BIG ISLAND 2021 POPCORN SALE UNIT LEADER GUIDE

Discover the magic of Scouting with Trail’s End

My District Kernel:

Phone:

Email:

ALOHA COUNCIL - BOY SCOUTS OF AMERICA
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(808) 595-6366
Welcome to the 2021 Popcorn Sale!

2020 was an unprecedented year in the lives of our Scouting families. As we look ahead, the most important goal is to keep everyone safe and healthy at all times. This year Trail's End and your Council are providing you with all the tools you need to have a great popcorn sale in 2021. Trail's End is committed to providing your Scouts, their families, and Scouting volunteers with an excellent fundraising program, and the best-tasting popcorn.

We hope you'll use this guidebook as a step-by-step manual to planning, executing, and enjoying the rewards of a successful popcorn sale. After all, we know that the most important part of the popcorn sale is what it allows your Scouts to do in their Program!

Some Campaign Highlights:
1) Do credit card sales via the new phone app
2) Transfer product from one unit to another on the website
3) Sell to friends and family all over the world

As always, we look forward to hearing from you. You can always seek help and assistance from Aloha Council Popcorn Team or email Trail's End at jared.shepherd@trails-end.com for more information.

Together, we will have a great year!
Sincerely,

Jesse Lopez
Aloha Council Scout Executive
BIG ISLAND POPCORN TIMELINE

**Dates**

May 29
June 30 - July 14
July 30
August 2
August 6
September 25
October 31
November 2
November 5
December 17
January 7

**Action Items**

Unit Kernel Sales Training
www.Trails-End.com Opens
Distribute take order forms to Scouts / Register Scouts on Trails End Website
Council Kick-Off ALL ISLANDS (together) - 6 pm via Zoom
Make sure that all Scout profiles are set up on the Trails-End website
Units Popcorn ShownSell Orders due onto the Trails End websites (order #1)
Storefront Sales Start (Coordinate with the council office for sales dates)
Popcorn Product Distribution #1 - TBD at 10AM
Storefront Sales End
Take Order Popcorn Order DUE on to Trails End website (order #2)
TAKE ORDER Payments DUE to Big Island Scout Office
Unit Prize Order DUE onto the Trails End website
Popcorn Product Distribution #2 - Big Island Scout Office at 10 AM
Campaign Debrief for the Big Island

Popcorn Kick-Off Meeting on August 2, 2021, at 6 PM
All parents, Scouts, and Scout leaders are invited to join us
The duration of the meeting is scheduled for 25 minutes via Zoom
Instruction: Download the Zoom app on your phone or PC
Meeting ID: 863 6072 0736
Passcode: 590454

FINAL PAYMENTS DUE BY DECEMBER 22, 2021 at www.Trails-Ends.Com
SAFETY PROTOCOLS

GENERAL

The following guidelines were created using published information by the CDC and the FDA.

- **Masks Required:** Facial coverings (masks) are required to be worn when in indoor or outdoor public spaces. This includes Door-to-Door and Storefront Sales.
- **Wash or Sanitize Hands:** Wash your hands often with soap and water for at least 20 seconds, especially after you have been in a public place, or after blowing your nose, coughing, or sneezing. If soap and water are not readily available, use a hand sanitizer.
- **Disinfecting Surfaces:** Clean and disinfect frequently touched surfaces. This included tables, laminated order forms, phones, pens, etc.
- **Social Distance:** Keep 6 feet of distance between yourself and others. Remember that some people without symptoms can still spread the virus.
- **Stay Home:** Scouts, families, and leaders should take appropriate action and stay home if sick.
- **Buddy System:** Always have at least 2 people at every selling activity (wagon, storefront sales).

**Storefront Process/Set-Up**

- One adult check in with the vendor.
- Use pictures/posters or ONE of each product for display. These same specific containers should be used for all shifts. Cover samples with plastics. Use a second table in front of the display to provide separation of customers from displayed items.
- Enable social distancing. Establishing lines or making for patrons to enable them to stand at least 6 feet apart.
- Hand sanitizer (minimum 60% alcohol) available on-site for volunteers and customers.
- If scouts/adults get permission to use bathroom facilities, 20-second hand-washing procedures with soap must be used.
- Please encourage credit card sales through the app. Have one adult handles all cash wearing gloves and using hand sanitizer often.
- Avoid touching eyes, nose, mouth with unwashed hands.
- Practice good respiratory etiquette - cover your mouth.
GUIDELINE FOR SELLING POPCORN

A copy of these guidelines should be present at EVERY storefront sale your unit participates in as a reminder of what behavior is expected from your youth and adults as they sell popcorn.

