



# Quivira Council 2020 Popcorn Sale Guidebook

# 2020 Table of Contents

September 25, 2020 –November 1, 2020

- Welcome
- The Kernel Plan
- Popcorn Calendar
- Meet your District's Popcorn Leaders!
- Unit Commission
- Trail's End Amazon Rewards
- Weekly Drawing/Council Additional Incentive
- Trail's End New way to Sell to customers- Online Direct
- How to sell while Social Distancing
- Steps for a Successful Popcorn Sale
- Take Order Form
- Online Direct Products
- Swaps - Instructions for Unit leader
- District Pick up, Distribution, Return Policy

# Welcome Popcorn Kernels!

Thank you for taking on this incredibly important role within your Pack, Troop, or Crew! We hope you find the pages of this Kernel Guide filled with the tools and information you need to help your Unit have the most successful popcorn season yet!

**Last year our Quivira Council Scouts sold over \$975,000. \$302,250 went back to the Scout Units!**

The Quivira Boy Scout Council understands a successful and strong 2020 Popcorn Sale is incredibly important to you and your Unit.

## **A successful popcorn sale means a better Unit program!**

- Registrations
- Summer Camps
- Campouts / Adventure Trips
- Advancements
- Blue and Gold Banquets / Courts of Honor
- Other various expenses

## **A successful popcorn sale means a Stronger Council and Services that it provides!**

Some examples of Council Services are:

- Training opportunities for adult leaders, so Scouts have the very best leadership.
- Helping to maintain Scout Camps for year-round camping and outdoor events.
- Providing "Campership" support for Scouts who need assistance to attend Summer Camp.
- Planning and conducting various Council-Wide activities and events.
- Providing service center and professional staff support for unit leaders, parents and Scouts.

If there is anything we can do to help make your sale the biggest and best ever, please don't hesitate to contact our Popcorn Support team!

Yours in Scouting,

2020 Quivira Council Popcorn Team



# The Kernel Plan

Dear Unit Kernel:

Thank you for taking the time to give leadership to your unit's fundraising effort this year. Your effort will help the Scouts fund their many upcoming adventures.

1. **Set Goals:** By now your unit has had their yearly planning meeting, and has planned the many activities for the upcoming year. Help the youth to know how much these cost and that selling popcorn will help them pay their way to all the exciting adventures.
2. **Register yourself and stay connected:** Sign into the Trails-End System.
3. **Be Prepared:** Here are a few ways to be ready!
  - a. One of the best ways is to start now to schedule your storefront sales. Choose high traffic market places: festivals, craft fairs, grocery stores, retail stores- be creative!
  - b. Map out the areas you want to sell using the Red Wagon method!
  - c. Have your Scouts play a game and make "SELL TO" lists. Who has the longest list?
  - d. Help your Scouts set up online accounts. They can find instructions at <https://www.trails-end.com/>
  - e. Prepare sales materials for your Scouts, supply plenty of order forms, talk to them about other good selling practices. Look online at Trail's End for additional materials and ideas to help your Scouts have a successful sale.
4. **Motivate:** Excite your scouts with incentives, weekly prizes, and a fun party at the end of the sale!
5. **Build your best kickoff party:** This should be the most motivating part of your sale for Scouts and parents. Get your families pumped up! Some ideas include: Popcorn themed food, prizes and games (Pinterest is full of popcorn recipes and party ideas), make a popcorn costume, put a sales kit in each scout's hand, or do a mock sale with leaders to teach the Scouts the best way to talk to customers. This is a huge opportunity to show Scout families how to fund their adventures in scouting and put money in their Scout accounts!
6. **Stay on Track:** Mark your calendar with important dates; Unit orders, Council Distribution, Popcorn hand out, Scout dates for final money and popcorn return, Swap days, and Unit return days for popcorn and final paperwork. Keep track of the Council Timeline!
7. **Settle up:** Make sure Scouts have money in on time and have collected before the sale ends. Remember ALL money is due to the council on your district distribution day for take order pick up. Bank checks or unit checks need to be made out to Quivira Council with the amount owed. You will receive an email with the amount due, after the sale and before distribution. NO checks will be accepted at the Council of-fice beforehand unless otherwise stated.
8. **Celebrate:** Order prizes, plan a party and celebrate all the great success of your unit's sale. Print out their camp registration and show them that they paid their own way, because a Scout is Thifty! Show your Scouts that you appreciate all the hard work, and keep them excited for the upcoming year!

