From: Charlie Zimmerman Charlie.Zimmerman@scouting.org

Subject: popcorn News: Nearing the Finish Line!

Date: October 26, 2023 at 2:54 PM

To:





To: All W. D. Boyce Kernels



We're getting close to the end! Here's some reminders and LOTS of fresh news to help you

navigate the final turns in the race!

■ Handling Cash Donations with Heroes & Helpers

Remember that **ALL** cash donations should be processed as Heroes & Helpers purchases. There are a number of reasons for this:

- 1. Scouts get credit towards Amazon Gift Cards and other Trail's End promotions.
- 2. It helps your Scouts earn free Cub Resident or Scouts BSA Camp at Ingersoll Scout Reservation.
- 3. Your unit will get credit for the sale, increasing your commission.
- 4. The council Scouting program benefits as well.
- 5. Trail's End will send popcorn to military personnel and their families, as well as contributing to local food banks.*

While it may be tempting to just accept donations "off the books" please keep in mind that doing so deprives Scouts of their rewards for their hard work - and yours. Also, Heroes & Helpers aligns perfectly with Scouting values, making it something that Scouts *and our customers* can feel proud about supporting.

* You may not know that the council assumes the risk on any product you return. Fulfilling the Heroes & Helpers donations **locally** is one way we mitigate this risk.

Maximizing Commissions & Rewards

This is the time to be looking at your unit's total app sales - combined with your take orders - so that if you're close to either \$10, 20 or 30,000 in sales you can make a final push to get over that mark and achieve the next commission level:

\$20,000 in Sales - Add 1% to commission \$30,000 in Sales - Add 1% to commission

Also, look back at your 2022 sales - all it takes to get another 2% in commission is to be **\$1** over your total for last year!

Last Call for the October Blitz + "GRAB A SHIFT" Promotion

There's one more weekend to win a \$100 gift card!! (And if you're short on inventory, reach out to other units on the <u>council popcorn Facebook page</u> to arrange a transfer!)

Also, Trail's End is repeating last weekend's offer:



\bigcirc Looking for new storefront locations?

As we mentioned last week, there are a number of towns where RELATIVELY FEW (*IF ANY*) STOREFRONTS have been held. *Don't let these towns MISS OUT ON POPCORN!!* These towns include Eureka, Groveland, Princeville, Spring Valley, Roanoke, Washburn and Tremont!

Don't forget that you can also set up your own storefronts! Some units have sold outside of church, others call local businesses that they think would be good, high-traffic locations. You might also consider

calling businesses that hosted storetronts in September - maybe they're up for an encore!

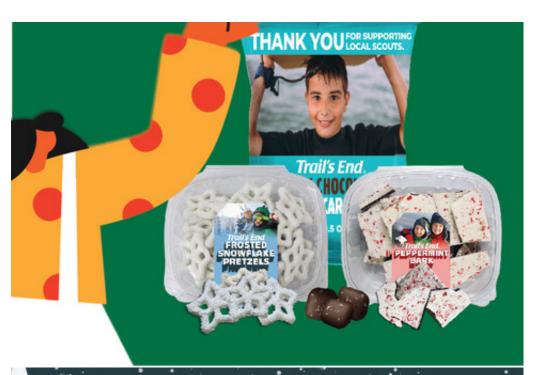
Online Promotion and Social Media Images

This weekend (through Saturday at 7 pm), Trail's End is offering 3 bags of White Cheddar for just \$45 with free shipping beginning at \$55 for all purchases!



Also, with the holidays coming, now's the time for Scouts to use promote these special "online only" product offerings. You can share all of these images (as well as the one above) with Scouts and parents to use in their social media posts!





LET IT SNACK SNOWFLAKE PRETZELS!





Last Day for Council Bonus Camp Incentive Credit: November 1

The last day for Scouts to earn credit towards the council bonus camp incentive will be November 1, which is the day before unit orders are due. Be sure to encourage Scouts who may be close to their respective targets for this great incentive to keep selling!

