



popable



[WWW.NNJBSA.ORG/POPCORN](http://WWW.NNJBSA.ORG/POPCORN)

# popcorn sales team

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## Popcorn Customer Service Number

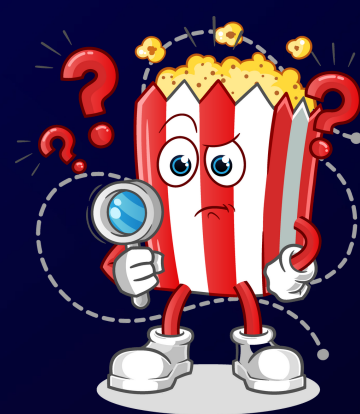
855-708-0005

How it works:

1. Unit calls in and leaves a voicemail
2. Trails End rep will call back first request in.
3. Our Council is priority number 1 in the country, so the call will go to the top of the list.

**This number will be monitored on weekends too!**





# mission popable sale timeline

## june

13 PROGRAM LAUNCH

22 KERNEL TRAINING 1

## august

7 KERNEL TRAINING 2

9 SHOW-N-SELL 1 ORDER DUE

24 25 26 SHOW-N-SELL 1 DISTRIBUTION

## september

6 KERNEL TRAINING 3

13 SHOW-N-SELL 2 ORDER DUE

28 29 30 SHOW-N-SELL 2 DISTRIBUTION

## october

30 31 CASE RETURNS

## november

1 TAKE ORDER DUE

16 17 18 TAKE ORDER DISTRIBUTION

### Show-N-Sell 1:

Thursday, August 24, 2023 (4pm-8pm)

Friday, August 25, 2023 (4pm-8pm)

Saturday, August 26, 2023 (9am-12pm)

### Show-N-Sell 2:

Thursday, September 28, 2023 (4pm-8pm)

Friday, September 29, 2023 (4pm-8pm)













Saturday, September 30, 2023 (9am-12pm)

### Take Order:

Thursday, November 16, 2023 (4pm-8pm)

Friday, November 17, 2023 (4pm-8pm)

Saturday, November 18, 2023 (9am-12pm)

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

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



# fall popcorn products

## SHOW-N-SELL AND TAKE ORDER

### SWEET AND SALTY KETTLE CORN



### POPPING CORN



### WHITE CHEDDAR



### 12PK UNBELIEVABLE BUTTER MICROWAVE



### S'MORES



### SALTED CARAMEL



### CHOCOLATE PRETZELS



### SEA SALT



## missions commissions

EACH UNIT STARTS WITH A  
30% BASE COMMISSION

COMPLETE THESE MISSIONS TO EXTRA COMMISSION:



+ 2% attend a  
NNJC kernel  
training



+ 2% participate in  
all three ways of  
selling and sell at  
least \$200 each  
way.



+ 1% increase  
sale over last  
selling year by  
\$500

UNITS CAN EARN UP TO 35% IN COMMISSION!



# fall popcorn products

ONLINE ONLY PRODUCTS

Sell online and  
earn 32%  
commission.

## BEEF JERKY



## HONEY ROASTED PEANUTS



## CAMPFIRE BLEND COFFEE K-CUPS



## PEPPERMINT BARK



## FROSTED SNOWFLAKE PRETZELS



## DARK CHOCOLATE SALTED CARAMELS



Year round online selling

# allergen information

PRODUCT	ALLERGENS							OTHER	
	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	SESAME	VEGAN	KOSHER
Sweet & Salty Kettle Corn	X	X	X	X	X	X	X		YES
Popping Corn	X	X	X	X	X	X	X	YES	YES
White Cheddar Popcorn	X	X	C	X	X	X	X		YES
Salted Caramel Corn	X	X	C	X	X	X	X		YES
S'mores Popcorn	X	X	X	X	X	X	X		YES
Unb. Butter Microwave Popcorn	X	X	C	X	X	X	X		YES
Chocolatey Pretzels	C	C	C	X	X	X	X		YES
Sea Salt Popcorn	X	X	X	X	X	X	X		YES
Beef Jerky*									
Dark Choc. Salted Caramels*	C	X	C	X	X	C			YES
Honey Roasted Peanuts*				C	X				
Salted Virginia Peanuts				C	X				
Peppermint Bark*	C	X	C	X	X	X			
Frosted Snowflake Pretzels*	C	C	C	X	X	X			

C - Product contains allergen.

