



Prepared. For Life.™

“WHAT DOES YOUR SCOUTS ‘IDEAL YEAR OF SCOUTING’ LOOK LIKE?”

2019 POPCORN SALE KERNEL GUIDEBOOK

GOAL:

\$750 IN SALES PER YOUTH

HOW:

**HAVE EACH SCOUT EARN THEIR OWN WAY
BY SPENDING A MINIMUM OF 8 HOURS OF
QUALITY ONE-ON-ONE TIME
WITH A PARENT OR GUARDIAN!**



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TIMELINE

August 13th

 Council Level Kickoff and Training

August 19th

 Unit Show and Sell Orders Due into Trails-End System

September 7th

 Show and Sell Product Distribution (***SALE BEGINS***)

October 18th

 All Returns Due at Council Service Center between Noon and 8PM this day

October 21nd

 Scout Online Sales for the 2019 Popcorn Campaign & Prize Qualifications ends at 12:00 PM midnight PST (***SALE ENDS***)

October 21nd


 Unit Take Orders Due into Trails-End System by Midnight

 Show and Sell Payments Due to VCC Scout Store by 5PM


November 9th

 Take Order Product Distribution

 Prize Orders Due on Trails-End website

 Scholarship Forms Due to Council Service Center

November 27th

 Final Unit Payments Due to VCC Scout Store by 5PM

December 16th

 Unit Commissions Distributed: ***NOTE Payment Terms on Final Page***

CONTACTS

District	District Kernels	District Executives
<i>Channel Islands</i>	<i>Anais Escobar</i> 805.815.2228 anais.escobar@icloud.com	<i>Marcos Monge</i> 805.482.8938 marcos.monge@scouting.org
<i>Conejo Valley</i>	<i>Andy Rickelmann</i> 310.995.2239 andyrickelmann@hotmail.com	<i>Peter Nystrom</i> 805.482.8938 peter.nystrom@scouting.org
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Council Administrator	Council Kernel	Council Staff Advisor
<i>Vicky Anderson</i> 805.482.8938 vicky.anderson@scouting.org	<i>Barry Mortenson</i> 805.205.3000 bmortenson@gmail.com	<i>Jermaine Bell</i> 805.827.0898 jermaine.bell@scouting.org

SALES

IMPORTANT NOTE: Only ONE Unit Representative (Unit Kernel) should be designated to place Unit Orders for both the Show and Sell and Take Order portions of the sale. Once contact information is submitted to the Council, your Unit Kernel will receive an e-mail from Trails-End to set up a password for your account.

SHOW AND SELL

Definition: The Show and Sell Campaign is designed for Scouts to participate in designated shifts at a retail storefront which is either assigned by your District Kernel or arranged by your Unit directly.

Ordering: Unit orders are to be made accessing trails-end.com by **August 19th**.
NOTE: A Singular Unit ID and Password should be maintained by the Unit Kernel.

SHOW AND DELIVER

Definition: The Show and Deliver Campaign is an extension of the Show and Sell portion and is designed for Scouts to offer direct product delivery by way of Door to Door Sales.

Ordering: Unit orders for this method are simply made in conjunction with your Show and Sell Order.

TAKE ORDER

Definition: The Take Order Campaign is designed for Scouts to sell product via the Order Forms provided. Customers place Orders and the product is delivered to them after product distribution on November 9th. *Just in time for Holiday Gifts!*

Ordering: Unit orders are to be made accessing trails-end.com by **October 21st**.
REMINDER: A Singular Unit ID and Password is to be maintained by the Unit Kernel.

ONLINE

Definition: This is a great supplemental program by which each Scout can acquire additional orders from friends and relatives who are not in the immediate area.

Ordering: By creating their own Scout specific Online Sales ID# and Sales Page, Scouts may easily prompt remote customers to order product via trails-end.com from the comfort of their own home.