**You are not alone in this sale. If you have a question, please ask.**

# 2020 Popcorn Calendar

District Unit Kernel Training August/TBA

Friday, Sept. 25th Sales Begin

## First Distribution Schedule

Friday, Sept. 4th Red Wagon Sale/Show & Sell Orders due in Trail's End system by midnight

Thursday, Sept. 24th Red Wagon/Show & Sell Distribution for White Buffalo and Southwinds Districts

Friday, Sept. 25th Red Wagon/Show & Sell Distribution for Kanza and Pawnee Districts

Saturday, Sept 26th Red Wagon/Show & Sell Distribution for Osage Nation

**Red Wagon/Show & Sell due back to Council (10% return policy) & Payment due to Council on Friday, October 30**

## Second Distribution-Schedule

Sunday, Oct.. 25th Clipboard Sales/Take Orders due in Trail's End system by midnight

Thursday, Nov. 12th Clipboard Sales/Take Order Distribution for White Buffalo and Southwinds Districts

Friday, Nov. 13th Clipboard Sales/Take Order Distribution for Kanza and Pawnee Districts

Saturday, Nov. 14th Clipboard Sales/Take Order Distribution for Osage Nation District

**Final Payment for Clipboard Sales/ Take Orders due at Final Distribution before you receive product**



## Meet your District's Popcorn Leaders!

### KANZA DISTRICT

Shanna Miller – District Kernel 785.623.3972 [smigcowgirl@yahoo.com](mailto:smigcowgirl@yahoo.com)

Kanza District Associate

**DISTRIBUTION WAREHOUSE Mid-West Energy 1025 S. Patton Rd., Great Bend, KS**

### OSAGE NATION DISTRICT

Trystan Thompson – District Kernel 620.750.0197 [trysiet@gmail.com](mailto:trysiet@gmail.com)

Stuart Goins - Staff Advisor 318.588.1223 [stuart.goins@scouting.org](mailto:stuart.goins@scouting.org)

**DISTRIBUTION WAREHOUSE Cleaver Farm 2103 South Santa Fe Ave., Chanute, KS**

### PAWNEE DISTRICT

District Kernel– TBA

Leroy Harvey–District Executive 620.242.4033 [leroy.harvey@scouting.org](mailto:leroy.harvey@scouting.org)

**DISTRIBUTION WAREHOUSE City Beverage Co. 2 S. Kirby, Hutchinson, KS**

### SOUTH WINDS DISTRICT

Joanne Ging—District Kernel 620-229-3069 [swpopcornkernel@gmail.com](mailto:swpopcornkernel@gmail.com)

Justin Bell – District Executive 316.323.0552 [justin.bell@scouting.org](mailto:justin.bell@scouting.org)

**DISTRIBUTION WAREHOUSE United Warehouse 907 E. 45<sup>th</sup> St. N., Wichita, KS**

### WHITE BUFFALO DISTRICT

Sherri Hamilton – District Kernel 316.304.1337 [wbpopcornkernel@hotmail.com](mailto:wbpopcornkernel@hotmail.com)

Michael Redondo – District Executive 951.313.2562 [michael.redondo@scouting.org](mailto:michael.redondo@scouting.org)

**DISTRIBUTION WAREHOUSE United Warehouse 907 E. 45<sup>th</sup> St. N., Wichita, KS**

### COUNCIL SUPPORT TEAM

Stuart Goins – Director of Field Service 318.588.1223 [stuart.goins@scouting.org](mailto:stuart.goins@scouting.org)

