

# National Capital Area Council

2023  
COUNCIL KICKOFF



# WHY POPCORN?



## Fund [Unit #] Adventures

- [Insert your Unit Leader Planner Adventures & Expenses here]

### Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

## Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

## Scouts Earn Rewards

- Amazon e-gift cards
- Millions of rewards to choose from

# COMMIT YOUR UNIT!

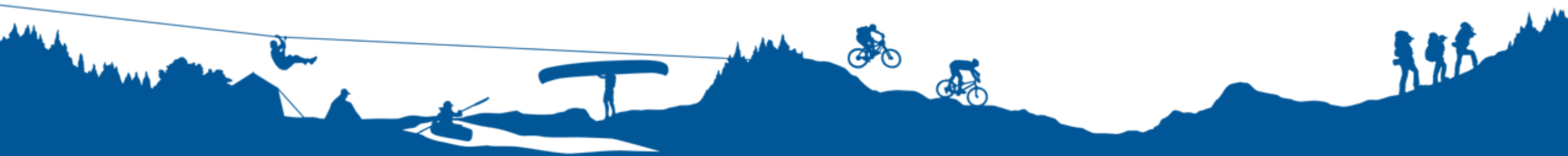


*If you have not registered your  
unit for the Popcorn Sale, please  
do so today!*

[www.trails-end.com/unit-  
registration](http://www.trails-end.com/unit-registration)



# WAYS TO SELL



# WAYS TO SELL



## ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

## STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

## WAGON SALES

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

# ONLINE SALES

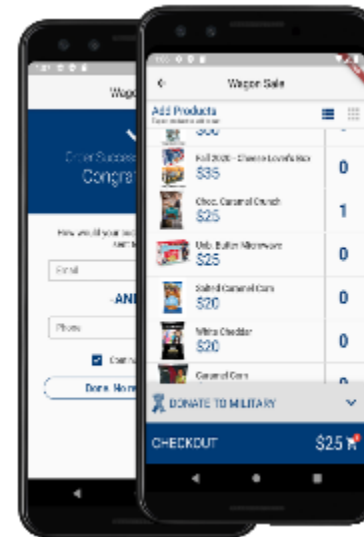


**Via the Trail's End App**  
**No Cash or Product Handling**  
**\$65 Average Order Value**



## 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 directly to your customer's home.



## DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

**TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October\*, Black Friday & Cyber Monday**

\*Subject to Change



# ONLINE ASSORTMENT

[www.trails-end.com](http://www.trails-end.com)

*Trail's End®*



Road Trip Variety Pack



Movie Night Bundle



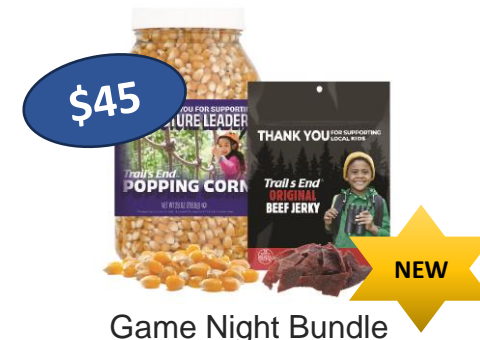
Picnic Bundle



Let's Go Hiking Bundle



Ultimate Snack Pack



Game Night Bundle



## LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*\*Products & Pricing are subject to change*

# ONLINE SALES

[www.trails-end.com](http://www.trails-end.com)



## Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
  - Microwave, Popping, Sea Salt Snack Pack (new)





