**

# TRAIL'S END BOOKED STOREFRONTS

District	Name	Ranking	Address	City
Crossroads	Casey's	Primary	1725 P J Keller Hwy	Lexington
Crossroads	Casey's	Primary	911 Morrissey Dr	Bloomington
Crossroads	Casey's	Primary	810 Beech St	Normal
Crossroads	Casey's	Primary	316 W Cemetery Ave	Chenoa
Crossroads	Casey's	Primary	565 W Main St	El Paso
Crossroads	Casey's	Primary	3007 Gill St	Bloomington
Crossroads	Casey's	Primary	2017 Fox Creek Rd	Bloomington
Crossroads	Schnucks	Council Booked	1701 E Empire St	Bloomington
Crossroads	Jewel-Osco	Primary	2103 N Veterans Pkwy	Bloomington
Crossroads	Lowe's Home Improvement	Primary	2101 E Empire St	Bloomington
Crossroads	Tractor Supply Co.	Primary	2238 Westgate Dr	Bloomington
Crossroads	Schnucks	Council Booked	1750 Bradford Ln	Normal
Crossroads	Ace Hardware	Secondary	204 E College Ave	Normal
Crossroads	Ace Hardware	Secondary	521 N Kickapoo St	Lincoln
Crossroads	Casey's	Primary	703 E Howard St	Pontiac
Crossroads	Casey's	Primary	1301 S Main St	Normal
Heartland	Casey's	Primary	13023 W Farmington Rd	Hannah City
Heartland	Hy-Vee Grocery Store	Primary	4125 N Sheridan Rd Ste 20	Peoria
Heartland	Schnucks	Council Booked	4800 N University St	Peoria
Heartland	Schnucks	Council Booked	10405 North Centerway Drive	Peoria
Heartland	Lowe's Home Improvement	Primary	5001 N Big Hollow Rd,	Peoria
Heartland	Nena Ace Hardware	Secondary	1415 W Forrest Hill Ave	Peoria
Heartland	Hy-Vee Grocery Store	Primary	825 N Main St	Canton
Heartland	Casey's	Primary	125 N 5th Ave	Canton

District	Name	Ranking	Address	City
Lowaneu	Blain's Farm & Fleet	Primary	4140 Columbus St	Ottawa
Lowaneu	R.P. Lumber	Primary	600 8th St	Mendota
Lowaneu	Casey's	Primary	1327 5th St	La Salle
Lowaneu	Sullivan's Ace Hardware	Primary	1116 Meriden St	Mendota
Wotamalo	Schnucks	Council Booked	1001 Court St	Pekin
Wotamalo	Ace Hardware	Secondary	2101 Court St	Pekin
Wotamalo	Tractor Supply Co.	Primary	3539 Veterans Dr	Pekin
Wotamalo	Lowe's Home Improvement	Primary	201 Riverside Dr	East Peoria
Wotamalo	Nena Ace Hardware	Primary	505 Jubilee Lane	Germantown Hills
Wotamalo	Sutherland Ace Hardware	Secondary	2244 E Washington St	East Peoria
Wotamalo	Tractor Supply Co.	Primary	900 S Main St	East Peoria
Wotamalo	Casey's	Primary	902 Walnut St	Washington
Wotamalo	Casey's	Primary	2201 Washington Rd	Washington
Wotamalo	Casey's	Primary	1801 S Main St	Eureka
Wotamalo	Casey's	Primary	400 Woodland Knolls Rd	Germantown Hills

# 2022 ANALYSIS

# STOREFRONTS

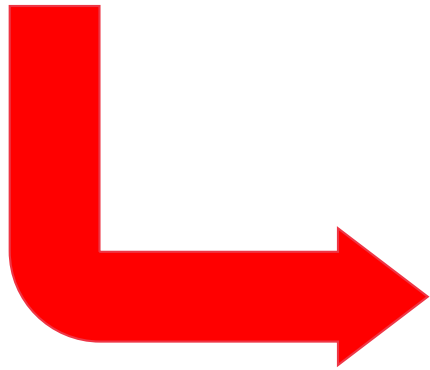
Day Type	Storefront Sales	Hours Worked	Sales per Hour
Weekend	\$ 275,491	1683.67	\$ 163.63
Weeknight	\$ 106,736	666.65	\$ 160.11
Grand Total	\$ 382,227	2350.32	\$ 162.63

