Atlanta Area Council
2020 Council Popcorn Kickoff
WHY DO WE SELL POPCORN?

- 73% Return to Scouting
- Fund our unit’s Scouting program
- Scout character development
- Improve our camps and council resources

OVER $4 BILLION Returned to SCOUTING SINCE 1980!
Popcorn Committee

Council Popcorn Kernel: Steve Bello

Appalachain Trail: Noora Marttinen
Button Gwinnett: Tracy Brookshire
Foothills: Naomi Clennan
Hightower Trail: Kristen Tyson
Indian Springs: Samantha Kornegay
Northern Ridge: Kelley Hundt
Phoenix: Alyson Morissett
Pickett’s Mill: Cassey Dellinger
Silver Comet: Tonya Parks
Soapstone Ridge: Irene Strothers
Southern Crescent: Jane Bailey
Southwest Atlanta: Christina Collier
Yellow River: Bart Johnson
$2,096,041 Sold in Popcorn!

That’s $647,992 Back to units!
### 2020 Atlanta Area Council Popcorn Calendar

<table>
<thead>
<tr>
<th>Event</th>
<th>Date 2020</th>
<th>Time</th>
<th>Location</th>
<th>Event Description</th>
<th>Applies To</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIPS Reception</td>
<td>Mon, 7/13</td>
<td>7-8:30pm</td>
<td>Zoom Meeting</td>
<td>VIPS early kick off meeting</td>
<td>Top Selling Units &gt;$15,000 sales</td>
</tr>
<tr>
<td>Online Selling Begins</td>
<td>Wed, 7/1</td>
<td>All day</td>
<td><a href="http://www.trails-end.com">www.trails-end.com</a></td>
<td>Scouts can start selling online for credit toward the 2020 sale</td>
<td>All Scouts</td>
</tr>
<tr>
<td>Council Kickoff #1</td>
<td>Sat, 7/18</td>
<td>10am - 11am</td>
<td>Zoom Meeting</td>
<td>Units will receive additional information regarding the 2020 Popcorn Sale. Requirement 3 of 4 for bonus Unit commission</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Council Kickoff #4</td>
<td>Sat, 8/1</td>
<td>10am - 11am</td>
<td>Zoom Meeting</td>
<td>Popcorn Sale. Requirement 3 of 4 for bonus Unit commission</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Coordinated Council Mtg</td>
<td>Wed, 7/22</td>
<td>6pm</td>
<td>Zoom Meeting</td>
<td>Attend the Product Sales Breakout</td>
<td>District/Unit Kernels</td>
</tr>
<tr>
<td>Popcorn Sales Kit Distribution</td>
<td>Wed, 7/22</td>
<td>9am - 5pm</td>
<td>VSC</td>
<td>Popcorn Sales Kits will be distribution via drive-thru process</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Popcorn Sales Kit Distribution</td>
<td>Wed, 7/29</td>
<td>4pm - 7pm</td>
<td>VSC</td>
<td>Popcorn Sales Kits will be distribution via drive-thru process</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Show-n-Sell Orders Due</td>
<td>Thurs, 8/27</td>
<td>All day</td>
<td>Popcorn System</td>
<td>Orders due in Popcorn System online</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Show-n-Sell Distribution</td>
<td>Sat, 9/12</td>
<td>Varies by district</td>
<td>Warehouses across Council</td>
<td>Pick up Show-n-Sell orders.</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Take Orders Due</td>
<td>Thur, 10/29</td>
<td>All day</td>
<td>Popcorn System</td>
<td>Orders due in Popcorn System online</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Coordinated Council Mtg</td>
<td>Wed, 10/28</td>
<td>6pm</td>
<td>Volunteer Service Center</td>
<td>Attend the Product Sales Breakout</td>
<td>District/Unit Kernels</td>
</tr>
<tr>
<td>Take Order Distribution</td>
<td>Sat, 11/4</td>
<td>Varies by district</td>
<td>Warehouses across Council</td>
<td>Pick up Take Orders.</td>
<td>Unit Kernels/Leaders</td>
</tr>
<tr>
<td>Payment, Scout Tracking complete in Popcorn System (required for Top Seller prizes), prize orders, $750 Club prize pick up</td>
<td>Thurs, 12/3</td>
<td>6:00pm</td>
<td>Volunteer Service Center</td>
<td>Last day to: pay for Unit’s popcorn at VSC, submit Top Seller Scouts’ names online, pick up $750 Club Prize. Requirement 4 of 4 for bonus Unit commission: pay Council on time.</td>
<td>Unit Kernels/Leaders</td>
</tr>
</tbody>
</table>
What Your Unit Earns: Commission