# MAKE YOUR SALE EASY!



## Trail's End App for Scouts

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

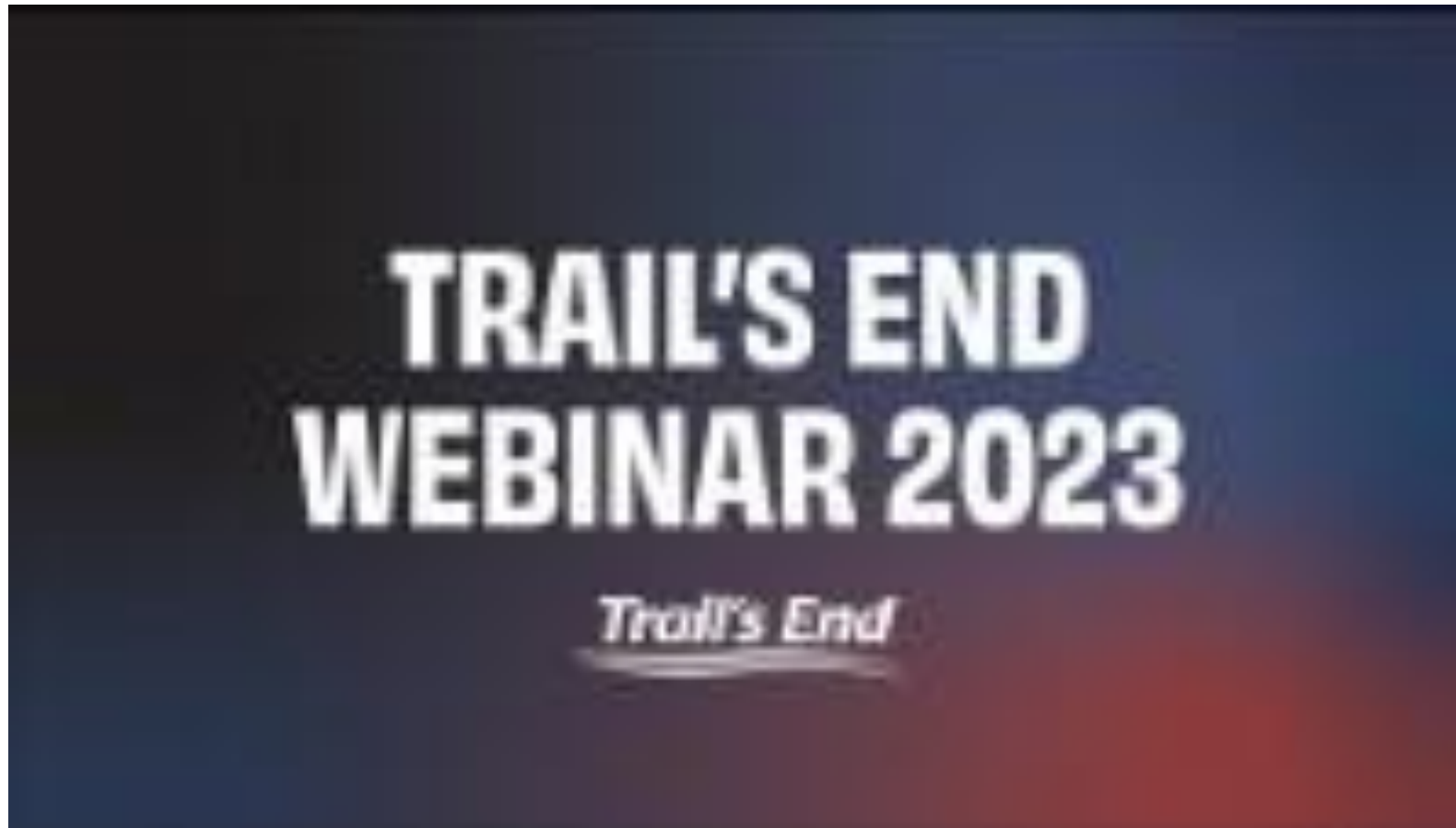
## Unit Leader Portal

- [www.trails-end.com/leader](http://www.trails-end.com/leader)
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
  - Track progress toward goals
  - Inventory monitoring
  - Oversee storefront sign-ups
  - Storefront setups
  - Split sales
  - Manage accounting and more!

**TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP**

TRAIL'S END TECHNOLOGY FOR LEADERS

# MAKE YOUR SALE EASY!



<https://www.youtube.com/watch?v=QMoNpKKS0Qk>

# TRAIL'S END MANAGED STOREFRONTS



- Prime hours and prime locations booked by Trail's End
- Reservation Rules:
  - July 15 - \$20,000+ Units: 3 picks (within district)
  - July 16 - \$20,000+ Units: 3 picks (within district)
  - July 17 - \$10,000+ Units: 2 picks (within district)
  - July 18 - \$10,000+ Units: 2 picks (within district)
  - July 19 - ALL Units: 2 picks (within district)
  - July 20 - ALL Units: 2 picks (Council wide)
  - July 21 - ALL Units: Unlimited (Council wide)

## **Benefits**

- Saves Unit Leaders time
- Provides more opportunities for all Scouts to earn their way
- Improves relationships with store managers

# CREDIT CARDS

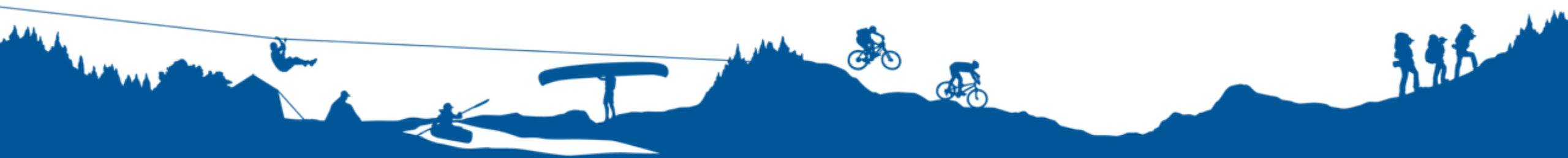


- Many consumers prefer credit or debit card transactions
  - “Advise your customers we prefer credit or debit payments”
- Trail's End covers credit card fees for transactions recorded via the APP\*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail's End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen\*\*

*\*TIP: Recording sales via the Trail's End app is required for credit card fees to be covered (Square app not required)*

*\*\*NOTE: Using Pay Now does not qualify as a credit card sale towards Trail's End rewards points*

# A SUCCESSFUL SALE





# A SUCCESSFUL SALE



## Unit Leader Preparation

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
  - Square Readers
  - Storefront supplies
  - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

## Prepare your Scouts & Families

- New Scout? Download the app
  - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

# BUDGET & GOAL



- Plan your adventures for the year
- Determine Unit expenses
  - Dues
  - Advancements
  - Supplies
  - Etc.
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

**Obtain Kernel Guide for planning**

# UNIT KICKOFF



## Make it fun

- Create excitement with food, games, and prizes (Note: Throwing a pie at another person is not allowed)

## Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

## Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

## Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- 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

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

# GET READY TO SELL



## Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

***“Hello, I’m [Your First Name] from [Pack#]”***

- Let people know your goals

***“I’m earning my way to [adventure or summer camp]”***

- Close your sale

***“Can I count on your support today?”***

- Thank your customer and end your sale

***“Thank you, we prefer credit / debit payment”***

## Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

**TIP: Visit the app training section: How to guides, tips, and resources**

Best practices when booking your own storefronts:

- Determine high foot traffic days, times, and locations (Google Analytics)
- Book one to two months in advance
- Visit the store in your Uniform with one or more Scouts
- Shop the store, then request to speak with the manager
- If permission is granted, ask for and notate expectations and follow the rules
- Always say 'Thank you!'



# 2023 TRAINING & LIVE SUPPORT



## Attend Live Moderated Webinars

- Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 6 – Sept 9

## Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

# REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!\*



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



**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.

TRAIL'S END 2023

# TRADITIONAL PRODUCTS

*Trail's End®*

Sweet and Salty  
Kettle Corn

**\$10**



Popping Corn

**\$15**



White Cheddar  
Popcorn

**\$20**



S'mores  
Popcorn

**\$25**



Unbelievable  
Butter Microwave  
Popcorn

**\$20**



Salted  
Caramel Corn

**\$25**



Chocolatey  
Pretzels

**\$25**



Sea Salt  
Popcorn

**\$50**





# S'MORES ORDERING INFORMATION



- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.