As a reminder, this incentive works as follows:

Scouts BSA and AOL (5th grade)

• Sell \$2,500 or more: One week at 2024 Scouts BSA Summer Camp or NYLT at Ingersoll Scout Reservation

Cub Scouts (K-4th grade)

- Sell \$1,250 or more: 2024 W. D. Boyce Council Cub Resident Camp at Ingersoll Scout Reservation youth registration
- May *not* be applied to Cub Day Camp

This incentive is 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. There is no cash value alternative.

Note: There is NO deadline for Scouts to earn Trail's End Reward Points towards Amazon Gift Cards, as they may continue to sell online beyond the council order due date.



Final Orders Due November 2

Our sale runs through the end of this month, and your final order is due on November 2. Pickup of final orders will be on Thursday, November 16.

The process will generally be the same as in the initial and replenishment orders, although the November 16 pickup location in Bloomington will be at the Scout Service Center rather than Owen Nursery & Florist.

Also, you will be able to order single containers (bags) as needed, in addition to full cases.

Meterial Process, you might want to take a look at the Trail's End popcorn video on the subject. (Note - this is not specific to the final order, but it's a good general review.)

https://www.youtube.com/watch?v=WyOtCga4Vf8

🤔 Remember to encourage Scouts to enter orders they may have taken on paper into the app. Entering orders in the app NOW allows more time for resolving any issues - such as hard-to-read handwriting, incomplete orders, ensuring good addresses for delivery, questions over which customers have already paid and which have not, etc.

I would suggest you set a deadline with your Scouts of getting all orders into the app no later than October 31.

> Every Scout who enters their orders into the app means one less paper order form they'll be handing YOU to enter!

Once you've held your final storefronts and received all individual orders from your Scouts, the Trail's End system will help you determine your final order based on the orders you have and the inventory you have left.



Avoiding Unhappy Returns

While we hope you will sell all of your remaining inventory, our return window is now open through **November 1.** And we want that to be a good experience for you if you have product to return!!

As a reminder, these are the conditions under which we will be able to accept returns:

- Full, factory-sealed cases in good condition ONLY
- Up to 15% of your total ordered product's retail value:

Example:

Original order value \$6,000

Replenishment order value

\$3,500

TOTAL VALUE

\$9,500

15% of Total Value =

\$1,425 Maximum Return (in whole case quantities)

Initiating a return BEFORE YOU COME TO THE SERVICE CENTER!

To begin, you'll go to the Leader Dashboard and click "Popcorn Orders and Returns" then "Return Popcorn". You'll then be able to identify how many cases of popcorn you'll want to return UP TO THE 15% MAXIMUM - which the system will calculate for you.

Once you've successfully submitted the return, you can bring the cases to either Scout Service Center (Peoria or Bloomington) where we'll inspect the cases for any damage. Once we accept the return in the system, your account will be credited for the return.

Leading Units

Finally, congratulations to our top five units in Total Recorded Sales (app plus online sales) in each district thus far:

District	Unit	Total Sales
Crossroads	Pack 3988	\$63,176.00
Crossroads	Pack 4142	\$23,331.00
Crossroads	Pack 3925	\$21,824.75
Crossroads	Pack 3919	\$21,259.89
Crossroads	Pack 3905	\$18,594.00
Heartland	Pack 3488	\$58,853.30
Heartland	Troop 88/888	\$29,894.38
Heartland	Pack 3050	\$23,010.39
Heartland	Pack 3452	\$14,272.00
Heartland	Pack 3156	\$12,953.00
Lowaneu	Pack 4108	\$21,339.00
Lowaneu	Pack 3326	\$15,348.79
Lowaneu	Pack 3799	\$14,865.00
Lowaneu	Pack 3709	\$11,579.00
Lowaneu	Pack 3703	\$8,861.61
Wotamalo	Pack 3086	\$22,661.00
Wotamalo	Pack 3181	\$21,814.00
Wotamalo	Pack 3073	\$19,726.01
Wotamalo	Pack 3168	\$19,606.63
Wotamalo	Pack 3064	\$17.156.65

Thanks again for all you do to make this a successful and rewarding fundraising opportunity for your Scouts!! Your efforts make a real impact!!

Charlie Zimmerman | Field Director

BOY SCOUTS OF AMERICA

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