Days	Storefront Sales	Hours Worked	Sales Per Hour
Saturday	\$ 153,022	895	\$ 170.97
Friday	\$ 50,537	296.9	\$ 170.22
Wednesday	\$ 18,404	114	\$ 161.44
Sunday	\$ 122,469	788.67	\$ 155.28
Monday	\$ 9,202	60.5	\$ 152.10
Tuesday	\$ 11,063	75	\$ 147.51
Thursday	\$ 17,530	120.25	\$ 145.78
Grand Total	\$ 382,227	2350.32	\$ 162.63

## 2022 ANALYSIS

# STOREFRONTS

It's not just about storefronts at  
"the big stores" ....



Top 20 Storefront Businesses by Total Sales (All Locations)

Rank	Store	Retail
1	Casey's	\$63,732
2	Schnucks	\$47,660
3	Walmart	\$39,777
4	Blain's Farm & Fleet	\$38,266
5	Lowe's Home Improvement	\$34,880
6	Hy-Vee	\$27,477
7	Sam's Club	\$24,303
8	Jewel	\$15,585
9	Ace Hardware	\$9,792
10	Sullivan's	\$8,025
11	Kroger	\$7,275
12	Tractor Supply Co.	\$4,893
13	IGA	\$4,392
14	Walgreens	\$3,829
15	Wally's	\$3,289
16	Dave's Supermarket	\$2,780
17	Busy Corner Restaurant	\$2,735
18	CVS	\$2,675
19	Farm and Home	\$2,235
20	Presley's	1740

## 2022 ANALYSIS

# STOREFRONTS

Stores w/ > 5 Storefront Events (All Locations)	Retail	Events	\$/Event
Schnucks	\$47,660	50	\$953
Kroger	\$7,275	8	\$909
Sam's Club	\$24,303	28	\$868
Sullivan's	\$8,025	11	\$730
Blain's Farm & Fleet	\$38,266	63	\$607
Walmart	\$39,777	67	\$594
Lowe's Home Improvement	\$34,880	59	\$591
Hy-Vee	\$27,477	55	\$500
IGA	\$4,392	9	\$488
Jewel	\$15,585	33	\$472
Casey's	\$63,732	167	\$382
Wally's	\$3,289	9	\$365
Ace Hardware	\$9,792	30	\$326
Walgreens	\$3,829	16	\$239
Tractor Supply Co.	\$4,893	31	\$158

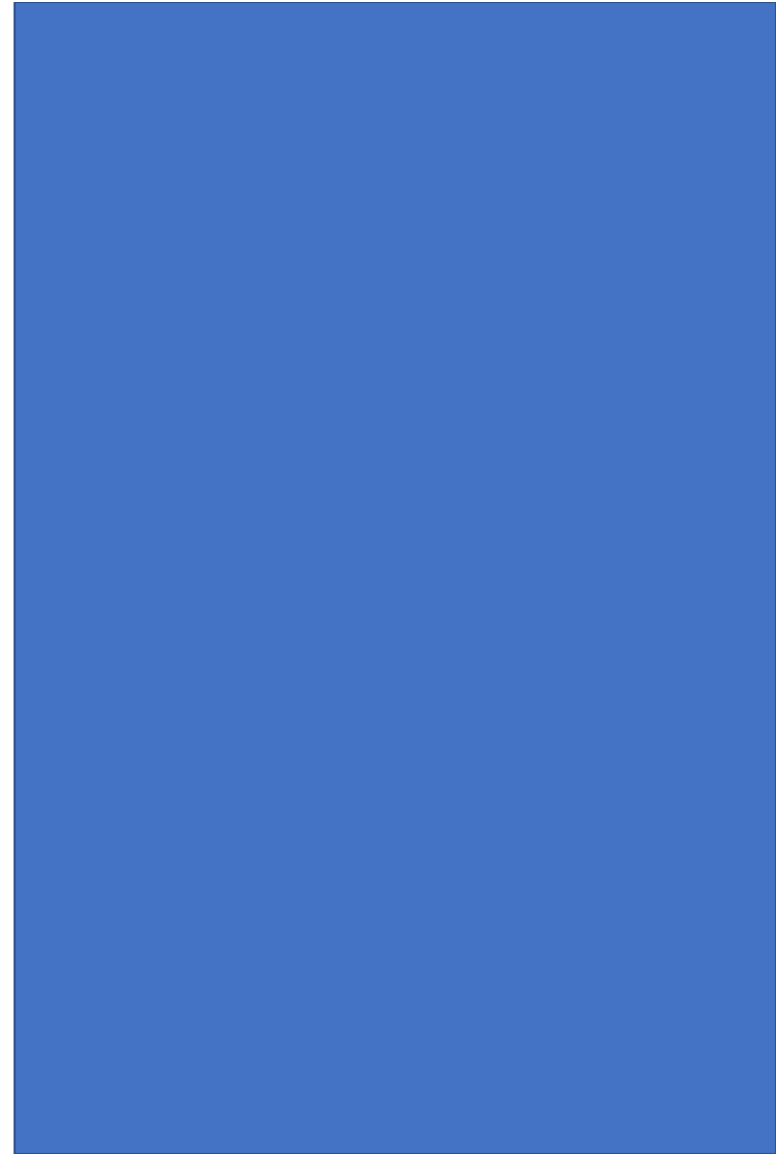
... nor are sales limited to 1-2 storefront events per location!

