Longhouse Council
District Popcorn Seminar
WELCOME!

• Council Popcorn Kernel
  • Jeanette Kinsella – longhousekernel@gmail.com

• Council Sale Staff & Support
  • Abby Hughes – Trails-End Sales Manager
  • Matthew Lacy – Longhouse Council Staff Advisor
  • Stacie Wilmot – Longhouse Council Staff Support

Team Email:
LonghousePopcorn@scouting.org
MEET THE TEAM

• Crossroads District
  • **District Kernel:** Rob Clark IV
  • **District Executive:** Matt Lacy

• Northern Lights District
  • **District Kernel:** Melanie Sears
  • **District Director:** Tim Herne

• Ontario District
  • **District Kernel:** Liz Knobel
  • **District Director:** Tim Herne

• Towpath District
  • **District Kernel:** Melanie Loftus
  • **District Executive:** Ron Hill

• Tri-Rivers District
  • **District Kernel:** Nika Waterbury
  • **District Director:** Tim Herne

• Council Popcorn Team
  • **Council Kernel:** Jeanette Kinsella
  • **Staff Advisor:** Matt Lacy
  • **Staff Support:** Stacie Wilmot
• Unit plans for popcorn should be reviewed by the unit’s charter

• Follow same guidelines for holding regular meetings when fundraising

• Abide by wishes of unit charter, as well as rules of any locations unit will use for storefront sales

• There is no Council-level prohibition on fundraising, as long as proper procedures are followed.

• County Health Department links will be available on LHC Popcorn website
A CHALLENGE TO ALL UNITS, LEADERS, AND SCOUTS WILL BE POSTED TO THE COUNCIL SWAP FACEBOOK GROUP

Give us your best ideas for the best “Scout-less” Storefront sale setup. Be creative!

The top three entries as chosen by the Longhouse Council Popcorn Steering Committee will win an electronic gift card for their unit!

ENTRIES ARE DUE BY AUGUST 15, 2020

ENTRIES MUST BE POSTED TO THE COUNCIL SWAP FACEBOOK GROUP
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.
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
• Scouts earn **Double Points** for TE Rewards
• 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.
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
2020 SALE CHANGES

• Microwave Unbelievable Butter & Chocolate products only available online

• Chocolate product shipments held until risk of melting is lower
  • Should ship during the first week of October

• Products available at same cost as listed on take-order/show and sell forms

• BIG BAG pre-popped Unbelievable Butter available in regular sale
2020 SALE CHANGES

• Pre-popped Unbelievable Butter popcorn replaces microwave boxes

• Premium Caramel Corn (with nuts) replaced with 2 flavors of peanuts

• Cheese Lover’s Collection contains 1 bag each of Blazin’ Hot & White Cheddar

• Popping Corn now in jars vs. bags

• Kettle Corn BIG BAG has been delayed to 2021
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!

**SCOUTS EARN DOUBLE ONLINE**

2PTS

PER EVERY $1 SOLD

**ONLINE DIRECT**

1.5PTS

PER EVERY $1 SOLD

**CREDIT/DEBIT**

1PT

PER EVERY $1 SOLD

**CASH**

Click to view even more levels & reward ideas
Receive a patch for each of the following:

- **Participation Patch** – Sell at least $50 in popcorn
- **Seller’s Club** – Qualify with your first $650 in sales
- **One-Of-Each** – Sell one of each item on Take-Order (excluding military)
- **Military Donation** – Collect at least $30 in military donations
- **Online Direct Sales** – Have at least one direct sale
- **Top Seller** – The top seller in each unit receives this patch

Patch designs are being finalized and will be shared on the Longhouse Council Popcorn Swap page when approved.
SELLERS’ CLUB

• Scouts selling $650 or more receive an entry into Council-sponsored drawings during the sale
  • Each increment of $650 ($1300, $1950, etc) receives additional entries
  • Non-winning entries stay in each future drawing

• Sellers’ Club data pulled from Trails-End App data automatically
  • Unit Kernel must confirm data is current before Sellers’ Club drawings

NEW FOR 2020

• Scouts qualifying for Sellers’ Club receive exclusive Piece Patch AND one discounted registration on a 2021 Longhouse Council summer camp reservation.
SUPER SELLERS’ CLUB

• Scouts selling $1500 will receive an invite to the Sellers’ Bash overnight experience at Destiny USA

• Super Sellers automatically receive all six Piece Patches

• Cub Scouts must attend overnight with parent or guardian
• Troops/Crews/Ships must ensure enough qualified adults accompany their Scouts as per Youth Protection guidelines

• Alternate options are being reviewed if unable to provide overnight event
50 FOR 50 CHALLENGE

• To help promote Online Direct sales, the first 50 Scouts that receive an order from each of the 50 US States will receive an exclusive patch as recognition of their achievement!

• Scouts will be asked to provide proof of sales through the app to LonghousePopcorn@scouting.org to ensure their sales qualify for this exclusive achievement.

