



2023 POPCORN DATES

Storefronts available for signup	July 15
"Take order" and Online sales begin	August 1
Initial Order Due	August 20
Popcorn pickup	September 7
Wagon & Storefront sales begin:	September 8
Replenishment order due	September 17
Replenishment order pickup	September 28
Last day to return inventory	November 1
Last storefront sale	TBD by unit
Final orders due	November 2
Final order distributed	November 16
Cash due to Popcorn Kernel	TBD by unit
Final payment due to Council	November 30
Popcorn Celebration!	TBD by unit

Prepare.

Encourage all Scouts to download and setup the Trail's End App (for Scouts only)
Complete Unit Leader Planner
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
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

- ⑦ 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

- ⑦ 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

- ⑦ 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

- ⑦ Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR
YOUR SCOUTS!**

bit.ly/Scout-Parent-Guide

PLANNING

- ⑦ Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL
YEAR OF SCOUTING!**

bit.ly/UL-Planner

- ⑦ Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!**

trails-end.com/leaders/training

UNIT LEADER PORTAL

- ⑦ Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR
MANAGING YOUR SALE!**

trails-end.com/leaders

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

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

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

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

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!



W. D. Boyce Web Site
<https://wdboyce.org/popcorn/>

COUNCIL INCENTIVES

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 ISR Cub Resident Camp youth registration. May not be applied to Cub Day Camp

Council incentives are 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.

**W. D. Boyce Council
Popcorn Facebook Group**



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