

# California Inland Empire Council 2023 Leader Guide



# WHY POPCORN?



## Fund Unit Adventures

- **Program Ideas**
  - Summer Camp
  - Family Camp
  - Council Activities – Adventure Weekend, Eerie Emerson, Winter Camp Etc.
  - Pinewood Derby
  - Den/Patrol Activities
- **Other Considerations**
  - BSA Registration
  - Blue & Gold Celebration
  - High Adventures
  - Equipment needs
  - Advancement
  - Annual unit dues

## Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

## Scouts Earn Rewards

- Amazon e-gift cards
- Millions of rewards to choose from

# KEY DATES



- **July 12<sup>th</sup>** – ZOOM CIEC Popcorn Training 6:30pm  
<https://us02web.zoom.us/j/85762576434?pwd=TXlidlFRTVkw b0RKSENTZWxaNXNWZz09>
- **July 17 – July 20** - Storefronts signups
- **July 21<sup>st</sup>** – Show & Sell Order Due
- **August 9 – 11** – Show & Sell Distribution
- **August 12<sup>th</sup>** Sale begins
- **Weekly inventory replenishments** – Orders in the system by Sunday night available for pickup at the warehouse on the following Thursday by appointment!
- **Oct 2<sup>nd</sup> – Oct 5** Returns
- **Oct 7<sup>th</sup>** Final orders due
- **Oct 13<sup>th</sup>** **All Payments Due**
- **Oct 24- Oct 28** Take order distributed (including Chocolate)
- **Dec 2<sup>nd</sup>** **Spin & Win Celebration!**

# ORDERS & DISTRIBUTION



## Order Due Dates













- Initial Order: **July 21<sup>st</sup>**
- Replenishment Order: **Weekly on Sundays Aug 20<sup>th</sup> – October 1<sup>st</sup>**
- Final Order: **October 7th**

## Distribution

- Initial Order: **August 9 - 11**
- Replenishment Order: **Weekly on Thursdays by appointment**
- Final Order: **October 24-28**

## Warehouse Location

- TBD

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

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

# WAYS TO SELL



## ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

## STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

## WAGON SALES

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

# ONLINE SALES

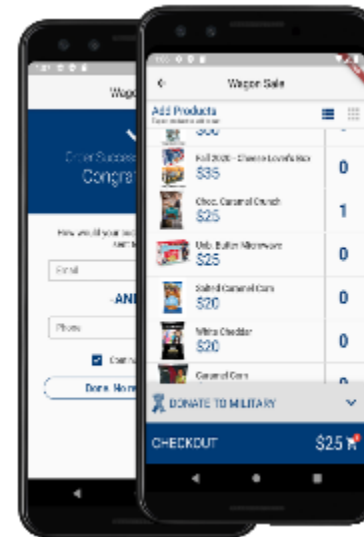


**Via the Trail's End App**  
**No Cash or Product Handling**  
**\$65 Average Order Value**



## SHARE YOUR PAGE

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



## DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

**TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October\*, Black Friday & Cyber Monday**

\*Subject to Change



# ONLINE ASSORTMENT

[www.trails-end.com](http://www.trails-end.com)

*Trail's End®*



\$27



\$34



\$20

IMPROVED FLAVOR



\$25



\$25

NEW



NEW

\$50



\$72

NEW

Road Trip Variety Pack



\$42

NEW

Movie Night Bundle



\$47

Picnic Bundle



\$62

Let's Go Hiking Bundle



\$54

Ultimate Snack Pack



\$45

Game Night Bundle

NEW



\$27



\$35



\$30



\$55

## LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*\*Products & Pricing are subject to change*

# ONLINE SALES

[www.trails-end.com](http://www.trails-end.com)



## Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
  - Microwave, Popping, Sea Salt Snack Pack (new)





# TRAIL'S END STOREFRONTS



- TE will book top retailers FOR YOU!
- Units don't have to spend time booking stores
- Easily managed thru Leader Portal & the App
- Claiming of Storefronts begins July 17<sup>th</sup>
  - **Monday, July 17<sup>th</sup>** - 4 Picks within District
  - **Tuesday, July 18<sup>th</sup>** - 4 Picks within District
  - **Wednesday, July 19<sup>th</sup>** - 4 Picks within District
  - **Thursday, July 20<sup>th</sup>** - 2 Picks within Council
  - **Friday, July 21<sup>st</sup>** - All units, Unlimited Picks within Council

## Benefits

- Saves Unit Leaders time
- Provides more opportunities for all Scouts to earn their way
- Improves relationships with store managers



Best practices when booking your own storefronts:

- Determine high foot traffic days, times, and locations (Google Analytics)
- Book one to two months in advance
- Visit the store in your Uniform with one or more Scouts
- Shop the store, then request to speak with the manager
- If permission is granted, ask for and notate expectations and follow the rules
- Always say 'Thank you!'

TRAIL'S END 2023

# TRADITIONAL PRODUCTS

*Trail's End®*

Sweet and Salty  
Kettle Corn

**\$15**



Popping Corn

**\$17**



**NO  
RETURNS**



White Cheddar  
Popcorn

**\$20**



S'mores  
Popcorn

**\$25**



**NO  
RETURNS**



Unbelievable  
Butter Microwave  
Popcorn

**\$25**



Salted  
Caramel Corn

**\$25**



Chocolatey  
Pretzels

**\$30**



**Take Order Only**

Sea Salt  
Popcorn

**\$50**



**NO  
RETURNS**

# S'MORES ORDERING INFORMATION



- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.



# COMMISSION



## Show & Sell | Take Order Commissions

**TIER 1 - \$0 - \$14,999** **27%**

**TIER 2 - \$15,000 - \$24,999** **30%**

**TIER 3 - \$25,000 - \$34,999** **32%**

**TIER 4 - \$35,000** **35%**

**Opt-Out of Prize Program +3%**

**Maximum Possible Commission 38%**



**Online Sales Commission – 30%**



# REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!\*



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



**EARN MORE!  
EASIER!**



Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees. Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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# SCOUT BONUSES



**TOP 75 selling Scouts will earn their chance to Spin the Wheel!**

**Fun-filled event with food, prizes, & recognition of the top achievers of the 2023 California Inland Empire Council popcorn sale.**

- 1. From August 12<sup>th</sup> to October 31<sup>st</sup> registered Scouts who sell at least \$3,500 AND are in the top 75 in the Council qualify for the chance to spin!**
- 2. 1 spin per \$1,500 sold.**
- 3. All sales must be entered in the Trails End App!**
- 4. ABSOLUTELY NO COMBINING OF SCOUTS WILL BE ALLOWED.**
- 5. Scout must be present at the event to spin. No substitutes!**

# CIEC Champions

*Trail's End*®



**Any Unit that achieves  
\$100K in Sales will receive  
authentic Champion Belt!**



**Any Scout that achieves  
\$10K in Sales will receive a  
authentic Champion Belt!**



# CIEC \$3,000 Club

*Trail's End*®



If Unit 'Opts Out' of  
Trail's End Prize Program:

Scout will receive an  
E-Amazon Gift Card from  
Trail's End of 5% of sales!



If Unit uses  
Trail's End Prize Program:

Trail's End will ensure  
that the Scout receives an  
E-Amazon Gift Card  
of at least 8% of sales\*!



\*Depending on sales \$'s, gift card could be as high as 10%!





# MAKE YOUR SALE EASY!



## Trail's End App for Scouts

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

## Unit Leader Portal

- [www.trails-end.com/leader](http://www.trails-end.com/leader)
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
  - Track progress toward goals
  - Inventory monitoring
  - Oversee storefront sign-ups
  - Storefront setups
  - Split sales
  - Manage accounting and more!

**TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP**



# CREDIT CARDS



- Many consumers prefer credit or debit card transactions
  - “Advise your customers we prefer credit or debit payments”
- Trail's End covers credit card fees for transactions recorded via the APP\*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail's End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen\*\*

*\*TIP: Recording sales via the Trail's End app is required for credit card fees to be covered (Square app not required)*

*\*\*NOTE: Using Pay Now does not qualify as a credit card sale towards Trail's End rewards points*

# A SUCCESSFUL SALE



## Unit Leader Preparation

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
  - Square Readers
  - Storefront supplies
  - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

## Prepare your Scouts & Families

- New Scout? Download the app
  - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

# BUDGET & GOAL



- Plan your adventures for the year
- Determine Unit expenses
  - Dues
  - Advancements
  - Supplies
  - Etc.
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

# UNIT KICKOFF



## Make it fun

- Create excitement with food, games, and prizes

## Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

## Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

## Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- Council & Unit Incentives

## Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

## CIEC Popcorn Training via Zoom

- Wednesday, July 12<sup>th</sup> at 6:30 pm
- <https://us02web.zoom.us/j/85762576434?pwd=TXlidlFRTVkw0RKSENTZWxaNXNWZz09>

## Attend Live Moderated Webinars

- Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 6 – Sept 9

## Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

# GET READY TO SELL



## Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

***“Hello, I’m [Your First Name] from [Pack#]”***

- Let people know your goals

***“I’m earning my way to [adventure or summer camp]”***

- Close your sale

***“Can I count on your support today?”***

- Thank your customer and end your sale

***“Thank you, we prefer credit / debit payment”***

## Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

**TIP: Visit the app training section: How to guides, tips, and resources**

# KERNEL CHECKLIST



## July/August

1. Determine your budget & set your goals
2. Place an initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

## September

1. It's Cub Scout recruiting season! Register their account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit; progress toward goals, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e., incentives and reminders of what funds do for your unit & Scouts.

## October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

# COMMIT YOUR UNIT!



*If you have not registered your  
unit for the Popcorn Sale, please  
do so today!*

[www.trails-end.com/unit-  
registration](http://www.trails-end.com/unit-registration)



# HAVE QUESTIONS? GET ANSWERS



## Council

Soul Ruiz

Council Admin

[Soul.ruiz@scouting.org](mailto:Soul.ruiz@scouting.org)

Brian Galleano

Assistant Council Kernel

[briangalleano@gmail.com](mailto:briangalleano@gmail.com)

## Trail's End Support

Join Unit Leader Popcorn Community Group  
Text FACEBOOK to 62771

Join Scout Parent Facebook Group  
Text PARENTFB to 62771

Visit our FAQ's  
<https://support.trails-end.com>

# HAVE QUESTIONS? GET ANSWERS



## Gray Arrow District

Isabel Salas  
District Kernel  
[is196813@yahoo.com](mailto:is196813@yahoo.com)

Lonni Estrada  
District Executive  
[Lonni.estrada@scouting.org](mailto:Lonni.estrada@scouting.org)

## High Desert District

Kalen Matson  
District Kernel  
[kalenmatson@gmail.com](mailto:kalenmatson@gmail.com)

Lee Bayless  
Program Aid  
[Lee.Bayless@scouting.org](mailto:Lee.Bayless@scouting.org)

## Mt. Rubidoux District

Cheryl Lee  
District Kernel  
[Leecheryl8@aol.com](mailto:Leecheryl8@aol.com)

Jordan McCandless  
District Executive  
[Jordan.mccandless@scouting.org](mailto:Jordan.mccandless@scouting.org)

## Old Baldy District

Patrick Willard  
District Director  
[Patrick.willard@scouting.org](mailto:Patrick.willard@scouting.org)

## Sunrise District

Pam Ramont  
Paraprofessional  
[Pam.ramont@scouting.org](mailto:Pam.ramont@scouting.org)

## Tahquitz District

Kelli Keenum  
District Kernel;  
[Kelli.Keenum@gmail.com](mailto:Kelli.Keenum@gmail.com)

Tim Long  
District Director  
[Tim.long@scouting.org](mailto:Tim.long@scouting.org)

## Temescal District

Becci Ault  
District Kernel  
[becci.ault@trails-end.com](mailto:becci.ault@trails-end.com)

Erika Haro  
District Executive  
[Erika.haro@scouting.org](mailto:Erika.haro@scouting.org)