X - Product does NOT contain allergen, but is produced in a facility that handles the allergen.

\* - Available For Purchase Online Only

# show - n - sell packages

New to the Popcorn Sale and not sure what to order? Reach out to us at [popcorn@nnjbsa.org](mailto:popcorn@nnjbsa.org) for assistance ordering the package that right for you.

## FIELD AGENT STARTER PACKAGE



2 case Sweet & Salty Kettle -  
1 case White Cheddar Popcorn -  
1 case 12 pack Unbelieve Butter

**\$750**

## SPECIAL OPERATIONS PACKAGE



2 case sweet & Salty Kettle - 1 case White Cheddar Popcorn - 1 case S'mores - 1 case  
Salted Caramel - 1 case 12 pack Unbelieve Butter - 2 cases 28 pack Sea Salt

**\$1450**

## SPY MASTER PACKAGE



**\$1990**

2 case Sweet & Salty Kettle - 2 case White Cheddar Popcorn - 2 case S'mores - 1 case  
Salted Caramel - 1 case 12 pack Unbelieve Butter - 2 cases 28 pack Sea Salt

# ways to sell



## ONLINE DIRECT (Online)

Sell Online & ship directly to the customer

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

## STOREFRONT SALES (Show-N-Sell)

Leverage high foot traffic locations reserved by Unit Leaders.



- Sign up to sell in front of a store
- Average Sales: \$150 per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

## WAGON SALES (Take Order)

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later



# trails end portal – leader

## UNIT LEADER PORTAL

- Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR  
MANAGING YOUR SALE!**  
[trails-end.com/leaders](https://trails-end.com/leaders)

## PLANNING

- Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL  
YEAR OF SCOUTING!**  
[bit.ly/UL-Planner](https://bit.ly/UL-Planner)

- Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT  
KICKOFF POWERPOINT NOW!**  
[trails-end.com/leaders/training](https://trails-end.com/leaders/training)

## RESOURCES

- Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



**VIEW THE FULL SCHEDULE  
& REGISTER HERE**  
[trails-end.com/webinars](https://trails-end.com/webinars)

- Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



**SEE WHAT OTHERS ARE  
SHARING & SAYING NOW!**  
[facebook.com/groups/TEPopcornCommunity](https://facebook.com/groups/TEPopcornCommunity)

- Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR  
YOUR SCOUTS!**  
[bit.ly/Scout-Parent-Guide](https://bit.ly/Scout-Parent-Guide)