Jessica Riley– invoice support 316.491-2226 [jessica.riley@scouting.org](mailto:jessica.riley@scouting.org)

## 2020 Unit Commissions

**Base Commission**

**Unit Commission is**

**28%**

**Up your Commission !!**

- Receive additional 1% commission when you attend a District Kernel Training.
- Units who sold \$25k and up in “traditional sales” in 2019, have 10% increase in 2020 sale, over 2019, to receive additional 2%
- Units who sold between \$15k -\$24,999.00 in “traditional sales” in 2019, have 20% increase in 2020 sale, over 2019, to receive additional 2%
- Units who sold below \$15k in “traditional sales” in 2019, have 30% increase in 2020 sale, over 2019, to receive additional 2%

**New Units Only-** (*Point of Clarification– Units that have not sold in a couple years, or first time selling units.*)

- Base Commission is 28%
- Attend Training to receive addition 1%
- Sell \$2,000.00 and achieve an additional 2% in commissions.

**Note:**

- New Online Direct Commission: 28%
- Online Commission: 28%

# TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN  
AMAZON.COM GIFT CARDS

## Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

### WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they want!
  - The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

### SCOUTS EARN **DOUBLE** ONLINE

**2PTS** PER EVERY \$1 SOLD  
**ONLINE DIRECT**

**1.5PTS** PER EVERY \$1 SOLD  
**CREDIT/DEBIT**

**1PT** PER EVERY \$1 SOLD  
**CASH**

### WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
  - No collecting orders from Scouts or distributing prizes.
- Simplified Sale Management
  - The Trail's End leader portal is a one-stop shop for everything, including prize ordering.
  - Orders are tracked automatically for leaders when Scouts sell with the App and online.
  - It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
  - Trail's End helps train and motivate Scouts through the App.
- Leaders can wrap up the fundraiser and get back to Scouting faster!

*The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.*

# 2020 Popcorn Weekly Challenge



\*These are individual incentives to say thank you to our Scouts. These incentives are not considered Scout Activities.

**Weekly Sales Challenge** – 4 weeks of individual Scout challenges. Unit Kernel must turn in their Scout's proof of weekly sales to the Council Kernel during the required timeline. (Record to Council Kernel by midnight the Sat of that week's challenge.)

*\*Individual Scouts TOTAL sales must be allocated in the unit within the Trails-End System prior to close of the sale.*

**Week 1** = Timeline will be Fri Sept 25<sup>th</sup> – Sat Oct 3<sup>rd</sup>. To qualify, Scout must achieve \$650 in total sales. At the end of the Sale:

\*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a \$25 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. **(Note: Each District will have their own drawing pool)**

**Week 2** = Timeline will be Sun Oct 4<sup>th</sup> – Sat Oct 10<sup>th</sup>. To qualify, Scout must achieve \$1,200 in total sales. At the end of the Sale:

\*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a \$50 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. **(Note: Each District will have their own drawing pool)**

**Week 3** = Timeline will be Sun Oct 11<sup>th</sup> – Sat Oct 17<sup>th</sup>. To qualify, Scout must achieve \$1,800 in total sales. At the end of the sale:

\*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a \$75 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. **(Note: Each District will have their own drawing pool)**

**Week 4** = Timeline will be Sun Oct 18<sup>th</sup> – Sat Oct 24<sup>th</sup>. To qualify, Scout must achieve \$2,400 in traditional sales.