- All Scouts, their families, and unit leaders will follow the guidelines/protocols to ensure we have a safe and healthy Popcorn Sale.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their field uniform. It is recommended that at least one adult volunteer also is in their uniform.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e. directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn booths will be set up in the area designated by the store manager.
- The Scout will not ambush or crowd customers as they come in and out of the store. The Scouts will stay 8-10 feet away from the door or at a distance as designated by the store manager.
- All Scout and adults volunteers will use clean and kind language. There shall be no profanity, putdowns, or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting" throwing objects, and any deliberate attempt to cause physical harm is unacceptable.
- Because all the stores will be busy, no shopping carts will be used for the storage of popcorn. The shopping carts are only to transport (if needed) popcorn from the vehicle to the sales site in front of the store and back the vehicle after-sales. The shopping cart will then be returned to the shopping cart area.
- Storefront sign-ups will be done at the council office STARTING JULY 29 based on when your unit registered to sell.
POPCORN KERNEL ACTION ITEMS:

- Follow 2021 Popcorn Dates and schedule for Unit Leaders
- Be the "GO TO" person for your unit! Coordinate and promote the Popcorn Sale in your unit and assist unit leaders in setting a unit sales goal.
- Attend the Oahu/Maui Council Kick-Off on August 2
- Contact all the Scouts in your unit and secure their participation in the sale.
- Work with your unit committee to develop a unit sales goal.
- Have all Scouts create an account to sell online at www.trails-end.com
- Facilitate a Unit Kick-Off and prepare handouts for leaders, scouts, and parents.
- Establish a system for checking out/in popcorn to your Scouts if your unit is participating in Show and Sell
- Total all orders (show and sell, mid-sale, and take the order) and submit your unit order online on time. See calendar for timeline.
- Coordinate your unit popcorn pick-up(s). Be sure to bring a volunteer to help you. Make sure to bring enough large vehicles to accommodate your order.
- Coordinate dates and times to sell at local stores with your District Kernel.
- Distribute popcorn in your unit and monitor that it is delivered to customers and money is collected in a timely manner.
- Make sure you turn in all forms on time to ensure your unit will receive all prizes, awards, and incentives (i.e. scholarship, Spin and Win, etc). See calendar
- Contact your District Popcorn Kernel if you have any questions or to help with your unit popcorn campaign kickoff. We are here to help!

WE WOULD LOVE TO HELP YOU WITH YOUR KICKOFF!

USE THE CALENDAR ON PAGE 4 SO YOU DON’T MISS ANY DEADLINES!
LEADING YOUR UNIT

The Popcorn Kernel oversees the operations of the unit’s popcorn sale. This is an important role within the unit. The Popcorn Kernel ensures distribution, promotion, reporting, and payments for the unit’s entire sale period. You also work closely with their unit committees and District Popcorn Kernels.

The best part is leading their #PopcornSquad in the unit’s goal for the sale. This includes:

- Encourage Scouts to earn their way
- Developing the overall sale strategy for the unit
- Establishing relationships with community businesses
- Helping parents support their Scouts
- Guiding the unit’s progress to their sales goal
- Gathering and distributing important information
- Running logistics for product and sales earnings
- Rewarding Scout efforts with great prizes
- Hosting an AWESOME unit kick-off celebration

It is a big role leading the whole unit to meet their goal, but you are not doing it alone. Reach out to one of the council staff if you ever need help or have questions.
HOW POPCORN HELPS SCOUTS

Popcorn Pays For:
- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

Scouts Learn:
- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger
HOW POPCORN HELPS YOUR UNIT

Highest Profit Return
- You can earn enough money to fund your unit’s program for the entire year!
- The council uses part of the proceeds for Camping Programming, Camp Maintenance, leader training, Camporees, etc.

Turn-Key Program
- All sales tools provided for success: Trail’s End App, credit card readers (fees paid by TE and council), Trail’s End Rewards, Trail’s End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.

Program Support
- Council staff, volunteers, and Trail’s End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year

Recruitment
- The recruitment feature in the Trail’s End App allows kids in your unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your unit, your council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!
Over $66 million worth of popcorn has been donated to U.S. troops over the years. In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states.

**AMERICAN HEROES DONATION PROGRAM**

When a customer purchases an American Heroes Donation, a portion of the purchase goes back to local kids, and Trail’s End sends delicious treats to first responders, military men and women, their families, and veteran organizations. 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.