## placing your order

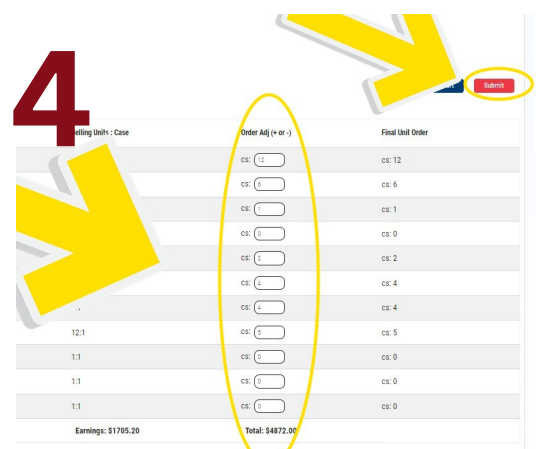
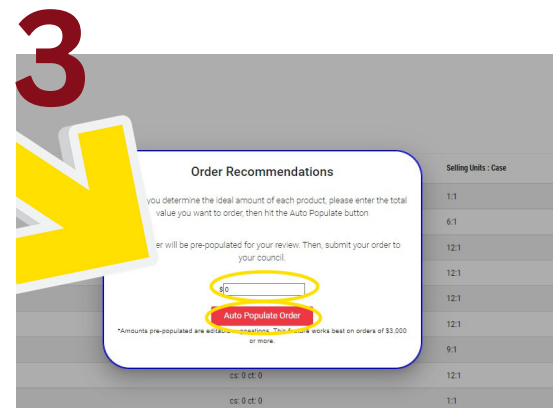
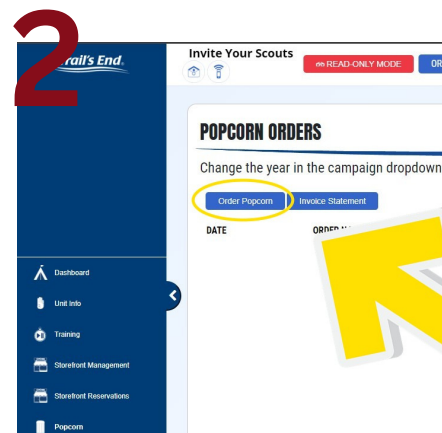
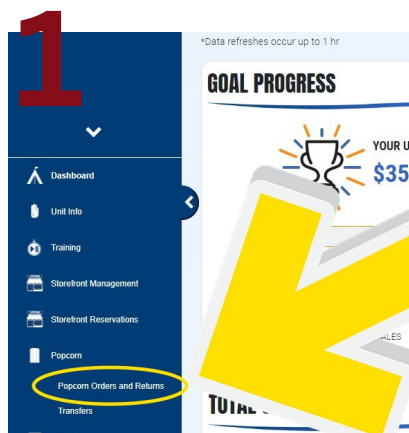
Show-N-Sell Orders - go to [www.trails-end.com/login](https://www.trails-end.com/login) to place your order

Show-N-Sell 1 orders Due: **Wednesday, August 9**  
Show-N-Sell 2 orders Due: **Wednesday, September 13**

Take Orders - go to [www.trails-end.com/login](https://www.trails-end.com/login) to place your order

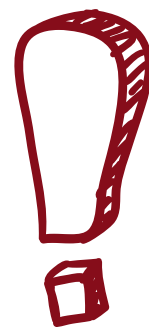
Take Orders Due: **Wednesday, November 1**

If you have questions about completing your order, reach out to us at [support@trails-end.com](mailto:support@trails-end.com) or [popcorn@nnjbsa.org](mailto:popcorn@nnjbsa.org)





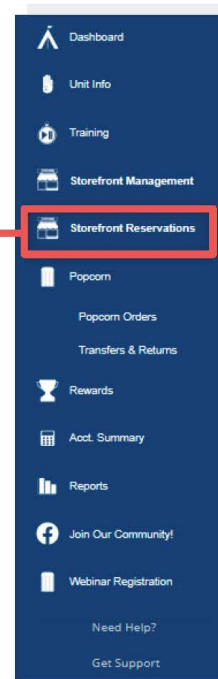
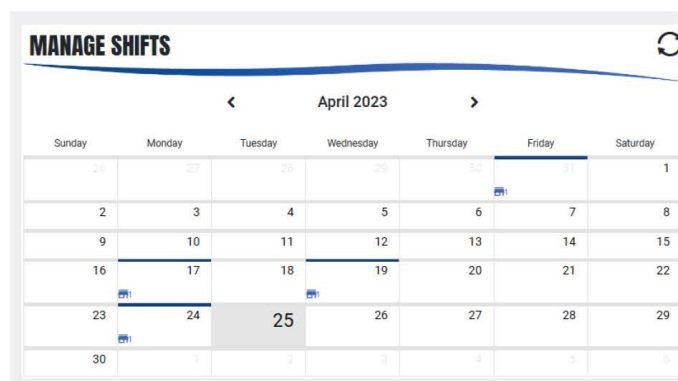
# store front guide



If a unit misses 2 or more store front reservations the Council will remove all their future storefront reservations

1. Log in to your Trail's End Unit Leader account at [trails-end.com/login](https://trails-end.com/login) and click on the **"Storefront Reservations"** tab on the left side menu.