*Hours per "event" may vary – but storefronts overall averaged \$162/hour*

## UNIT BOOKED

# STOREFRONTS

- We recommend booking 1-2 months in advance
- Look for high foot traffic times and locations (Google Analytics)
- Visit in your Uniform with one or more Scouts
- Ask the manager after shopping the store
- If permission is granted, get details of the expectations and then follow them
- Always say 'Thank you!'



# BEST PRACTICES STOREFRONTS

- Setup table in the highest foot traffic location approved by the store manager
- What to bring? **See next slide!!**
  - Popcorn
  - Table and tablecloth
  - Vinyl banner for front
  - Square reader
  - Cash box with change
- Don't put prices on the table
- Display product neatly, store cases under the table, and keep area clean
- Scouts in uniform
- Scouts in front of the table and parents behind the table
- Scouts actively engaging each customer with a smile and pleasant greeting
- Always say 'Thank You'!

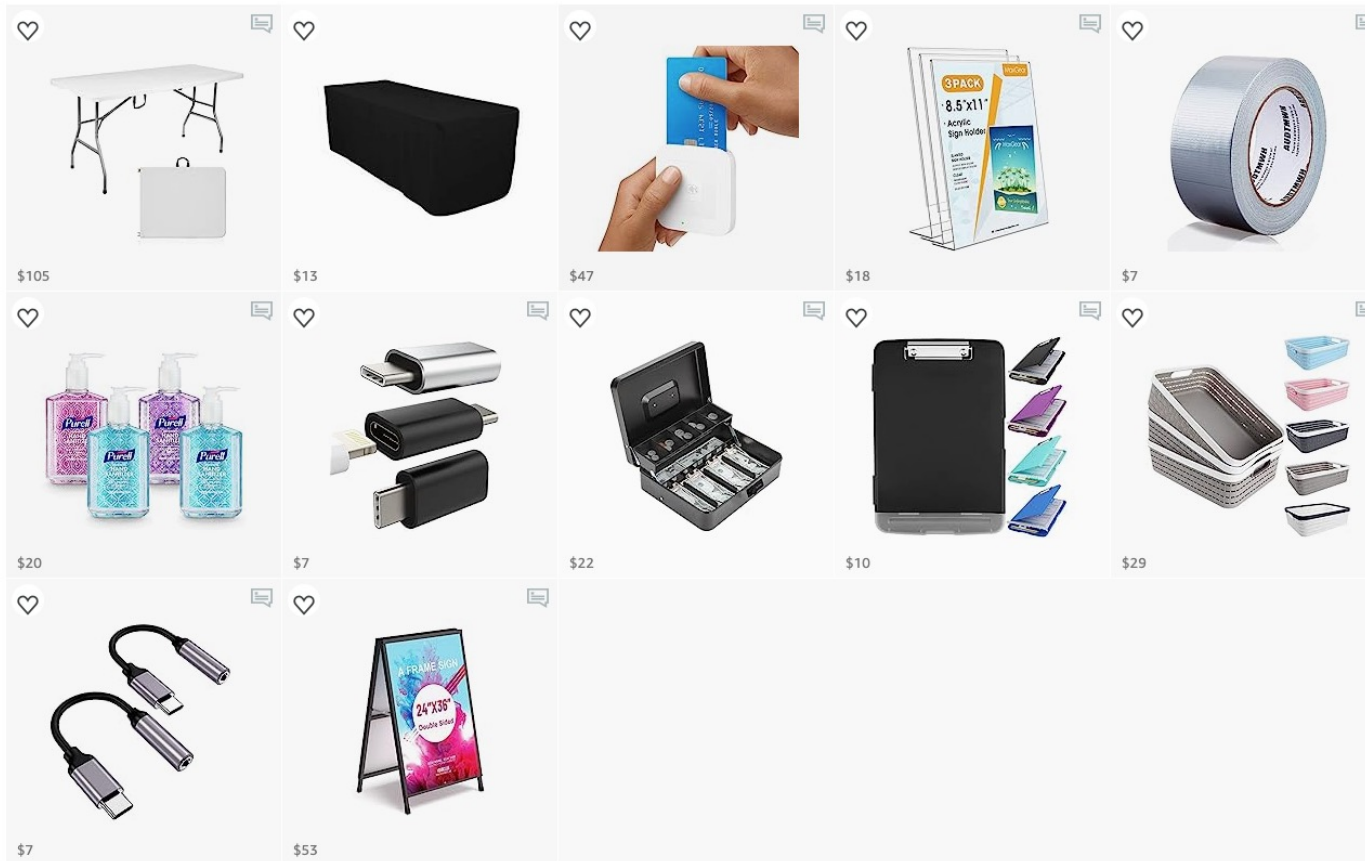




# BEST PRACTICES **STOREFRONTS**



# BEST PRACTICES STOREFRONT KIT



Folding table  
Tablecloth  
Square reader  
Sign holders  
Duct tape  
Sanitizer  
USB-C Adapters  
Cash box  
Clip board  
Baskets



<https://amzn.to/3UETBLw>

UNIT