Show and Sell / Take Order Commission Structure

Base Commission 30%
Bonus Commission 5%
  o Attend a Popcorn kickoff
  o Attend a Trails End Webinar
  o Ensure 80% of unit sale logged through Trails End App/Online Platform
  o Pay Popcorn balance on Time (Dec, 3, 2020)

Online Structure

Online Commission 35%
  o Sell online. Receive 35% commission.
Adventure Backpack

Perfect addition to your hikes or overnighters. Light weight, water-resistant. Product Size: 23"H x 17-1/4"W x 8-1/2"D. Carry three ways - by Handle/Clip, Duffle, or Backpack.
Action Hero - $1,200
- Certificate
- Top Seller Hat
- Movie Gift Certificate

Super Hero - $2,500
- Certificate
- Top Seller Hat
- Movie Gift Certificate
- Trophy
- Invitation to Top Seller Reception Feb 6, 2021
  - Special Drive In Movie Recognition Event

Super Star - $4,500
- Certificate
- Top Seller Hat
- Movie Gift Certificate
- Trophy
- Invitation to Top Seller Reception Feb 6, 2020
  - Special Drive In Movie Recognition Event
- THE Home Theater Experience!
2020 Popcorn Contests

Pop Across America!

Camden Stueck

Massachusetts
New Jersey
New York
Pennsylvania
North Carolina
Georgia
Alabama
Tennessee
Mississippi
Kentucky
Ohio
Indiana

Wisconsin
Minnesota
Montana
Illinois
Missouri
Kansas
Oklahoma
Texas
Colorado
Arizona
California
Oregon
Washington

2019 Winner:

Camden sold popcorn in 25 States

SECRET SHOPPER
2020 Leader’s Kit
Leader’s Kit

- Leader’s Guide
  - Calendar
  - Contact Sheet
  - Statement of understanding
  - Unit Specific Targets and 2019 Invoice
  - Tips for Successful Sale
  - Tips for Successful Kickoff
  - Sale Planning Worksheet
Leader’s Kit – Pick up Logistics

• Two Dates
  • 7/22 – All Day (9:00am – 5pm) at VSC
  • 7/29 – 4pm – 7pm at VSC
• Kit will also be available electronically
• Email with Schedule blocks
What it takes to be a top seller

Steve Bello
AAC Council Popcorn Kernel
Introducing....

Ryan Lundberg
Trails End
TRAIL’S END APP

Key Benefits
• Free Credit Card Processing - Paid by Trail's End
• Real-time tracking and reporting of sales, inventory and storefront registrations
• Families can turn in cash payments via credit card
• System-calculated Scout sales for easy Trail's End Rewards ordering
• Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results
• Used by over 14,500 units & 160,000 Scouts
• Over 10% growth for units that recorded more than 75% of sales in the app in 2019
• Credit Card transactions averaged 27% higher than cash

Text APP to 62771 to download the App.
Text APPGUIDE to 62771 to download the App Quick Start Guide.
Only Scout accounts can log into the app. Leader accounts will not allow access.
TRAIL’S END LEADER PORTAL

Login at: www.Trails-End.com with your Trail’s End Leader account.

One Platform to Manage Your Fundraiser

• **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
• **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
• **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
• **Place Popcorn Orders** - Order popcorn for your council’s scheduled pick-ups.
• **Submit Rewards** - Submit Trail’s End Reward orders for Scouts.
Leader Dashboard

**Goal Progress**

Your unit's next goal: **$5,000**

Remaining: **$3,345**

Keep your unit motivated! Your unit is **$1,655** away from goal.

