Introductions

• Contact us
  o Jay Anderson – Popcorn Council Chairman
    o janderson@rediservicesllc.com
  o McKay Allen – Popcorn Advisor
    o mckay.allen@scouting.org - 801.425.9193
  o Jake Bangerter – Popcorn Advisor
    o Jacob.Bangerter@scouting.org - 801.857.7649
Questions?
Use the chat feature
Credit for being here

- We want to make sure your unit gets credit
- In the chat box please type in your unit number
2019 Review

• 77 Units sold popcorn in 2019
• Units sold a total of $450,221 in popcorn
• Over $315,000 went back to local Scouting
• Units averaged $5,847 in sales in 2019
2019 Review

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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<tbody>
<tr>
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<table>
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<th>2017</th>
<th>2018</th>
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<tr>
<td>Spanish Trails District</td>
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## 2019 – Top Selling Units

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Type</th>
<th>Unit #</th>
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<tbody>
<tr>
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<td>Community Presbyterian Church A.F.</td>
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<td>1907</td>
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<td>Kamas Lions Club</td>
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<td>SilverTalon Consulting</td>
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<td>Washington Heights Baptist</td>
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<td>Christ United Methodist</td>
<td>Pack</td>
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<td>Wasatch Front Scouting</td>
<td>Pack</td>
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<td>Wasatch Presbyterian Church</td>
<td>Troop</td>
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<td>$12,255.00</td>
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Why are you here today?
Popcorn supports your council

• The sale of popcorn benefits our council in the following ways
  o Your Scout Camps
  o Services offered at the Scout Office
  o Your District Executive
Why is this sale important to your Scouts?

• Selling products does in fact change lives. Consider the following benefits for your Scouts:
  o Set a goal
  o Create a plan to obtain this goal
  o Execute their plan
  o Learn to communicate and work with adults, many of which they don’t know
  o Opportunity to experience Scouting (weekly activities, summer camp, merit badges/belt loops, etc.)
  o Scouts earn and fund their Scouting experience
  o Life changing experiences occur
Register to sell popcorn online

Popcorn Fundraiser
Money should never be a reason why a youth misses out on ALL the fun Scouting has to offer. Selling popcorn allows all youth to participate in camping and activities. Raise ALL the money your unit needs to fund the entire program for the year.

Achieve your unit’s goals and receive stronger parental involvement by implementing the “Ideal Year of Scouting.”

- **70% return.** Trail’s End returns over 70% of the money to Scouting to support your unit, Scout families, and the local council.
- **Easy to sell!** 2 out of 3 people buy when asked. 92% say they would buy popcorn again.
- **Life Lessons.** Teach Scouts the life lessons of earning their own way.

Accept credit cards with SQUARE or other credit card readers in order to make your popcorn sale grow!

**Fall 2020 Popcorn Sale**
Start planning your 2020 Fall Popcorn Sale today - recruit a Popcorn Chair in your unit and check out the resources listed at the bottom of this page. The Sales Guide will give you all the information you need to have a successful sale!

Create your account and sign up to sell popcorn.

- [Register with Trail’s End Today](#)
- [Register for the Popcorn Kick-off Webinar](#)
- [Trail’s-End Leader Registration Page](#)
Using the Trail’s-End App

Trail’s End App Leader Training: How It Works
Using the Trail’s-End App

- We are requesting each unit use the app
  - If you are ordering prizes this is mandatory
  - To help manage inventory during COVID-19 we need units to utilize this awesome tool
  - The only way to process online sales is by utilizing the app
  - Credit Card fees are covered by Trails-End through using the app
Online & App Support Training

• Need help setting up your online unit account or using the Trails-End app?
  o We will have a training via zoom on Monday, August 17th at 6 PM.
  o The zoom link is posted on our website at www.utahscouts.org/popcorn
  o This training is NOT mandatory, but simply an opportunity to learn and ask questions if needed.
Unit Commission Breakdown

- Base Rate for Show & Sell/Take Order: 33%
- +2% for attendance at Council Kickoff
- +1% for ordering on time and settling account by deadline
- +2% cash option (take extra commission instead of prizes)
- +2% for sales growth over 2019 (only for units that sold in 2019)
- Or +2% for units that sell over $15,000 in 2020
- 40%-unit commission potential!