PRODUCT AND PRICING

SHOW AND SELL

Product	Price
-	-
-	-
-	-
Cheese Lover's Collection	\$30
Chocolatey Caramel Crunch	\$25
Salted Caramel Popcorn	\$25
18 Pack Kettle Corn	\$20
18 Pack Unbelievable Butter	\$20
White Cheddar Cheese Corn	\$20
Premium Caramel with Nuts	\$20
Caramel Corn	\$10
Popping Corn	\$10

TAKE ORDER

Product	Price
Gold Military Donation	\$50
Silver Military Donation	\$30
Chocolate Lover's Collection Tin	\$60
Cheese Lover's Collection	\$30
Chocolatey Caramel Crunch	\$25
Salted Caramel Popcorn	\$25
18 Pack Kettle Corn	\$20
18 Pack Unbelievable Butter	\$20
White Cheddar Cheese Corn	\$20
Premium Caramel with Nuts	\$20
Caramel Corn	\$10
Popping Corn	\$10

PRIZES

IMPORTANT NOTE: All prizes with exception to our Council Top Seller rewards are to be Ordered online by the Unit Kernel at trails-end.com.

DEADLINE: November 9, 2019

REWARD

2019 Participation Patch
\$10 Amazon Card
\$20 Amazon Card
\$30 Amazon Card
\$45 Amazon Card
\$75 Amazon Card
\$150 Amazon Card
\$225 Amazon Card (Scholarship Level)
\$350 Amazon Card
\$550 Amazon Card
\$800 Amazon Card
\$1,200 Amazon Card
Amazon Card for 8% of Total Sales

QUALIFICATION

Sell One Item
Sell \$225
Sell \$500
Sell \$750
Sell \$1000
Sell \$1500
Sell \$2,500
Sell \$3,500
Sell \$5,000
Sell \$7,500
Sell \$10,000
Sell \$15,000
Sell \$15,000+

\$750 CLUB BONUS

Invite to Exclusive Dojo Boom Party



Sell \$750

SCHOLARSHIP

6% of a Scouts Sale will be placed into Private College Scholarship Account



To qualify, a Scout must Sell \$2,500 in the first year or have been previously enrolled

TOP SELLER BONUS'

\$200 Bonus Amazon Gift Card
\$75 Bonus Amazon Gift Card
\$50 Bonus Amazon Gift Card
\$25 Bonus Amazon Gift Card



Council Top Seller
#1 District Seller
#2 District Seller
#3 District Seller

PROUDLY PROVIDED BY THE VENTURA COUNTY COUNCIL

NOTE: Many Units have historically included additional Unit based incentives as well!

DISTRIBUTION

LOCATION: *BAYER WAREHOUSE*

2700 Camino Del Sol, Oxnard, CA 93030 (Entrance is just East of Rice Ave. on Sturgis)

Directions: Take 101 to Del Norte Blvd. South / Right on Sturgis Rd. / Gate on Right

Located on the backside of Seminis/Monsantos Warehouse



APPROXIMATED VEHICLE LOADS FOR PICK-UP PLANNING

Cars = 20 Cases

Pick-Ups or Small SUVs = 30 – 40 Cases

Mini-Vans or Large SUVs = 40 – 50 Cases

Full-Size Vans = 50 – 60 Cases

RETURNS

*****A MAXIMUM OF 10% OF ALL SHOW & SELL PRODUCT CAN BE RETURNED TO THE VENTURA COUNTY COUNCIL SCOUT SERVICE CENTER BETWEEN NOON - 8:00 PM ON FRIDAY, OCTOBER 18, 2019 ONLY*****

*****NO CHOCOLATE PRODUCT IS PERMITTED TO BE RETURNED*****

IMPORTANT NOTE: All returns must be in resellable condition and due to your Councils risk of left-over product, a 10% return will be accepted but is not especially preferred.

COMMISSIONS

BASE UNIT COMMISSION WITH PRIZES:	30%
ATTEND AUGUST 13 th COUNCIL KICK-OFF:	+ 1%

PER SCOUT SALES BONUS COMMISSIONS:

NOTE: Youth count is based on your Units Registered # of Scouts as of August 1, 2019

Hit \$450 in Sales per Scout:	+ 2%
Hit \$650 in Sales per Scout:	+ 2%
Hit \$750 in Sales per Scout:	+ 4%
TOTAL POTENTIAL UNIT COMMISSION:	39% !!!