**Total Sales**

- **Storefront:** $675 (20%)
- **Wagon:** $1,660 (53%)
- **Online:** $0 (0%)

Total Balance Includes Adjusted: **$1,010**

**Storefront Shifts**

12 of 540 storefront shifts claimed

**Total Scouts**

11

**Average Sales per Scout**

$259.09

**Number of Orders**

34
TRAIL’S END IMPROVEMENTS

**App Improvements**
- Faster, more intuitive Scout registration
- Faster checkout (From 9 to 4 clicks)
- List, grid and product detail views
- Record online orders directly in app
- Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
- New undelivered logic for Wagon Sales so Scouts enter them correctly
- Credit payment option for parents to pay cash owed to unit
- Improved Trail’s End Rewards focused on reaching next level and goal

**Unit Leader Portal Improvements**
- Onscreen guides to help leaders learn Unit Leader Portal features
- Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
- Robust products table to easily view inventory at storefronts and with Scouts
- Ability to convert orders between Wagon to Storefront
- Ability to change the shift credited to a storefront order
ONLINE DIRECT

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 direct to customer.

Text **MYPLAN** to 62771 to download:
How to Sell $1,000 Social Distancing
ONLINE DIRECT

HOW IT WORKS

TWO WAYS TO SELL

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.
ONLINE DIRECT PROMOTIONS

- **Free Shipping Weekend - July 3 - 5**
  - Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!

- **Units Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15**
  - Unit must be registered to sell by no later than August 15, 2020 to qualify.

- **Scout Online Direct Entrepreneur Challenge**
  - The first 200 Scouts to hit the goal of $2,500 in Online Direct sales from July 1 – August 15 will receive an additional $200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling Online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce.

- **Square Readers for Scouts – redeemed in the Trail’s End App beginning July 1:**
  - Scouts who sold $1,000 - $3,499 in 2019 will receive a Square reader (headphone or lightning)
  - Scouts who sold $3,500+ in 2019 will receive a contactless Bluetooth reader

- **Scouts earn DOUBLE points for Amazon.com Gift Cards**

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.

**Trail’s End Rewards**
- Earn double points for Amazon.com gift cards.

BUILD YOUR PLAN TO SELL $1,000 SOCIAL DISTANCING
Text MYPLAN to 62771 to learn more!
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

**STEP 1**
Create a Trail's End account for your Scout.
- Text APP to 62771 to download the Trail's End App.

**STEP 2**
Make a list of 30+ people you know to ask for support.
- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

**STEP 3**
Draft your Scout’s sales pitch.
- Example: Hi **customer’s name***, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

**STEP 4**
Build your Scout’s personalized fundraising page.
- Once signed into the app, go to Online Direct and then Manage Page.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the About Me section.
  - Select your Favorite Product.

**STEP 5**
Ask for support.
- Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
  - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

**STEP 6**
Ask for support In the neighborhood.
- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood.
- Use the cart sharing feature to remain socially distanced.
ACCEPTING CREDIT/DEBIT

CREDIT SALES ARE BEST FOR SCOUTS
TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
Trail’s End pays for all credit card fees!

- **Bigger Rewards** – Earn 1.5pts per $1 sold in the Trail’s End App
- **Safer** – Scouts and Popcorn Kernels don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!
TRAIL’S END REWARDS

Why do Scouts love Trail’s End Rewards?
• Earn double points with Online Direct
• Bigger prizes
• Millions of choices on Amazon.com
• Get prizes faster
• Delivered to their door

Why do Leaders love Trail’s End Rewards?
• The Trail’s End leader portal is a one-stop shop for everything, including Rewards ordering.
• Orders are tracked automatically for leaders when Scouts sell with the app and online.
• It’s easy to communicate and manage because face-to-face and online sales count towards Rewards.
• Trail’s End helps train and motivate Scouts through the App.
PLAN YOUR UNIT KICKOFF

1. Text KICKOFF to 62771 to download the kickoff presentation template.
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year’s Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and text APP to 62771 to download the Trail's End App.
   a. Registration takes less than one minute to create their Scout’s account.
   b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each Scout’s popcorn sales goal. Have the Scouts enter their goal in the Trail’s End App.
6. Show the Scouts what prizes they can earn by hitting their sales goal.
   a. Review Trail's End Rewards.
   b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with Scouts to train them how to sell.
   a. Practice their popcorn sales speech.
   b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

MAKE IT FUN!!!
HOST A VIRTUAL KICKOFF

Use Zoom (or similar software)

Agenda:
- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell $1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail’s End App
  - Text **APP** to 62771 to download.
- Trail’s End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail’s End Scout Parents Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.
Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk
- White Cheddar Popcorn
- Blazin’ Hot Popcorn Comes In a gift box.