\*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a \$100 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. **(Note: Each District will have their own drawing pool)**

**Final Drawing** All Scouts who qualified at least in one of the four above weekly challenges will be entered into one Final drawing! **(Note: This will be a Council drawing)**

**One Cub Scout** will be drawn for a Free registration for one Resident Camp Session or Wild Webelos @ Camp Kanza for the 2021 Camp Season & will receive a \$100 value Gift Card. (Wal-Mart, Best Buy, or Target)

**One Scouts BSA or Venturing Scout** will be drawn for a Free registration for one week @ Quivira Scout Ranch for the 2021 Camp Season & will receive a \$100 Gift Card. (Wal-Mart, Best Buy, or Target)

# Quivira Council Additional Incentives



## WIN A \$300 GIFT CARD!

The overall **TOP SELLING SCOUT**  
for the Council will receive a  
**\$300 GIFT CARD** to one  
of the retailers listed above!!

The top three sellers from each District will receive:

1 <sup>st</sup>	\$200 Gift Card
2 <sup>nd</sup>	\$150 Gift Card
3 <sup>rd</sup>	\$75 Gift Card

\*The overall top selling Scout is excluded from district gift card prizes.

Osage Nation ❖ Pawnee ❖ Southwinds ❖ White Buffalo ❖ Kanza



# The NEW Online Direct

## ONLINE DIRECT PROMOTIONS

- **Free Shipping Weekend - July 3 - 5**
  - Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!
- **Scout Online Direct Entrepreneur Pledge**
  - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 - August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
  - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
  - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader
- **Scouts earn DOUBLE points for Amazon.com Gift Cards with Trail's End Rewards!**



## THE SAFEST WAY OF FUNDRAISING FOR SCOUTS!



**Safe for Scouts**  
Fundraise from the safety of home.



**Product Variety**  
Traditional products & prices plus more.\*\*



**No Handling**  
Products ship to your customers and all sales are credit.



**Trail's End Rewards\***  
Earn double points for Amazon.com gift cards.

\*Council participation in Trail's End Rewards may vary.  
\*\*Subject to change.

**BUILD YOUR PLAN TO SELL \$1,000 SOCIAL DISTANCING**  
**Text MYPLAN to 62771 to learn more!**



# How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

## STEP

1

### Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

## STEP

2

### Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

## STEP

3

### Draft your Scout's sales pitch.

- Example: Hi **\*\*customer's name\*\***, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

## STEP

4

### Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the **About Me** section.
  - Select your **Favorite Product**.

## STEP

5

### Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
  - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

## STEP

6

### Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

**Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!**

**Visit [www.trails-end.com/onlineacademy](http://www.trails-end.com/onlineacademy) for more tips, and FAQ.**

# Steps for a Successful Popcorn Sale



Units that have the greatest success in the popcorn sale have several things in common...

1. **Enthusiastic Leadership:** This is a motivating factor for both the Scouts and their parents.
2. **Identify Unit's Popcorn Kernel:**
3. **Attend your August District Popcorn Kernel Training:** Have the Popcorn Kernel and/or a unit leader attend the August Popcorn Kernel Training, get up to date info and pick up all your popcorn sales materials.
4. **Plan a Unit Budget:** Planning the unit program around a budget demonstrates just how much it costs to provide a great program and help establish unit goals.
5. **Establish Goals:** Both the unit and the Scouts need goals. The unit can plan the annual program around the sale. A great sale enables a great program. Planning and explaining the benefits of the Scout's goals motivates both the scout and his parents.
6. **Brainstorm on ways your Unit can meet and exceed your goal:** Such as...
  - 1 Having a "Unit Blitz Day": Every Scout in the unit goes out selling for a set amount of time in a designated area. Set a goal for the day and celebrate success afterward.
  - 2 Establishing additional "Unit Incentives" on top of the Council Incentives. Consider using some of the Unit's commissions to offer additional incentives that your Scouts can enjoy. Ex. Each Scout who sells \$450 gets to go to Day Camp for free or a portion of Webelos Camp or Summer Camp is paid, top selling den/patrol gets a pizza party, or a Scout sells \$ \_\_\_\_\_ gets to put a pie in the face of the Cubmaster or Scoutmaster.
  - 3 Having prizes for the Scout that has the highest sales or highest online sales each week.
  - 4 Call on past customers from previous Take Order Forms.
  - 5 Encourage parents to sell at their place of employment.
  - 6 Remind everyone that popcorn makes a great gift for teachers, co-workers, neighbors, babysitters, friends and relatives
7. **Have a "Big Unit Kickoff" for Scouts:** Distribute sales materials and Get Everybody Excited! Review the Commission levels and Unit and Council Incentives that Scouts can earn.
8. **Educate Parents:** Show parents the direct benefits for them and their Scout. Ex. Johnny sells \$x amount and gets to go to camp. Explain: the importance of the fundraiser, the unit goal, how funds will be used, the Scholarship Program, Incentives, etc. ( Refer to the Ideal Year of Scouting Plan)
9. **Train your Scouts:** Brief them on proper sales techniques as well as public courtesies and safety. The community will support Scouting when given the opportunity. Have Scouts provide Unit information for future sales. Have them practice their sales script with a buddy!
10. **Keep accurate records.** PLEASE MAKE SURE YOUR SCOUT COLLECTS MONEY AS THEY SELL, and have check made payable to the unit. Schedule an Order Turn-In party at the end of the sale to collect orders and money from the Scouts. Remind Scouts to plan to deliver the popcorn within a few days after distribution.