# INCENTIVES

**Unit Incentives** can be tailored to meet the specific needs and wants of your unit as a whole and individual Scouts. These can help provide guidance to parents and Scouts when setting their own sales goals.

For example, if a Scout sells \$250 worth of popcorn, they'll earn enough in commission (at 32%) for the unit to cover the cost of their 2023 registration (\$80). Taking into account the goals for the unit as a whole, perhaps the unit hopes to earn about that amount per Scout as well.

Therefore, if you set \$750 as the target at which a Scout will have their registration paid, the Scout will benefit both as an individual *and* as a member of the unit when the goal is met.

This also allows for some incremental target incentives, such as uniform parts, handbooks, etc.

**\$750 Per Scout Goal**

@ 32% Commission

**\$250 = \$80 Registration**

**\$250 = \$80 to Unit**

**\$250 = \$80 for Incremental Incentives:**

**Handbook**

**Uniform Parts**

*(Cap, Neckerchief, etc.)*

**Pizza Gift Card**

**Incentives for Dens**

*\$1,500 in sales can fund most Scouts' year of Scouting which includes registration fees, handbook, uniform, unit dues, camp, Scout Life magazine and much more.*

TRAIL'S END

# REWARDS

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

**\$1 sold = 1 point**

***When orders are paid for by credit card, Scouts earn 25% more points!***

**\$1 sold = 1.25 points**

Scouts choose the prize they want from Amazon!





*Examples of Scout-related items on Amazon:*

<https://amzn.to/3NCjmdC>

POINTS	GIFT CARD
17,500	10% of total card
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