# 2023 NCAC SALE SPECIFICS



# ORDERS & DISTRIBUTION















## Order Due Dates

- Initial Order (Order 1): **Aug. 4**
- Order 2: **Sept. 8**
- Order 3: **Oct. 6**
- Final Order (order 4): **Nov. 3**

## Distribution Dates

- Initial Order (Order 1): **Aug. 18 (2 Men) and Aug. 19 (all sites)**
- Order 2: **Sept. 23**
- Order 3: **Oct. 21**
- Final Order (order 4): **Nov. 17 (at 2 Men) and Nov. 18 (at Moyer)**

**Home Delivery available to units who order \$10,000 or more per distribution!**

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

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

# DISTRIBUTION SITES



Site	Districts
<b>Two Men and a Truck</b> , 5918 Farrington Ave., Alexandria, VA 22304 Aug. 18 & Nov. 17 – 5:30-7:30PM Aug. 19, Sept. 23, Oct. 21 – 9:00-11:00AM	Chain Bridge, Colonial, George Mason, Old Dominion, Patriot, Washington D. C.
<b>Moyer and Son's</b> , 13050 Shawnee Lane, Clarksburg, MD Aug. 19, Sept. 23, Oct. 21, Nov. 18 – 8:00-10:00AM	Francis Scott Key, Patuxent, Potomac, Seneca, White Oak
<b>Cargo Transport</b> , 44190 Mercure Circle, Dulle, VA Aug. 19, Sept. 23, Oct. 21 – 8:00-10:00AM Nov. 17 – CLOSED: Pick-up at 2 Men and a Truck	Goose Creek, Piedmont, Powhatan, Prince William, Sully
<b>Stafford County Airport</b> , 95 Aviation Way, Fredericksburg, VA Aug. 19, Sept. 23, Oct. 21 – 8:00-10:00AM Nov. 17 – CLOSED: Pick-up at 2 Men and a Truck	Aquia, Mattaponi
<b>Solomon's Firehouse</b> , 13150 H. G. Trueman Rd., Solomon's, MD Aug. 19, Sept. 23, Oct. 21 – 8:00-10:00AM Nov. 17 – CLOSED: Pick-up at 2 Men and a Truck	Western Shore

**Home Delivery available to units who order \$10,000  
or more per distribution!**

# Replenishment



A replenishment order is an opportunity to pick up more popcorn product in between distribution orders. Product can not be guaranteed at these dates.

## Order Due Dates

- Replenishment 1: **Sept. 6**
- Replenishment 2: **Oct. 4**













## Pick-Up Dates

- Replenishment 1: **Sept. 9**
- Replenishment 2: **Oct. 7**

## Warehouse Location

Two Men and a Truck  
5918 Farrington Avenue  
Alexandria, VA 22304

**Product can not be guaranteed through replenishments and will be available on a first come; first serve basis, with priority to those units who placed a replenishment order in the Trail's End system. Units who did not place an order will be asked to wait until all units who did have picked up their popcorn.**

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

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

## **Return Policies:**

- Only full, un-opened cases may be returned.
- Units are allowed to return up to 10% of its entire retail order (all orders combined).
  - Fill Take orders from unit inventory before returning popcorn to the council.
  - No Returns will be accepted after October 19<sup>th</sup>.

## **Return Dates:**

October 16-19

## **Return Location:**

Marriott Scout Service Center  
9190 Rockville Pike  
Bethesda, MD 20814

## **Return Times:**

1:00pm to 4:00pm



# COMMISSION



- Traditional (Wagon/Storefront)
  - Base Sales Commission = 31%
  - Attend Training Kick-off (congrats, you're here!) = +2%
  - Have growth in overall sales of 2022\* = +2%
    - \*Units who did not participate in the popcorn program in 2021 and 2022 can substitute this bonus with a total sale of at least \$5,000 in 2023.
  - Total possible Commission = 35%
- Online Sales Commission = 30%

# Free Camp Incentive



**Scouts who sell \$4,000 or more in sales will receive a voucher for one week at a NCAC summer camp!**

Vouchers will be valid towards a District Day Camp, Goshen Scout Reservation, Camp William B. Snyder, Camp Catoctin, or NYLT.

Vouchers are non-transferable and must be used during the 2024 camping season.



