

Occoneechee Council

2023 Unit Kernel Guidebook

Everything you need to know about the 2023 Popcorn Sale



Trail's End™

LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your Unit fund its program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps and high adventure experiences within the program.

Fewer out-of-pocket expenses for families equals better equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!

NEED SUPPORT? LET'S CONNECT!

Online: www.trails-end.com

Email: support@trails-end.com

Join Facebook:

Trails End - [Trail's End Popcorn Facebook Page](#)

Occoneechee Council - [Occoneechee Council Popcorn Facebook Page](#)

OCCONEECHEE COUNCIL CONTACTS:

District Kernels - These are your first line of support!

Cardinal -	Jenny Mueller	919-592-0110	jennyjonesmueller@gmail.com
Eno River-	Holly Goode	919-539-1432	top0120@hotmail.com
North Star -	Franklin Johnston	919-559-1240	popcornkernelnsd@gmail.com
Sandhills -	Jessica Uricchio	910-558-1259	jessicauricchiopopcorn@gmail.com

Council Popcorn Specialist:

Lauri Gillie 984-444-8601 laureen.gillie@scouting.org

Popcorn Staff Advisor:

Bill Walters 984-884-5964 bill.walters@scouting.org

Director of Administration & Finance:

Jeff Manning 984-204-1227 jeff.manning@scouting.org

Scout Executive:

Charles Flowers 984-777-3906 charles.flowers@scouting.org

2023 POPCORN DATES:

August 25th	Units Show & Sell Order Due to Council
August 30th	Council Order Due to Trail's End
September 12th	Show & Sell Product Delivered to Council
September 14th	SNS Product Delivered to District Warehouses
September 15th	Show & Sell Product Distribution to Units
September 16th	Popcorn Sale Begins
September 29th	Show & Sell Invoices Ready
October 13th	Show & Sell Payment Deadline
October 21st	Popcorn Sale Ends
October 27th	Unit Take Orders Due to Council
November 1st	End of Sale Reports are Pulled to establish Sales History & Top Sellers
November 14th	Take Order Product Delivered to Council
November 16th	Take Order Product Distribution to Units
December 1st	Take Order Invoices Ready
December 8th	Unit Payment Deadline to Council

♦ *Council & Trail's End Prizes will be released to Units with FULLY PAID Invoices*

2023 PRODUCT LINE:

SHOW & SELL (WAGON SALES-Door-to-Door & STOREFRONT SALES)

Sweet & Salty Kettle Corn (pre-popped 3.5 oz. bag)	\$15 each / \$180 case (12)
Popping Corn 28 oz. jar	\$15 each / \$135 case (9)
White Cheddar Cheese (pre-popped 6 oz. bag)	\$20 each / \$240 case (12)
Unbelievable Butter Microwave (12 Pack)	\$20 each / \$120 case (6)
Salted Caramel (pre-popped 14 oz. bag)	\$25 each / \$300 case (12)
S'Mores (pre-popped 7oz. Bag)	\$25 each / \$300 case (12)
Sea Salt Popcorn (pre-popped 28 Snack Pack)	\$50 each / \$ 50 case
American Heroes Donation	\$30 / \$50 / \$1 Custom Amount

(Send a gift of popcorn to our first responders, military men & women, their families & veteran organizations)

TAKE ORDER

Sweet & Salty Kettle Corn (pre-popped 3.5 oz. bag)	\$15 each / \$180 case (12)
Popping Corn 28 oz. jar	\$15 each / \$135 case (9)
White Cheddar Cheese (pre-popped 6 oz. bag)	\$20 each / \$240 case (12)
Unbelievable Butter Microwave (12 Pack)	\$20 each / \$120 case (6)
Salted Caramel (pre-popped 14 oz. bag)	\$25 each / \$300 case (12)
S'Mores (pre-popped 7oz. Bag)	\$25 each / \$300 case (12)
Milk Chocolate Pretzels (12 oz. bag)	\$25 each / \$300 case (12)
Sea Salt Popcorn (pre-popped 28 Snack Pack)	\$50 each / \$ 50 case
American Heroes Donation	\$30 / \$50 / \$1 Custom Amount

(Send a gift of popcorn to our first responders, military men & women, their families & veteran organizations)

In addition to the products above, Trail's End offers a variety of coffee, chocolate & other products through the Online Sale at www.trails-end.com



Trail's End™

2023 KERNEL GUIDE

Prepare.