# Example of a progressive incentive chart incorporating unit and Trail's End rewards:

*Slide into Sales. Your Scouting Adventures Awaits!*

## Cub Scout Pack 3511 2021 Rewards Slide

YOU ARE HERE	SPLASH ZONE	WHAT YOU CAN EARN
	Attend Popcorn Kickoff	Earn Candy & Receive Popcorn Sale Info
	Register & Set Goal in the Trail's End App	Earn part of the BSA uniform: Lion's Hat; Tigers-Bears Neckerchief (Leather Slides if not already received); Webelos' Ribbon; AOL's Hat
	Record 1 Sale in Trail's End App	Earn your Cub Scout Handbook
	100 pts	Pie the Cubmaster at the Sept. Pack Meeting
	300 pts	Earn a 2nd Pie!
	500 pts	Earn a \$10 Amazon Gift Card* by Trail's End
	600 pts	Earn Scout Life Magazine Subscription
	750 pts	Earn a \$20 Amazon Gift Card* by Trail's End
	800 pts	Slime the Kernel at the October Pack Meeting
	900 pts	Earn a Ben's Pretzel & Drink at the November Pack Mtg
	1,000 pts	Earn a \$30 Amazon Gift Card* by Trail's End
	1,150 pts	Earn your Annual BSA Membership
	1,250 pts	Earn a \$40 Amazon Gift Card* by Trail's End
	1,350 pts	Earn a Bowling Day with Your Scout Buddies
	1,500 pts	Earn a \$50 Amazon Gift Card* by Trail's End
	1,650 pts	Earn 1 Guest Snow Tubing Ticket
	1,750 pts	Earn a \$60 Amazon Gift Card* by Trail's End
	1,850 pts	Earn an Extra Guest Snow Tubing Ticket
	2,000 pts	Earn a \$70 Amazon Gift Card* by Trail's End
	2,500 pts	Earn a \$100 Amazon Gift Card* by Trail's End
	3,000 pts	Earn a \$150 Amazon Gift Card* by Trail's End
	3,500 pts	Earn a \$200 Amazon Gift Card* by Trail's End

**Check Out the Trail's End Rewards Sheet for more points & rewards!**

- ★ Earn 1.5 pts for every \$1 SOLD ONLINE DIRECT & CREDIT/DEBIT
- ★ Earn 1 pt for every \$1 SOLD in CASH
- ★ Follow Pack3511 Remind App for Additional Incentives Sliding in during the sale.
- ★ Hit \$1,500 and Earn Your Way to Cub Scout Adventure Camp (\$130 Value)
- ★ Arrow of Lights Hit \$2,500 and Earn Your Way to Scouts, BSA Camp ( Value)
- ★ Movie Day at AMC WHEN the Pack Reaches \$25,000!

*My Goal is* \_\_\_\_\_ *points*



TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Sweet and Salty  
Kettle Corn

**\$15**



Popping Corn

**\$15**



White Cheddar

**\$20**



S'Mores

**\$25**

**New  
Limited  
Edition**



12pk Unbelievable  
Butter Microwave

**\$25**



Salted Caramel

**\$25**



TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Chocolatey  
Pretzels

**\$30**



Sea Salt

**\$50**



TRAIL'S END 2023

# S'MORES ORDERING

Limited  
Edition

S'mores  
**\$25**



- S'mores will ship at maximum 10% (retail) of your INITIAL and REPLENISHMENT orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can order 1 case (12 bags - \$300) of S'mores.
- Applies to S'mores only.



# ORDERS & DISTRIBUTION

## Order Due Dates













- Initial Order: **August 20**
- Replenishment Order: **Sept. 17**
- Final Order: **November 2**

## Warehouse Location(s)

- Federal - East Peoria
- Owen Nursery - Bloomington
- Test, Inc. - Peru

## Distribution / Pickup

- Initial Order: **September 7**
- Replenishment Order: **Sept. 28**
- Final Order: **November 16**

	>>	
Mid-Size Car		20 Cases
	>>	
Small SUV		40 Cases
	>>	
Crossover		40 Cases
	>>	
Mini-Van		60 Cases
	>>	
Large SUV		70 Cases
	>>	
Full-Size Van		70 Cases

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

# **2023 COUNCIL SALE SPECIFICS**



# KEY DATES

## Add these dates to your Calendar

- **Storefronts available for signup:** July 15
- “Take order” and Online sales begin: August 1
- **Initial Order Due:** August 20
- Popcorn pickup at warehouse: September 7
- Wagon & Storefront sales begin: September 8
- Replenishment order due: September 17
- Replenishment order pickup at warehouse: September 28
- **Last day to return inventory: November 1**
  - You may return up to 15% (retail value) of your total ordered popcorn
- Last storefront sale: **TBD by unit**
- Final orders due: **November 2**
- Final order distributed (including Chocolate): **Nov. 16**
- Cash due to Popcorn Kernel: **TBD by unit**
- Final payment due to Council: **November 30**
- **Popcorn Celebration! TBD by unit**