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**NEW in 2021:** In addition to a one-time donation, customers now have the option to sign up for a monthly donation amount (minimum $5)!
**Sweet & Savory Collection**
*Over $29 to local kids*
*Contains Milk*
- White Cheddar Popcorn
- Salted Caramel Popcorn
*Comes in a gift box.*

**12pk Unbelievable Butter™ Microwave**
*Over $14 to local kids*
*Contains Milk*

**Milk Chocolate Pretzels**
*Over $18 to local kids*
*Contains Milk, Soy, and Wheat*

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

**White Cheddar Popcorn**
*Over $14 to local kids*
*Contains Milk*

**Popping Corn Jar**
*Over $10 to local kids*

**Caramel Corn**
*Over $7 to local kids*
*Contains Soy*

**Sweet & Salty Kettle Corn**
*Over $14 to local kids*

**SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!**

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.
# 2021 Unit Commission Program

Units can earn the following commission:

<table>
<thead>
<tr>
<th>Tier</th>
<th>Commission Range</th>
<th>Commission Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td>Attend council popcorn orientation</td>
<td></td>
<td>+2%</td>
</tr>
<tr>
<td>Tier 1</td>
<td>$4000-$6,999</td>
<td>+3%</td>
</tr>
<tr>
<td>Tier 2</td>
<td>$7,000-$9,999</td>
<td>+5%</td>
</tr>
<tr>
<td>Tier 3</td>
<td>$10,000+</td>
<td>+7%</td>
</tr>
<tr>
<td>Max Commission</td>
<td></td>
<td>31%</td>
</tr>
</tbody>
</table>

**NEW:** Units who sell at least $7,000 will receive $100 to help with 2022 charter renewal fees.

**NOTE:** Bonus commissions will be applied to your final invoice in November. If you have a credit, we will refund your unit by December. Online sales count towards total sales and your tiered commission.

**NOTE:** The council does not and will not manage any unit-to-unit product swapping
POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS
1. Contact support @TrailsEnd.Com if you do not know your username and password
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the “Choose Delivery...” button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

UNIT-TO-UNIT TRANSFERS

TRANSFERRING UNIT
If your unit is going to transfer products to or from another unit, follow the process below.

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click “View” next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT
1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit’s invoice will be updated.
Trail’s End® REWARDS
Collect points to earn amazon.com Gift Cards and choose the prize you want!

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

7,500 pts
Earn an $550 Amazon.com Gift Card

6,000 pts
Earn a $450 Amazon.com Gift Card

5,000 pts
Earn a $350 Amazon.com Gift Card

4,000 pts
Earn a $250 Amazon.com Gift Card

3,500 pts
Earn a $200 Amazon.com Gift Card

3,000 pts
Earn a $150 Amazon.com Gift Card

2,500 pts
Earn a $100 Amazon.com Gift Card

2,000 pts
Earn a $70 Amazon.com Gift Card

1,750 pts
Earn a $60 Amazon.com Gift Card

1,500 pts
Earn a $50 Amazon.com Gift Card

1,250 pts
Earn a $40 Amazon.com Gift Card

1,000 pts
Earn a $30 Amazon.com Gift Card

750 pts
Earn a $20 Amazon.com Gift Card

500 pts
Earn a $10 Amazon.com Gift Card

SIGN IN & SET YOUR GOAL
Text APP to 627771 to download the app

The displayed prizes above are not delivered by Trail’s End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates assent to program terms at: https://www.trails-end.com/terms.
BEST WAY TO SELL

1. Show & Sell
   - The unit gets permission to sell in front of a retail location & sets up a display with the product for people to purchase as they walk by
   - Advantage: Gives unit access to a large number of potential customers and promotes the Boy Scouts of America to the community

2. Take Order
   - Selling door-to-door with the Take Order form. Customer chooses the product they wish to buy and scouts collect the money when they deliver the product a few weeks later
   - Advantage: Provides a personal connection with customers and the community. Higher dollars per customer than store-front sales

3. Show & Deliver
   - Similar to Take Orders, except units bring Popcorn products with them to show to customers. Customers are able to purchase from the unit’s selection. Product is delivered and money collected in one visit.
   - Advantage: No return trip required for product delivery and money collection

4. Online Selling
   - Sell to relatives who live out of town. Send emails to customers asking them to purchase products online. Customers order products and pay online and Popcorn ships directly to their house!
   - Advantage: No product delivery or money collection. Ability to sell popcorn year-round and reach customers who live far away. Conveniently, this will help cut back popcorn kernel time overall in selling effort
   - Go Green: We are making selling online easier than ever by update and perfect the website every day, and it helps saving resources like paper and pencils.
PLAN YOUR KICK OFF

1. **Text KICKOFF to 62771** to download the kickoff presentation template.

2. Host your kickoff virtually or in person & make it exciting for your unit!

3. Review the year’s 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**.
   - Registration takes less than one minute to create their account.
   - 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 person’s popcorn sales goal. Have the kids enter their goals in the Trail’s End App.

6. Show the kids what prizes they can earn by hitting their sales goal.
   - Review Trail’s End Rewards.
   - 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 the kids to train them how to sell.
   - Practice their popcorn sales speech.
   - Review the safety and selling tips.

8. Review sales materials and key dates with parents.

*Resources are also available in the Training section of the Leader Portal.*
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