2. Look for available Storefront Reservations by clicking on dates with a blue icon. The number next to the icon shows how many Reservations are available.



3. Select a date to see a list of available Storefront Reservations with their address, start time, and end time. Filter for specific stores or search for stores using the **"Search" box**.

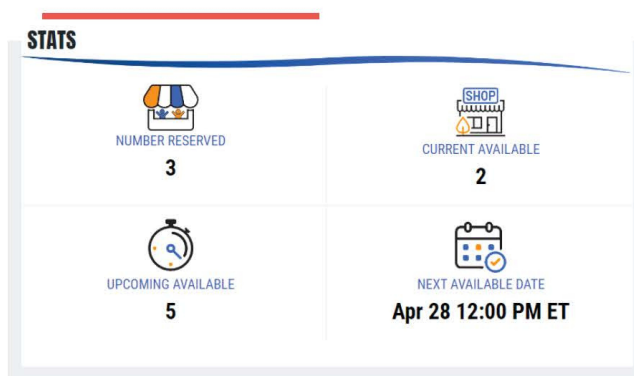
4. Click the blue **"Reserve"** button to claim a shift. It may take several minutes to confirm your Reservation, and you will receive an email once it is confirmed. Once confirmed, the Reservation will also appear on the "Storefront Management" screen.

SITE LIST						
04/27/2023						
ALL SITES Search						
SITE NAME	DISTRICT	CITY	ADDRESS	START TIME	END TIME	
Kroger	Training District	Noblesville	[REDACTED]	08:00 am	02:00 pm	RESERVE
Kroger	Training District	Noblesville	[REDACTED]	02:00 pm	08:00 pm	RESERVE
Walmart	Training District	Corona	[REDACTED]	08:00 am	02:00 pm	RESERVE
Lowe's Home Improvement	Training District	Norco	[REDACTED]	08:00 am	02:00 pm	RESERVE

5. Your Reservation may be rejected if it violates current rules or if another Unit claimed it before you.

6. Check the **"Stats" box** on the Storefront Reservations page to see information about upcoming availability.

1. **Number Reserved** is how many reservations your unit has claimed so far.
2. **Current Available** is how many reservations your unit can claim now.
3. **Upcoming Available** is how many reservations your unit will be able to claim on a future date.
4. **Next Available Date** is when your unit can claim more reservations.



7. Your reserved storefronts can be managed under the "Storefront Management" tab, where you can manage shifts, add Scouts, assign inventory and cash, and record sales.

# trails end app - scout

**All Scouts need to have their own account to sell and collect their Amazon Gift Card**

Exclusively for Scouts to sell & manage their fundraiser!



**DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download

## SIGN IN OR REGISTER AN ACCOUNT

- ➊ Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- ➋ Record ALL sales in the App & start selling today!
- ➌ Each Scout needs a separate account, even siblings.
- ➍ You can use the same email for multiple accounts.
- ➎ To switch between accounts in the App, click the name dropdown at the top of the screen.

*Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End*

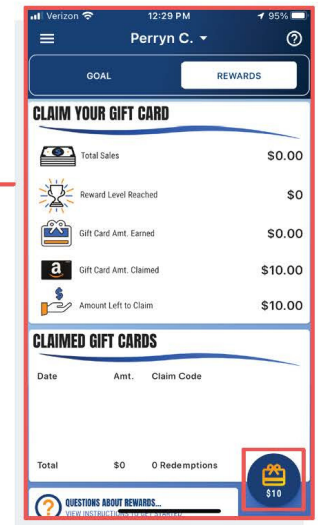
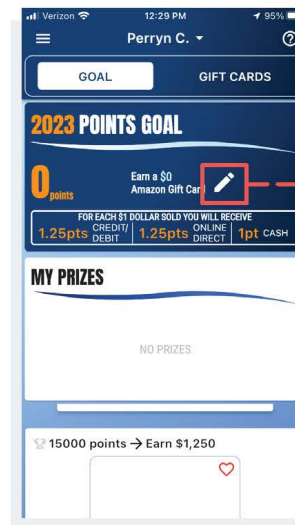
## ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- ➊ **Manual Entry (no reader)** Type in the customer's card information.
- ➋ **Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- ➌ **Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- ➍ **Bluetooth Reader Wirelessly** connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



## SET A GOAL & START EARNING REWARDS



- ➊ To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- ➋ When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- ➌ To track progress, check the App to see how close you are to reaching the next rewards level.

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!*



**Online Direct:** Sell online & ship directly to customers  
**Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

*Did You Know? 2 out of 3 people will buy when asked at their door.*

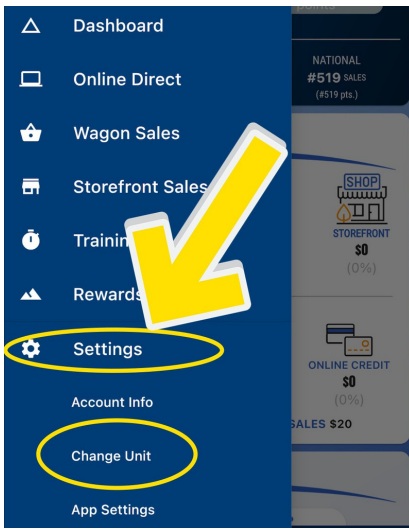
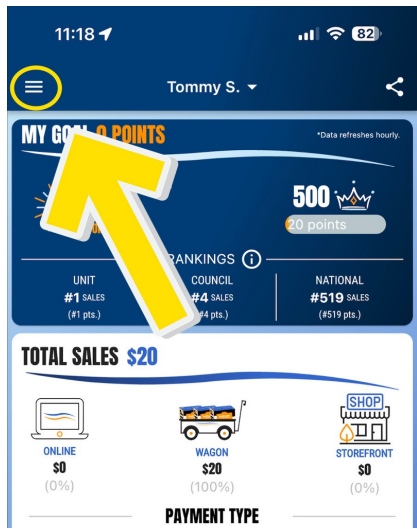
**Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders  
*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*



# moving a scout

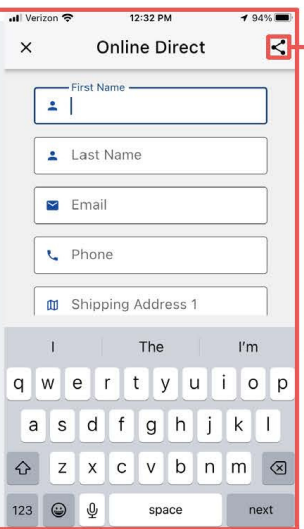
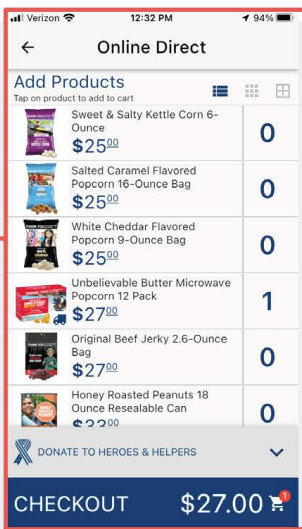
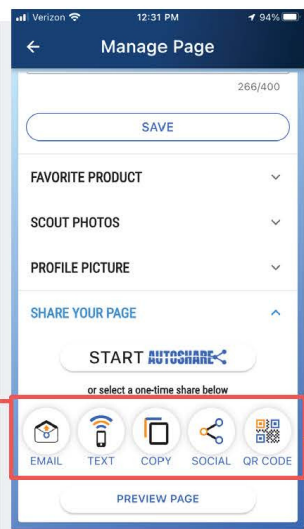
If a Scout has a previous account they can move their profile to a new unit if they need to.