# RETURNS & TRANSFERS

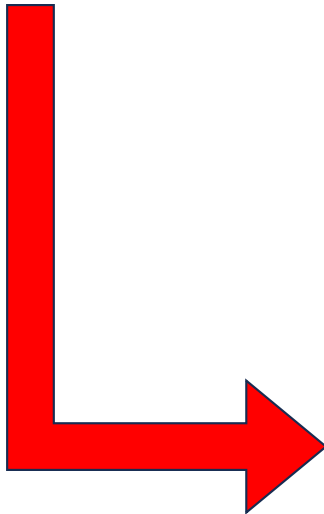
We hope you sell ALL your Trail's End products, but you may return unsold products as follows:

- *Factory-sealed cases in good condition ONLY*
  - *Don't open cases until you need to sell product*
  - *Keep all unsold product in a cool, dry place*
- *Returns accepted October 23 to November 1*
- *Up to 15% of your total ordered product's retail value:*

<i>Original order value</i>	<i>\$6,000</i>
<i>Replenishment order value</i>	<i>\$3,500</i>
<i>TOTAL VALUE</i>	<i>\$9,500</i>
<i>15% of Total Value =</i>	<i>\$1,425 Maximum Return</i>

# RETURNS & TRANSFERS

You can also transfer products between your unit and another unit via the Leader Portal:



Trail's End

Dashboard

Unit Info

Training

Storefront Management

Storefront Reservations

Popcorn

Popcorn Orders and Returns

Transfers

Rewards

Acct. Summary

Invite Your Scouts

READ-ONLY MODE

2022 SELLING CAMPAIGN

TRANSFERABLE ORDERS

DATE	ORDER NAME	ORDER STATUS	COUNCIL ORDER STATUS	
2022-11-01	Final Order	APPROVED	APPROVED	TRANSFER
2022-09-29	TRAIL'S END USE - First Sale Promo	APPROVED	APPROVED	TRANSFER
2022-09-18	Replenishment Federal	APPROVED	APPROVED	TRANSFER
2022-08-23	Initial Order	APPROVED	APPROVED	TRANSFER

TRANSFERS

Select a status...

All

# 2023 COMMISSIONS

## Retail and “Take Order” Sales

<b>30%</b>	<b>Base commission</b>
+2%	Sales Growth over 2022 ( <i>\$1 More!</i> )
+2%	Fully utilize TE System for tracking orders, inventory, returns and transfers
+2%	Work 10+ more storefront hours booked in TE System than in 2022
+2%	Sell \$10,000 or more
+1%	Sell \$20,000 or more
+1%	Sell \$30,000 or more

***Total Possible = 40%***

- ***Online Sales Commission = 35%***

# COUNCIL BONUSES

## Scouts BSA and AOL (5th grade)

- Sell \$2,500: One week at 2024 ISR Summer Camp or NYLT

## Cub Scouts (K-4th grade)

- Sell \$1,250: 2024 W. D. Boyce Council Cub Resident Camp youth registration
- May not be applied to Cub Day Camp

Non-transferable between Scouts, may only be used within W. D. Boyce Council, BSA, and must be used in 2024 by a BSA-registered youth.

*No cash value alternative.*



**BONUS**

# KERNEL CHECKLIST

## July/August

1. Determine your budget & set your goals
2. Book storefronts through TE beginning July 15
3. Place initial order
4. Attend a Trail's End Webinar
5. Join the Trail's End Facebook Group
6. Hold your Unit Kickoff

## September

1. It's recruiting season for Cub Scouts, get them set up with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Promote incentives and reminders of what your unit will do with funds

## October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!



# HAVE QUESTIONS?

## Council Contacts

309 673-6136

- **Charlie Zimmerman – Council Staff Advisor**  
Charlie.Zimmerman@scouting.org
- **Heather Frailey – Extra product, returns, etc.**  
Heather.Frailey@scouting.org

## District Kernels

### Crossroads

Meg Brewer  
Angie Scott

mjohnson428@gmail.com  
angie@eextd.com

### Heartland

Angie Karcher

angela\_karcher@yahoo.com

### Lowaneu

Mary Johnson

g-racer07@hotmail.com

### Wotamalo

Bill Pope

popewl1@yahoo.com



## Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

## Trail's FAQ's

<https://support.trails-end.com>

## W. D. Boyce Web Site

<https://wdboyce.org/popcorn/>

## W. D. Boyce Council Popcorn Facebook Group



<https://bit.ly/wdb-popcorn-fb>