Online Sales
- Commissions will be different based Trail’s-End promotions
- More products available online
Scout Recognition

• Your Scout can earn the following from popcorn sales:
  • Two options (one or the other)
    • Scouts can receive prizes
    • Unit can forgo prizes and have 2% of popcorn sales go toward commission

• Order your “Take Order & Prize Sheet Form”
  • Go to https://www.utahscouts.org/popcorn
  • Click “Order Take Order & Prize Sheet Forms”
  • You will receive your forms by the end of the August
  • If you are opting out of prizes and not doing Take Order, please do NOT make an order
Popcorn 2020

• What is the product?
  ○ Popping corn is available by “Take Order” only
Support our military
Ways to sell popcorn

• Show & Sell
  o Scouts have the product and sell at a location or event, such as a store front, community event or door to door (wagon sale)

• Take Order
  o Scouts sell the product to customers by inputting the information on the app, or a “Take Order” form. Be sure to take payment at that time. The product will be delivered in November

• Online Sales
  o Using the Trails-End app have Scouts share their personal link to family and friends across the country (social media is a great resource)
Store Front Show and Sell
How to run successful storefront sales

• Where should my unit sell?
• Best practices
• Smith’s Storefront Sales
  o Check availability, contact store manager with Smith’s letter, and notify council
  o Visit www.utahscouts.org/popcorn for more details
• Shifts should include 1-2 Scouts with their parents. Remember to have your Scouts look sharp (full uniform), wearing masks, and be standing at the table or store door

Smith’s Store Front Sales Guidelines

• Using the “Smith’s 2020 Popcorn Sales Letter of Approval,” units must coordinate with a Smith’s Store Manager for a approval to sell popcorn at a specific date and time.
• Smith’s does not track when units are selling at their store. To avoid conflict with other units please Inform Council of any storefront sale by clicking here (MANDATORY). To view Smith’s store availability please click here.
• To provide an equal opportunity for units to schedule storefront sales a Smith’s locations prior to September 12th units may only reserve two storefront sales at Smith’s locations.
• Units may reserve Smith’s storefront sales on the following dates: September 12, 19, 26 October 3, 10, 17, 24, 31 November 8, 15, 22.
• After September 12th units may schedule more Smith’s locations without limitations.
• Due to COVID-19 please wear masks and follow local guidelines.

Inform Council of Smith’s Storefront Sale
View Smith’s Storefront Availability

Smith’s Letter for Storefront Sales
Inform Council of Smith’s Storefront
Smith’s Availability
Selling during COVID-19

• Storefront
  • Follow store and local guidelines (masks, sanitation, etc.)

• Door hangers (editable document)
  • Direct link to individual Scout online sales (30% commission)
  • No contact process
  • Scouts can deliver product as well (see door hanger template at www.utahscouts.org/popcorn)

• Social Media
  • Post a video of your Scout sharing their “pitch” on social media. Post video with details on how to purchase product
Unit Show & Sell Orders 2020 – COVID 19

• Initial order can only be 50% of 2019 sales total
• More product can be ordered as needed between Sep 16 – Oct 26
• Units will need to pay their bill for initial product sold before ordering more
• Example: Unit sold $8,000 in 2019. In 2020 unit will order $4,000 on our first order, after selling most of the product the unit will pay the balance due to Council for the initial order. Once the payment is processed, our unit may order more product (up to 50% of 2019 sales) as needed
• Units that are new for 2020, we will work with you on a reasonable order
Popcorn Timeline 2020

- **August 13** – Kick-off meeting
- **August 24** – Show & Sell Order due
  - Order product online through Trails-End portal (call if you need assistance)
- **August 21** – Take Order Sales begin
- **September 9** – Show & Sell delivery & distribution
- **September 12** – Show & Sell begins
- **October 26** – Take Orders due
- **October 26** – Unsold popcorn due
  - Any popcorn remaining with a unit after this date is now owned by the unit and cannot be returned to the Council.
- **November 11** – Take Order delivery & distribution
- **November 20** – Payment due to Council
  - If a unit is late making their payment, the unit is subject to a 2% fee (weekly increase) of the amount sold until paid in full
  - Prizes through Trails-End can be claimed only after payment is collected
Unit Kick-off
(Consider a virtual kick-off)

• Scout kick-off
  • Help generate excitement
  • Set a unit goal
  • Scouts should set a personal goal to sell ____ hours or ____ bags of popcorn
  • Allow Scouts to practice their pitch in front of their peers and unit leaders/parents "Open Mic"
    • Sell Scouting NOT popcorn
    • “Hi my name is ____. Would you like to support my Scouting adventure? I’m selling popcorn.”

• Parent kick-off
  • Consider holding a parent meeting during your unit kick-off. Review how to manage inventory and payments for your unit.
Share your Scout on social media
Just a reminder...

• Order your “Take Order & Prize Sheet Form”
• Submit your Unit Show & Sell Order by Monday, August 24th through your Trails-End account
• If you need help with your online account or app set-up please attend the zoom training on Monday, August 17th at 6 PM
• Many helpful tools can be found on our popcorn webpage
  o Door Flyers (editable)
  o Popcorn Sales Guide
  o Take Order & Prize Catalog (PDF)
  o Unit Product Sales Goal Calculator
  o Popcorn Kick-off PowerPoint Presentation (PDF)
• This webinar will be shared on www.utahscouts.org/popcorn
Questions?
Use the chat feature
THANK YOU & HAVE FUN!