# Additional Popcorn Dates/Return Dates

## Notice

Because of the uncertainties of the Fall , Trail's End has decided to honor initial product orders for units, but can not guarantee additional Product to Councils. This has caused Councils across the country to look at their plan of action. With that said, the Quivira Council will not do additional product dates. Please review your initial Show & Sell order this year and make the best decision when placing your initial order. The Council would ask that units focus on the take-order and online direct portion of the Campaign.

<b>Friday, October 16, 2020</b>	<b>Popcorn&gt;Returns</b>	<b>1:00p.m.-4:00p.m.</b>
<b>Friday, October 23, 2020</b>	<b>Popcorn&gt;Returns</b>	<b>1:00p.m.-4:00p.m.</b>

**Friday, October 30, 2020 Final Consignment - Only "UNOPENED Cases" will be accepted  
(10% Return Policy)/Final Payment due for Show & Sell  
8:00a.m. - 4:00p.m.**

Cheese Lover's Collection Box\_\_\_\_\_

Salted Caramel Popcorn\_\_\_\_\_

Unbelievable Butter bag \_\_\_\_\_

Blazin' Hot bag\_\_\_\_\_

White Cheddar Cheese Corn Bag\_\_\_\_\_

30oz Popping Corn Jar\_\_\_\_\_

Classic Caramel Corn Bag\_\_\_\_\_

---

Leader's Name: Print Name/Signature

# Take-Order Form

**NEW! TWO BIG BAGS**



**\$35**

**Cheese Lover's Collection**  
Over \$22 to local Scouts\*  
Contains Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn

Comes in a gift box.

**NEW! BIG BAG**



**\$25**

**Salted Caramel Popcorn**  
Over \$17 to local Scouts\*  
Contains Milk and Soy

**NEW! BIG BAG**



**\$20**

**Blazin' Hot Popcorn**  
Over \$14 to local Scouts\*  
Contains Milk

**BIG BAG**



**\$20**

**White Cheddar Popcorn**  
Over \$14 to local Scouts\*  
Contains Milk

**NEW! BIG BAG**



**\$15**

**Unbelievable Butter Popcorn**  
Over \$10 to local Scouts\*

**NEW!**



**\$15**

**Popping Corn Jar**  
Over \$10 to local Scouts\*

**NEW!**



**\$10**

**Caramel Corn**  
Over \$7 to local Scouts\*  
Contains Soy

**SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!**

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels: **\$50** **\$30**



**EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!**

**SECURE PAYMENT PROCESSING THROUGH SQUARE**  
**TRAIL'S END PAYS ALL CREDIT CARD FEES**



NAME	STREET/EMAIL ADDRESS OR PHONE NUMBER	\$50	\$30	\$35	\$25	\$20	\$20	\$15	\$15	\$10	AMOUNT DUE	PD.	DLV.	
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
SCOUTS NAME: _____											TOTAL			
MAKE CHECKS PAYABLE TO: _____														
Please direct your popcorn payment to your Pack or Troop.											DELIVERY DATE:			