If you have questions about moving a Scout please reach out to us at support@trails-end.com or popcorn@nnjbsa.org



## ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

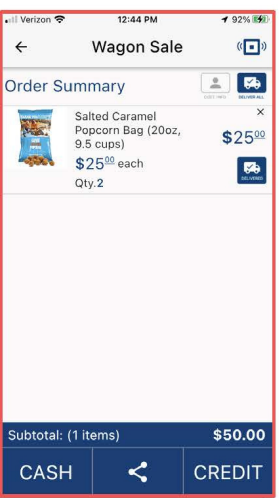
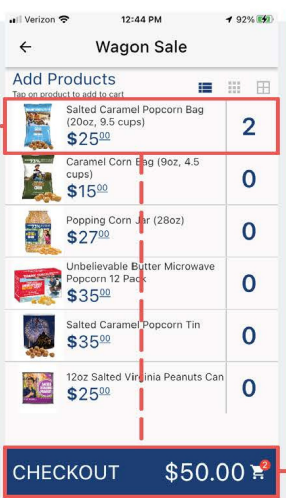


Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

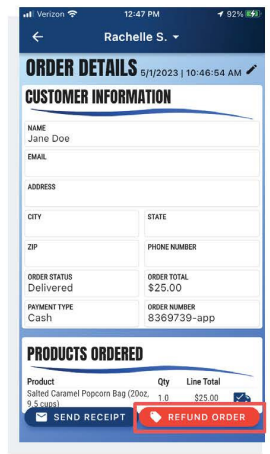
## WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

## ISSUE A REFUND



Select "Order" and then tap the order you want to refund. CAUTION, Trail's End does NOT store card info so this action can't be undone.

# Trail's End™

## REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

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
<b>1,750</b>	<b>\$60</b>
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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\*Based on average Council program. May vary in your Council.

### 1.25 PTS PER \$1 SOLD

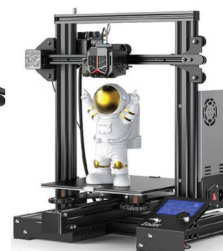
APP CREDIT / DEBIT CARD  
& ONLINE DIRECT

### 1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\**



Price & colors may vary. Examples of the types of prizes available on Amazon.



# hosting a fun kick off

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A great popcorn sale starts with a great popcorn kickoff! Follow these simple steps to start your popcorn sale with a BANG and motivate your Scouts, parents and other volunteers.

- Make it fun
- Build excitement with food, games, and prizes
- Set Goals
- Review your program calendar and Unit sales goals
- Help Scouts set individual goals
- Get started with the Trail's End App
- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account
- Each Scout needs their own account
- Talk about prizes
- Trail's End Rewards
- 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

Motivate Scouts to take on the Unit Scout goal and to pick an awesome prize as part of their goal! Create a Memory. End the night with a fun and memorable event. Scouts love to be part of the action. And they always love a good pie to the face of their Unit Leader!

## Sample Kick Off Agenda (40 Mins)

### Grand Opening (5 Mins)

- Play music, dim the lights and have fun!

### Explain the Scouting program and key dates (10 Mins)

- Make sure you families understand the benefit of selling popcorn to pay for their Scouting program.
- Highlighting key dates important to the popcorn sale. Pass out you Popcorn Action Plan.

### Train your Scouts (10 Mins)

- Explain the different ways Scouts can sell

### Showcase your Scout Rewards (10 Mins)

Introduce **YOUR UNIT** incentive program! i.e.: pizza party, day at sky zone, etc.

### Big Finish (5 Mins)

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.