# KERNEL CHECKLIST



TIMELINE	TASKS
JUNE	<ul style="list-style-type: none"> <li>Unit popcorn kernel recruited</li> <li>Sign-up to participate in the 2023 Popcorn Program at: <a href="http://www.ncacbsa.org/popcorn">www.ncacbsa.org/popcorn</a></li> <li>Reserve Show &amp; Sale sites through the Trail's End Leader's portal</li> <li>Prepare unit budget and popcorn fundraising goals</li> </ul>
JULY/AUGUST	<ul style="list-style-type: none"> <li>Attend Popcorn Training seminar</li> <li>Hold a Popcorn kick-off for your unit</li> <li>Log-in and get familiar with the ordering system at: <a href="http://sell.trails-end.com">sell.trails-end.com</a></li> <li>Have the Scouts create accounts through the Trail's End app.</li> <li>Contact local stores/churches/restaurants to find additional show &amp; sell locations not already reserved by Trail's End or your district</li> </ul>
THROUGHOUT SALE	<ul style="list-style-type: none"> <li>Encourage Scouts to participate in online sales</li> <li>Promote incentives and keep Scouts focused on a sales goal</li> <li>Provide and fill as many store front sales opportunities as possible</li> <li>Keep in contact with your Scouts and their parents/guardians regarding deadlines and information</li> </ul>
AUGUST	<ul style="list-style-type: none"> <li>Scouts start take-order sales!</li> <li>Place first order by Aug. 4</li> <li>Pick-up first order on Aug. 18/19 (Check the Popcorn Guidebook for locations, dates, and hours)</li> <li>Show &amp; Sales start</li> <li>Wagon sales start</li> </ul>

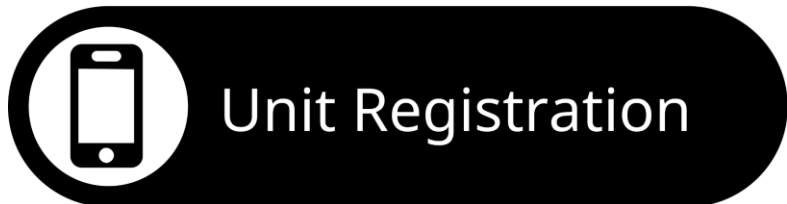
SEPTEMBER	<ul style="list-style-type: none"> <li>Place second order by September 8 (distribution on Sept. 23)</li> <li>First Inventory replenishment opportunity on Sept. 9 (order by Sept. 6)</li> </ul>
OCTOBER	<ul style="list-style-type: none"> <li>Place third order by Oct. 6 (distribution on Oct. 21)</li> <li>Second Inventory replenishment opportunity on Oct. 7 (order by Oct. 4)</li> <li>Review inventory and complete popcorn returns from Oct. 16-19</li> <li>Encourage military donations sales</li> </ul>
NOVEMBER	<ul style="list-style-type: none"> <li>Place final order by Nov. 3 (distribution on Friday, Nov. 17 at 2 Men and a Truck and Nov. 18 at Moyer and Son's sites only)</li> <li>Review online dashboard and review invoice</li> <li>Collect Scout's money with checks made out to your unit</li> <li>Pay any balance due to NCAC</li> </ul>
ON OR BEFORE DECEMBER 1	<ul style="list-style-type: none"> <li>Double check Scout totals and submit rewards order in the Trail's End system.</li> <li><b>Celebrate a successful popcorn program!</b></li> </ul>

# COMMIT YOUR UNIT!



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do so today!*

[www.trails-end.com/unit-  
registration](http://www.trails-end.com/unit-registration)



# HAVE QUESTIONS? GET ANSWERS



## Council Contacts

- Todd Bolick  
082popcorn@ncacbsa.org  
(301) 214-9127
- Stuart Goins  
082popcorn@ncacbsa.org  
(301) 214-9115

[www.ncacbsa.org/popcorn](http://www.ncacbsa.org/popcorn)

[www.facebook.com/ncacpopcorn](https://www.facebook.com/ncacpopcorn)

## Trail's End Support

Join Unit Leader Popcorn Community Group

- Text FACEBOOK to 62771

Join Scout Parent Facebook Group

- Text PARENTFB to 62771

**Contact: support@trails-end.com**

Visit our FAQ's

<https://support.trails-end.com>



THANK YOU!

*Trail's End*®