Salted Caramel Popcorn
Over $27 to local Scouts*
Contains Milk

Blazin’ Hot Popcorn
Over $24 to local Scouts*
Contains Milk

White Cheddar Popcorn
Over $24 to local Scouts*
Contains Milk

Unbelievable Butter* Popcorn
Over $16 to local Scouts*

Caramel Corn
Over $7 to local Scouts*
Contains Soy

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!
Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels
$50 $30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
Online Direct

$35 Chocolatey Caramel Crunch Tin
$30 Chocolatey Caramel Crunch
$30 Dark Chocolate Salted Caramels
$25 Salted Caramel Popcorn
$25 Unbelievable Butter 12pk

$20 White Cheddar Popcorn
$20 Blazin’ Hot Popcorn
$15 Unbelievable Butter Popcorn
$15 Popping Corn Jar
$10 Caramel Corn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
Online Direct

$70 Chocolate Lover’s Tin
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$65 Chocolate Lover’s Bundle
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$35 Cheese Lover’s Bundle
- (1) White Cheddar Popcorn
- (1) Blazin’ Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
UNITS THAT ATTENDED A TRAIL’S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text WEBINAR to 62771 to Register!
Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail’s End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!
Reasons to Start Selling in July & August

• Uncertainty of COVID-19 return
• Trail’s End Online Direct unit promotion:
  • Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
    • Unit must be registered by August 15, 2020 to qualify.
• Scout Online Direct Entrepreneur Challenge
  • Scouts that will pledge to do their best to sell $2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a $200 Amazon.com Gift Card.
  • Take the Pledge: https://www.surveymonkey.com/r/6MKNHGB
AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail’s End has teamed up with Soldiers’ Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over $66 million worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over 129,000 Military Donations
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states
CONTACTING SUPPORT

CONTACT TRAIL’S END SUPPORT

JOIN OUR FACEBOOK GROUP
Trail’s End Popcorn Community

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQS:
www.Support.Trails-End.com

ATLANTA AREA COUNCIL CONTACT INFO

Jon Ingram: Staff Advisor
Jonathan.Ingram@scouting.org

Zach Fisher: Popcorn Coordinator
Zachary.Fisher@scouting.org

Mary Chesser: Product Sales Admin
Mary.Chesser@scouting.org
770.956.5696

Popcorn website
www.atlantabsa.org/popcorn
Text the keywords below to 62771 to Download.

<table>
<thead>
<tr>
<th>Leaders</th>
<th>Keyword</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KERNELGUIDE</td>
<td>Popcorn Kernel Guide (PDF)</td>
</tr>
<tr>
<td></td>
<td>KICKOFF</td>
<td>Unit Kickoff Presentation (PPT)</td>
</tr>
<tr>
<td></td>
<td>WEBINAR</td>
<td>Link to Webinar Registration Portal</td>
</tr>
<tr>
<td></td>
<td>FACEBOOK</td>
<td>Link to join the Trail's End Facebook Group</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scouts</th>
<th>APP</th>
<th>Link to download the Trail's End App</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>APPGUIDE</td>
<td>App Quick Start Guide for Scouts (PDF)</td>
</tr>
<tr>
<td></td>
<td>MYPLAN</td>
<td>How to Sell $1,000 Social Distancing (PDF)</td>
</tr>
<tr>
<td></td>
<td>SCOUTFB</td>
<td>Link to join the Trail's End Scout Parents Facebook Group</td>
</tr>
<tr>
<td></td>
<td>REWARDS</td>
<td>Trail's End Rewards Flyer (PDF)</td>
</tr>
<tr>
<td></td>
<td>ORDERFORM</td>
<td>Take Order Form (PDF)</td>
</tr>
</tbody>
</table>
Remain in the meeting for questions or leave at any time when your questions have been answered.
THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity