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DISTRICT CONTACTS

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- Olivia Born
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- Michael Merlino
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LENAPE TRAIL DISTRICT
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  (201) 677-1000 ext. 13
- De-Quan Jenkins
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THREE RIVERS DISTRICT
- Joel Lieberman
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- Billy Cook
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METROLIFE AND STEM SCOUTS
- Lumie Perez
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EXPLORING
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COUNCIL
- Dave Wolf
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- Jordan Brown
  jordan.brown@scouting.org
  (201) 677-1000 ext. 57
TOP 10 REASONS TO SELL:

10. Selling Popcorn is RISK FREE! There is no up front commitment from your unit
9. Units can earn up to 37% in commission
8. New Trail’s End app improvements and online sale functions means you can sell from the comfort of home
7. Scouts are able to earn advancements while selling
6. Scouts learn valuable social and sales skills
5. Opportunity to support our men and women in the military
4. Scouts earn money for summer camp and other Scouting activities
3. It’s easy and Trail’s End sells itself!
2. Funds your unit’s year of Scouting!
1. It’s FUN!

TOP 10 SCOUTS OF 2019!

1. Jaden M. of Pack 22 Bloomfield $7,577.37
2. John H. of Troop 12 Livingston $5,292
3. Benjamin G. of Troop 50 Mahwah $5,006.50
4. Noah U. of Pack 70 North Halendon $4,412.91
5. Asher M. of Pack 110 Wyckoff $3,662.81

6. Timothy M. of Troop 36 Oradell $3,529
7. Kellan & Tobin B. of Pack 86 Tenafly $3,456
8. Alejandro C. of Troop 210 Wyckoff $3,156.05
10. Akshay N. of Troop 1345 Dumont $3,110.07

TOP SELLING UNITS OF 2019

Pack 110 Wyckoff $46,127
Pack 20 Closter $25,991
Pack 168 Rutherford $23,011
Troop 12 Livingston $22,437
Pack 856 North Caldwell $21,082
Troop 5 Maplewood $21,082
Pack 45 Fair Lawn $20,097
Pack 9038 Pompton Lakes $19,398
Pack 216 Livingston $18,760
Pack 141 Nutley $18,030
Monday, May 18th  
FIRST Unit Kernel Training

Thursday, June 11th  
SECOND Unit Kernel Training

Wednesday, June 24th  
THIRD Unit Kernel Training

Tuesday, August 25th  
LAST Unit Kernel Training

Saturday, Sept. 12th  
*SHOW-N-SELL ORDERS DUE

Thursday, October 1st  
Show-N-Sell DISTRIBUTION DAY

Friday, October 2nd  
Show-N-Sell DISTRIBUTION DAY

Saturday, October 3rd  
Show-N-Sell DISTRIBUTION DAY

Saturday, October 31st  
*TAKE ORDER - ORDERS DUE

Thursday, Nov. 19th  
Take Order DISTRIBUTION DAY

Friday, Nov. 20th  
Take Order DISTRIBUTION DAY

Saturday, Nov. 21st  
Take Order DISTRIBUTION DAY

ALL PAYMENTS DUE

Sunday, Dec. 13th  
$1k & $2k Party

*Due to the complications related to COVID-19, product returns will NOT be accepted this year. Please place orders conservatively.*
2020 TRADITIONAL PRODUCT MIX

**For the safety of everyone involved in Popcorn distribution and handling, product returns will NOT be accepted this year.**

Sweet & Savory Bundle-$40
Dark Chocolate Salted Caramels-$30
Caramel Lover’s Bundle-$50
Chocolatey Caramel Crunch Bag-$30
Chocolatey Caramel Crunch Tin-$35
Campfire Blend Coffee K-Cups-$60
Coffee Lover’s Bundle-$80
Chocolate Lover’s Tin-$70
Chocolate Lover’s Bundle-$65
$100 American Heroes Donation
$250 American Heroes Donation

Available for online sales ONLY:
**PLACING YOUR ORDERS**

**Show-N-Sell Orders- Order online at scouting.trails-end.com**

Show-N-Sell Orders Due: **Saturday, September 12th, 2020**

Visit the Trail’s End Popcorn System > Click on Orders in the top row on the main screen > Click on Unit Order for Show N Sell > You will then enter the amount needed by the case. **Show-N-Sell popcorn is ordered by the case ONLY.**

**Take Order- Order online at scouting.trails-end.com**

Orders Due: **Saturday, October 31st, 2020**

Visit the Trail’s End Popcorn System > Click on Orders in the top row on the main screen > Click on Unit Order for Take Order > You will then enter the amount needed by container > The system will automatically generate into cases and containers.

**SETTLING YOUR BALANCE**

- When the sale is complete, units keep their commission and turn in the difference to Northern New Jersey Council.

- With the Trails End App, Units may take credit cards through the app and **NO CREDIT CARD FEES will be incurred by the unit!!** All transactions made via credit card will automatically be applied to your unit balance, therefore, your unit only pays the difference! (See page 6 for examples of the app’s features)

- Payments are to be made with **ONE CHECK** payable to: **NNJC, BSA.**

*****Payments NOT RECEIVED by November 21st, 2020 are subject to a 1% loss in commission.*****
TRAILS END APP ENHANCEMENTS

Goal Setting/Tracking

Prize Goal Visibility

Claiming a Prize

Scheduling Storefront
Sales/Shifts

Point of Sale

Built with Square
Online Direct to Consumer

**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.
- Trails End Rewards*: Earn double points for Amazon.com gift cards.

*Council participation in Trails End Rewards may vary. **Subject to change.

**HOW IT WORKS**
TWO WAYS TO SELL ONLINE

**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 to your customers

**TAKE ONLINE DIRECT ORDERS IN THE APP**
1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

Best & Preferred Way to Sell
- Safest way for Scouts to sell
- Scouts earn Double Points for TE Rewards
- Traditional products and prices
  - $10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
  - Take Online Direct orders in the TE App
  - Text order to customer to complete purchase on their phone
  - Products popped fresh to order – shipped directly to the customer.

Text MYPLAN to 62771 to download.

How to Sell $1,000 Social Distancing
**DISTRIBUTION DAYS**

**Show-N-Sell:**
- Thursday, October 1st, 2020
- Friday, October 2nd, 2020
- Saturday, October 3rd, 2020

**Take Order:**
- Thursday, November 19th, 2020
- Friday, November 20th, 2020
- Saturday, November 21st, 2020

To schedule your pick up date and time, email Jordan Brown at [Jordan.Brown@scouting.org](mailto:Jordan.Brown@scouting.org)

**WHAT SIZE “CARRIAGE” WILL I NEED?**

We’ve assembled this guide to help you determine what type of vehicle(s) you will need to pick up your order. Please keep in mind that these are estimates based on having no other items or passengers in the vehicle with you. Please bring tie down straps or rope as necessary.

- **Midsize Car**
  - Up to 20 Cases
  - ✓

- **Minivan or Midsize SUV**
  - 20-60 Cases
  - ✓

- **Large Truck or SUV**
  - 60-80 Cases
  - ✓

**NOT RECOMMENDED**

- ✓
- ✗
- ✗
- ✗
Establish an Annual Plan and Budget.
Getting input from your Scouts and parents, use the templates in this book to create your plan and budget.

Set a Unit Popcorn Sales Goal.
Having an attainable goal for your unit helps to keep your Scouts on task. Break your unit goal down to a Per Scout Goal based on your plan and budget. Complete your Ideal Year of Scouting worksheet.

Put together an exciting incentive program.
In addition to the Council and Trail’s End prize programs, give your Scouts something fun to work towards. Here are some ideas to get you started!
- Give a gift certificate to the first week’s top seller
- Have a pizza party for the top selling den or patrol
- Have a prize for the Scouts who fill up a take order form
- Monitor the sale each week and give awards as you go
- Offer a mystery house and clues throughout the sale in a new neighborhood yet to be covered
- Remind your Unit that selling popcorn is a great way to help them earn their Salesmanship, Communication, and Entrepreneurship Merit Badges.

Conduct a FUN unit Popcorn Kick-Off to train and motivate your Scouts and Parents.
- Send in a new picture to receive an additional 2% sale commission!

Be sure to take advantage of the helpful training materials available at trails-end.com

Utilize all sales methods to make sure your Unit and Scouts hit their sale goals:
- Online Sales (E-mail friends and family locally and nationally)
- Show-N-Sell (Order product ahead of time and sell at a store front)
- Show-N-Deliver (Order product ahead of time and sell door-to-door)
- Take Order (Door-to-door, friends and family sales on an order form)
  - Print order forms and fillable electronic forms available

Use effective communication before, during and after the sale.

Have Fun!!!
UNIT KERNEL CHECKLIST

- Sign your Unit up for the 2020 Popcorn Sale
- Note your District and Council Popcorn Kernels information found on page 1.
- Attend one of the Unit Popcorn Kernel Trainings on 5/18, 6/11, 6/24, or 8/25.
- Set Scout and Unit goals
- Set a Unit Kick-off date: __________________________ & send us a NEW picture to earn an extra 2% in commission (see page 11 for details)
- Set Show-N-Sell Dates & Locations:
  1. __________________________
  2. __________________________
  3. __________________________
  4. __________________________
  5. __________________________
  6. __________________________
  7. __________________________
  8. __________________________
- Place Show-N-Sell Order by Saturday, September 12th, 2020 by 11:59 pm
- Schedule with Jordan Brown at jordan.brown@scouting.org by Monday, September 28th, 2020 to pick up your Unit’s Show-N-Sell Order
- Attend Show-N-Sell DISTRIBUTION DAY on Thursday, October 1st through Saturday, October 3rd, 2020.
- Place TAKE ORDER by Saturday, October 31st, 2020 by 11:59 pm
- Schedule with Jordan Brown at jordan.brown@scouting.org by Monday, November 16th, 2020 to pick up your Unit’s Take Order
- Attend Take Order Distribution Day on Thursday, November 19th through Saturday, November 21st, 2020 and PAY UNIT’S BALANCE during Distribution Day.
- Contact Scouts who have not picked up their orders.
Motivate your Scouts and parents.
Keep it fun! Keep it short! Keep it moving!

Show parents and Scouts the benefits of selling popcorn.
- Lay out the exciting Scouting program you have planned for the year.
- Tell families how they can eliminate out-of-pocket expenses by reaching their goal. Tell families about online selling.
- Explain that Scouts will have fun while learning to earn their way.

Sample KickOff Agenda  (40 minutes)

Grand Opening  (5 minutes)
- Play music, dim the lights and have fun!

Explain the Scouting program and key dates  (10 minutes)
- Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.
- Highlighting key dates important to the popcorn sale. Pass out your Popcorn Action Plan.
- Get ideas from the online video training at sell.trails-end.com.

Train your Scouts  (10 minutes)
- Show Scout training videos on sell.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have an internet connection.
- Explain the different ways Scouts can sell; face-to-face and online at sell.trails-end.com.

Showcase your Scout Rewards  (10 minutes)
- Introduce YOUR UNIT incentive program! i.e.: pizza party, day at sky zone, etc.

Big Finish  (5 minutes)
- Do an activity that will reengage your top sellers and inspire new sellers to become top sellers! i.e.: pie a leader in the face, popcorn pool, etc.

How to bring some FIRE to your KICK OFF event!!!

Make sure you send in a picture to get your 2% additional commission!
**COMMISSIONS**

*Units can earn up to 37% in Commission!!*

**PRIZE INCENTIVES**

Sell between $50 AND $349 and you’ll earn a $5 gift card to the Scout Shop!!

**Ineligible for gift card once you reach the $350 level for the amazon prize program**

(Kernels must email Jordan.Brown@scouting.org with your name, unit, town, and number of Scout Shop gift cards needed by Saturday, October 31st, 2020. NO ORDERS WILL BE TAKEN AFTER THIS DATE)

**As Follows:**

2% - Attend a Unit Kernel Training by 8/25/2020

2% - Host a KICK-OFF and send pictures to jordan.brown@scouting.org with unit/town/kernel name by 10/15/2020 (Must be NEW 2020 picture)

1% - Pay on time - deadline is 11/21/2020

+ 5% - **Units can earn up to 37% in Commission!!**

Each unit starts with a 32% BASE COMMISSION

**NEW in 2020 only:** Increase in BASE Commission

**Additional commission points apply to Show-N-Sell and Take Order ONLY (not online sales).**

Commission for online sales is 35% *

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Photos from 2019 2k Party at Urban Air

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1k and 2k celebrations

New Trail’s End prize levels

End-of-year celebration for top selling units

Scout Shop gift cards for units who increase sales from last year

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Trail’s End Rewards

EARN BIGGER REWARDS THAN EVER BEFORE

**NEW TRAIL’S END REWARDS PROGRAM**

Photos from 2019 2k Party at Urban Air