NOTE: Potential commission is a cumulative measure

‘UNIT KERNEL’ RECOGNITION:

Average \$650 in sales per scout and you will receive a \$100 Amazon gift card

PAYMENTS

SHOW AND SELL PORTION

One Unit check for the total gross Show and Sell sales amount is due to the VCC Scout Store by October 21st. **(Credit cards sales are processed through the trails-end app, cash and check Show and Sell payments will need to be paid to the council).**

TAKE ORDER PORTION

One Unit Check for the total Take Order sales amount is due to the VCC Scout Store by November 27th. **(Credit cards sales are processed through the trails-end app, cash and check Take Order payments will need to be paid to the council).**

All Unit Payment Checks should be made out to VCCBSA

IMPORTANT NOTES:

- All Unit balances must be paid in full to the VCC Scout Store by November 29th.***
- Unit Commission check will be mailed to Unit person of record from the kickoff unless noted before November 29th. If no person is listed Unit Commissions will be deposited in your Unit account at the VCC Scout Store.***

Tips for a Successful Sale

Set Goals & Communicate Progress

- 🦋 An easily achievable goal is \$800/Scout or 4 (2 hour) storefront shifts.
- 🦋 Set unit goal-based outings/prizes (i.e. roller-skating party, camping trip, t-shirts, etc.).
- 🦋 Communicate at Unit/Pack/Den meetings the progress and celebrate the achievements.

Get Buy-In

- 🦋 Have popcorn sale kick-off meeting with your unit that focuses on getting the Scouts excited and the parents informed. (Should include goals, popcorn games, prize selection, top seller pledge with whipped cream pies).
- 🦋 Be clear on the costs of your Scouting year and what your unit will do with the commission. Note that the sale not only supports your unit but also supports the Council.
- 🦋 Make sure that storefront signups, popcorn pickup and all aspects of the sales are as simple as possible for the parents.

Emphasize Store Front Sales

- 🦋 Plan your goals and popcorn order based on the minimum number of storefront shifts your unit will work (i.e. 50 scouts x 4 shifts = 200 shifts, 200 shifts x \$200/shift/avg = \$40,000 in sales).
- 🦋 Each Scout should commit to 4 (2 hour) shifts, only 1 Scout and parent per shift.
- 🦋 Get creative: craft fairs, malls, truck stops, sporting or other special events.
- 🦋 Offer at least 5 shifts Saturday & Sunday and 1-2 weekday evening shifts where possible.

Encourage Top Sellers (\$2,500+)

- 🦋 Implement a Top Seller Pledge in your kick-off (leader pie face).
- 🦋 Selling door-to-door is an underserved market.
- 🦋 Contact top sellers with storefront shift vacancies or last-minute cancellations.

Tools

- 🦋 Take credit cards at storefronts and wagon sales (no fees with the trails-end app).
- 🦋 Leverage the Trails-end app & leader portal to track all your sales (storefront & wagon) as well as manage the popcorn inventory. These applications will likely shave many hours of the management headaches of the sale.
- 🦋 Invest in tables and banners for your unit along with printed (laminated if possible) instructions for your parents.

Trail's End App & Leader Portal

GET TRAINED: Unit Leader App Webinar



Go to App.Trails-End.com/unit-training to register for training webinars!

Simplify the Sale

- 🦋 Place Show & Sell and Take Orders.
- 🦋 Enable Scouts to take credit card payments with NO fees.
- 🦋 Keep track all storefront and wagon sale progress.
- 🦋 Manage storefront scheduling.
- 🦋 Manage inventory for storefronts and wagon sales.
- 🦋 Easy Amazon gift card rewards.
- 🦋 Comprehensive reporting with the ability to export to Excel for more advanced analytics.



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Trail's End

SAVE TIME
with the
New Trail's End App

Text APP to 62771 to get a link to download.

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and sign up for storefront shifts.

Download on the App Store GET IT ON Google Play