From: Charlie Zimmerman Charlie.Zimmerman@scouting.org

Subject: Popcorn News: Popcorn Pickup, Storefronts and an Online Promotion

Date: August 31, 2023 at 3:50 PM

To:



### To: 2023 Popcorn Kernels and ALL PACK & TROOP Leaders

## Rerfect Your Popcorn Pick-Up Plans!

Thursday, September 7, is the day! Our initial popcorn order will be ready for distribution, and by now you should have reserved your pick-up time. (If not, links are below.)

For those who are not familiar with your popcorn pick up locations, please see the respective maps for each location:

### **Crossroads:**

Owen Nursery & Florist - 1700 Morrissey Dr, Bloomington, IL 61704 8 am - 5 pm - Reserve your time | Map

### **Heartland & Wotamalo:**

Federal Companies - 101 National St, East Peoria, IL 61611 8 am - 5 pm - Reserve your time | Map

#### Lowaneu:

Test, Inc - 2323 4th St, Peru, IL 61354 4 pm - 6 pm - Reserve your time | Map

Remember: The Kernel Guide has a graphic to help you plan how large a vehicle - or vehicles - you'll need to pick up your order. You can download it here: wdboyce.org/popcorn

# 🙋 Volunteers Needed! (Beat the RUSH - Get your popcorn on Wednesday!)

Would you be willing to help us sort orders from 12-4 pm on Wednesday, September 6? As a thanks for helping, you can then take your order will you that day instead of coming back on Thursday.

We also need volunteers to help distribute popcorn on Thursday, September 7.

Please respond to this email and let me know which location you can help at and when you can be there.



What about Walmart?

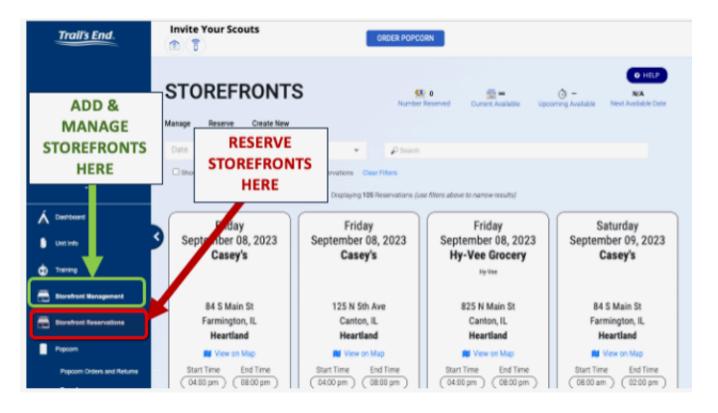
A number of you have asked about getting storefronts added at your local Walmart. Please know that Trail's End has been trying to add as many as possible, but Walmart changed their system (on a national level) this year, making then process much more difficult. Trail's End's advice for units to get time at their Walmarts at this point is to go in and speak directly to local store managers.

When you do arrange directly for a storefront - whether at Walmart or another local business -

you can easily add it to your unit's available stolehold hours via stolehold ivialiagement

### **Hours Still Available**

Storefront hours are being claimed at a nice pace, but there are still MANY more hours available than have been claimed. You can always reserved storefront hours via Storefront Reservations:



# Online Promotion Continues

Have Scouts who are just ITCHING to sell? Remember that they can already be taking orders for later delivery, as well as SELLING ONLINE!

As an added incentive, Trail's End is awarding 500 bonus points to Scouts selling between \$500 and \$999 in online sales from August 15 to September 15, and 1,000 bonus points for those with over \$1,000 in online sales. Remember, earning these points is how Scouts earn Amazon gift cards!

## **(i)** Closing Thought: Scouts listen to other Scouts!

I was talking with a kernel yesterday who told me that while Scouts' eyes may glaze over when she talks to them, having one Scout who can share the good news of their success last year gets the new Scouts sitting on the edge of their seats!

With over 185 Scouts earning their way to Ingersoll Scout Reservation last year, earning enough to pay for trips and outings, and earning Amazon gift cards to buy camping gear and more, they can be some of our best motivators during popcorn kickoffs and throughout the popcorn campaign. Plus, it's a great opportunity for those Scouts to practice their speaking skills and gain some confidence in front of their peers!

Set up for success: Give them a heads-up that you'd like them to speak, and encourage them to work with mom or dad on what they're going to say! Cub Scout packs can also solicit the help of a Scout who has recently crossed over who might be willing to come back and speak.

Have a great weekend!

Charlie Zimmerman | Field Director

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