- ☐ Encourage all Scouts to download and setup the Trail's End App (for Scouts only)

Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.

- ☐ Complete Unit Leader Planner
- ☐ Attend Popcorn Kickoff
- ☐ Secure storefront locations
- ☐ Sign up for Trail's End Webinar
- ☐ Join the Facebook group

Sell.

- ☐ Encourage early sales
- ☐ Place popcorn order with Council
- ☐ Distribute popcorn and ensure deliveries
- ☐ Communicate & keep families informed

Wrap up.

- ☐ Submit Scout Rewards
Pro Tip: Submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!
- ☐ Pay Council invoice or request a payout
- ☐ Celebrate your success!

IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



**CHECK OUT WHAT'S NEW!
THE 2023 PRODUCT LINEUP!***
bit.ly/Product-Lineup



**ALLERGEN &
NUTRITIONAL FACTS**
trails-end.com/nutrition

*Council's select their own product mix.

REGISTRATION

- 🕒 Register your Unit. New Kernels will receive their username via email once approved by their Council.



**GETTING STARTED IS EASY!
REGISTER TODAY!**

trails-end.com/unit-registration

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

- 🕒 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

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



**TIPS & TRICKS FOR
YOUR SCOUTS!**

bit.ly/Scout-Parent-Guide

PLANNING

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



**PLAN YOUR IDEAL
YEAR OF SCOUTING!**

bit.ly/UL-Planner

- 🕒 Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!**

trails-end.com/leaders/training

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

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!

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, Unit dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

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
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

*Based on average Council program. May vary in your Council.

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell **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

🕒 **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!



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

🕒 **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision).

DISTRIBUTION

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

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

TRAIL'S END APP

🕒 **Monitor Real-Time Sales, Inventory, and Storefront Coverage.**

Did You Know? When your Scouts use the App, you can monitor the sale in real-time!



HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



Trail's End App Credit

🕒 **Accept Credit Card transactions directly through the App.**

Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!



Trail's End™

OCCONEECHEE COUNCIL BONUS PRIZES



All Scouts who sell popcorn during the 2023 season are eligible.

Levels are cumulative and are calculated using Show & Sell (Storefront Sales & Door to Door with Product), Take Order (Wagon Sales) and Online sales.

Prize level eligibility is determined by tracked sales. All Scout in-person sales should be tracked in the Trail's End App at the time of sale. Unit Kernels can assist in tracking missed sales or paper sales by using the SCOUT TRACKING tab in the Trail's End Popcorn System. Tracking starts the first day of the sale Sept. 16th, 2023 and will end with the Nov. 1st, 2023 Trail's End Report.

- ♦ Popcorn Patch for selling Popcorn
- ♦ A Drawing for a \$50 Amazon Card will be held Weeks 1, 3 & 5 in each District (one for a Cub & one for a Scout) for Scouts that have tracked their Door-to-Door "Wagon" Sales in the Trails End System and show sales from 10 houses.
- ♦ The Council's Top Seller will receive an Amazon Gift Card representing 2% of their Total Sales (Show & Sell, Take Order & Online Sales).

UNIT INCREASE INCENTIVE:

Units that have a 10% Sales increase over their 2022 Sales will earn an extra 2% (32%) Commission for the 2023 Popcorn Sale.

Council Top Seller & Unit Sales Increase will be determined after the Nov. 1st, 2023 Report is pulled. The Top Seller Amazon Gift Card will then be ordered. The Units with a 10% Increase will have the 2% Commission added to their Account and will be reflected on their Final Invoice.