100 American Heroes Donation  
50 American Heroes Donation  
Cheese Lover's Box  
Salted Caramel Popcorn  
Blazin' Hot Popcorn  
White Cheddar Popcorn  
Unbelievable Butter Popcorn  
Popping Corn Jar  
Caramel Corn

## CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!

- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
  - Safer – Scouts don't have to handle cash
  - Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
  - Easier – Parents turn in cash sales with credit/debit payment to their unit
  - Hardware – Scouts can accept credit/debit with Square readers or manual entry
- When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.*

## Trail's End REWARDS

Earn amazon.com Gift Cards and choose the prize **you** want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

**SCOUTS EARN DOUBLE ONLINE**

**2PTS** PER EVERY \$1 SOLD ONLINE DIRECT

**1.5PTS** PER EVERY \$1 SOLD CREDIT/DEBIT

**1PT** PER EVERY \$1 SOLD CASH

**VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS**  
**NO LIMIT** Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

## ONLINE DIRECT

The safest way of fundraising for Scouts!



**Safe for Scouts**  
Fundraise from the safety of home.



**Product Variety**  
Traditional products & prices plus more.\*\*



**No Handling**  
Products ship to your customers and all sales are credit.



**Trail's End Rewards\***  
Earn double points for Amazon.com gift cards.

## HOW IT WORKS

TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE

TAKE ONLINE DIRECT ORDERS IN THE APP



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

<p><b>6,000 pts</b> Earn a \$40 Amazon.com Gift Card</p> 	<p><b>1,750 pts</b> Earn a \$70 Amazon.com Gift Card</p> 
<p><b>5,000 pts</b> Earn a \$375 Amazon.com Gift Card</p> 	<p><b>1,500 pts</b> Earn a \$60 Amazon.com Gift Card</p> 
<p><b>4,000 pts</b> Earn a \$300 Amazon.com Gift Card</p> 	<p><b>1,250 pts</b> Earn a \$50 Amazon.com Gift Card</p> 
<p><b>3,500 pts</b> Earn a \$250 Amazon.com Gift Card</p> 	<p><b>1,000 pts</b> Earn a \$40 Amazon.com Gift Card</p> 
<p><b>3,000 pts</b> Earn a \$200 Amazon.com Gift Card</p> 	<p><b>800 pts</b> Earn a \$30 Amazon.com Gift Card</p> 
<p><b>2,500 pts</b> Earn a \$100 Amazon.com Gift Card</p> 	<p><b>600 pts</b> Earn a \$20 Amazon.com Gift Card</p> 
<p><b>2,000 pts</b> Earn an \$80 Amazon.com Gift Card</p> 	<p><b>400 pts</b> Earn a \$10 Amazon.com Gift Card</p> 

**BUILD YOUR PLAN TO SELL \$1,000 SOCIAL DISTANCING**  
Text MYPLAN to 62771 to learn more!

**SIGN IN & SET YOUR GOAL**  
Text APP to 62771 to download the app

\*Participation indicates intent to program terms at: <https://www.trailsend.com/terms>

# Online– Direct Product



\$35 Chocolatey Caramel Crunch Tin



\$30 Chocolatey Caramel Crunch



\$30 Dark Chocolate Salted Caramels



\$25 Salted Caramel Popcorn



\$25 Unbelievable Butter 12pk



\$20 White Cheddar Popcorn



\$20 Blazin' Hot Popcorn



\$15 Unbelievable Butter Popcorn



\$15 Popping Corn Jar



\$10 Caramel Corn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.

**Note: Chocolate Products and the 18 Pack Unbelievable butter will only be purchased through the Online Direct portal this Year!**

## Bundle Packages on Online Direct



\$70 Chocolate Lover's Tin

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$65 Chocolate Lover's Bundle

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$35 Cheese Lover's Bundle

- (1) White Cheddar Popcorn
- (1) Blazin' Hot Popcorn

# Unit Swap Instructions

## **Giving Unit**

1. On the Popcorn Orders page, click View next to your approved unit order with the inventory to be transferred.
2. Click the Transfer Inventory button and select the District and Unit from the dropdown menus of the unit that is receiving the inventory.
3. Enter the quantities (cases and containers) to be transferred.
4. Click the Submit Transfer Request button to complete the form.
5. If the receiving unit has not accepted the product transfer, the giving unit can cancel the product transfer by going to the Transfers & Returns page on the left navigation menu and clicking the Cancel button next to the transfer request.

## **Receiving Unit**

1. The primary contact of the receiving unit will be emailed a notification of the transfer request.
2. Go to the Transfers & Returns page on the left navigation menu.
3. Review the pending product transfer. If correct, click the Approve button, or the Reject button if the transfer quantities are incorrect.

Once the receiving unit has accepted the product transfer, adjustments will be made to each unit's popcorn invoice statement to reflect the product transfer

## District Pick up and Distribution

- Emails will be sent out by your district kernel to assist them in distribution of ordered popcorn. They will ask that you schedule a specific time on the pick-up date. You will pick up your popcorn along with other units/groups so please be on time! Pickup times are every 15 minutes.
- Upon arriving to the pick-up location, **YOU WILL BE RESPONSIBLE** to double count your separated order to verify that it is accurate. **Once verified you will be asked to sign a packing slip.**
- **Red Wagon/Show & Sell Consignment/Payment is due on Friday, October 30, 2020 at the Council Office.**
- On the Second Distribution Day, Units need to turn in the **Final Take-Order popcorn check** before popcorn will be allowed to leave the distribution sites. Do not write the final check until the council informs you of the final number. (*Amounts can change based on inter unit swaps, transfers, area swaps, commission changes, and other variables.*)
- After receiving your Final Order, please get the popcorn to your Scouts for **prompt delivery to customers.** All money should have already been collected by this time.
- *Be sure that vehicle arrangement s are made so that all of your product will fit into the vehicle (s). Bring some other adults with you to assist in loading your order. A good rule of thumb is a mid-size car holds 20 cases, a Jeep Cherokee holds about 40 cases, and a minivan holds 60 cases. Please plan accordingly. A HIGH Ryder type truck or a trailer for pallets is the best for large orders.*

## Handling/Storage of Popcorn

- Do not store popcorn at temperatures above 75 degrees Fahrenheit
- Do not store in direct sunlight
- Do not handle in rough manner
- Do not store the product in damp conditions

## Return Policy on Show & Sell

If a unit sells out of any given product, they may post on the Quivira Council Facebook page. If you are not on Facebook, please email your District Kernel to see if another unit has product. On Friday, October 30, **NO MORE than 10%** of product can be returned of your initial order.

# Online Resources



## FACEBOOK

Stay in touch with the “[Quivira Council Facebook Page](https://www.facebook.com/groups/QuiviraCouncilPopcorn/)”

<https://www.facebook.com/groups/QuiviraCouncilPopcorn/>

**Trail's End Seminar Training Opportunities**

<https://www.trails-end.com/webinars>

**Trail's End Facebook Page**

<https://www.facebook.com/groups/TETopSellingUnits>

## Trail's End System

*Unit Kernels—Sign into the popcorn system.* <https://www.trails-end.com/>

Get familiar with the Trail's End Training and understand the resources available to your unit.

- [TrailsEnd.com](https://www.trails-end.com/) for helpful videos

**Have a Great Sale!!!!**



**A Scout is Thrifty**