• Scouts may only qualify for one set of patches.
Parts & Phases of the 2020 Sale
PHASES OF SALE

Refer to Important Sale Dates on Page 2 of Leaders’ Guide

ONLINE DIRECT

TAKE ORDER

DELIVERY

JUL 1 AUG 26 OCT 22 NOV 20 DEC 31

WAGON SALES DOOR TO DOOR

SHOW AND SELL
Warehouse Considerations
How to pick up your popcorn
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.

**Login at:** www.Trails-End.com with your Trail’s End Leader account.
Resources, Guidance & Best Practices
For Your Sale
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 receive a link to the Trail’s End Facebook Popcorn Community!
NEW-SCOUT ORIENTATION

1. Why are we selling popcorn?

2. Register Scout in Trails-End Leader Portal.

3. Make sure Scout has access to app & take-order forms.

4. Set a goal for Scout, review unit goal.

5. Cover steps to claim Show and Sell (Storefront) Shifts.
POPCORN STORAGE TIPS

- Keep in a cool dry place
- Keep out of direct sunlight
- Do not leave in your vehicle
  - Chocolate and caramel products melt and turn into hard solid block
  - Pay close attention to where you store these items!
- Protect product from mice and other critters
Wagon Sale Basics
What goes in your kits?
SOCIAL DISTANCING

1. Adults and youth should maintain a 6ft distance whenever possible.

2. Mask use is required – A Scout is Clean!

3. Customers to remain behind Social Distance Line.

4. Utilize hand sanitizer before and after all customers.
1. Maintain 6ft distance when possible.

2. Mask use required!

3. Utilize hand sanitizer before and after each customer.

   1. Ring doorbell 1 time
   2. Knock 2 times
   3. Step back 6 feet
Commission Structure and Billing Information
Base Commission for all units is 30%

• 2% - Unit commits to sale on Trails-End website, Unit Kernel Contract signed & received, and Unit Kernel trained - no later than August 31

• 1% - Use TE App to report sales and Sellers’ Club entries during sale

• 1% - Half of registered youth active in sale. Those involved average $650
• 2% - Half of registered youth active in sale. Those involved average $900

As of July 31, 2020
Pack 999 has 5 Scouts

- 1% - Half of registered youth active in sale. Those involved average $650
- 2% - Half of registered youth active in sale. Those involved average $900

- Half of those registered as of 7/31: 5 Scouts x 50% = (2.5) 3 Scouts

- Unit must have a minimum of $1950 for 1% or $2700 for 2%
Troop 999 has 47 Scouts

- 1% - Half of registered youth active in sale. Those involved average $650
- 2% - Half of registered youth active in sale. Those involved average $900

Half of those registered as of 7/31: 47 Scouts x 50% = (23.5) **24 Scouts**

Unit must reach minimum of **$15,600 for 1%** or **$21,600 for 2%**
• District Kernels will provide units with actual dollar amounts and youth activity figures to achieve average sale goals by August 28.

• All units will pay their first “balance due” on a 30% commission rate.

• Commissions will be updated by end of month, starting in September.
2020 SALE CHANGES

• Ordering & Billing Changes
  • Unit’s initial order may only be 50% of prior year popcorn sale
    • For those units without history in the 2019 sale, please contact your District Kernel
  • Highly recommended that individuals collect money for their orders up front
  • Credit Card and Online Direct sales will reduce your “Due to Council” payment
  • Previous order’s “Due to Council” amount must be paid before placing next order
BILLING DETAILS

• Invoices received at product pickup will show “Due to Council” amount of order placed
• Unit Treasurer contact will receive a revised/current “balance due” one week prior to due date
• Unit can review progress towards “balance due” at any time via Trails-End leader portal

• Credit card sales will be applied 100% to “balance due” by Trails-End
• Online Direct sales have been set at 35% commission by Trails-End
• Unit places $10,000 in first order
  • Without selling anything, unit owes $7,000 (keeping 30% commission)

• Scouts sell $3,000 via credit card: **100% is applied toward balance**
  • Balance now due is $4,000

• AND Scouts sell $3,000 through Online Direct: **35% Commission**
  • $1,050 is applied to bill (35% of $3,000)
  • Balance now due is $1,950
• Unit places $3,500 in next order
  • Remember that “payments made” now total $7,000 since previous order must be paid in full before ordering again – and commission is set to 30%

• Commission adjusted to 34%
  • $13,500 ($10K plus $3,500) at 34% commission = total balance now due of $8,910 with no payments applied
  • True dollars due is $1,910 ($8,910 minus $7,000 paid)

• $1,000 in Credit Cards sales applied at 100%: $1,000
• $2,000 in Online Direct sales applied at 35% rate: $700

If unit did not place third order, how much would they owe?
RETURN POLICY

• A unit may only return 15% of their total order value in full, UNOPENED product cases. **Cases must be factory sealed.**

• Products ordered through Online Direct cannot be returned to the Council.

• Units must schedule an appointment to return product. **NO UNSCHEDULED DELIVERIES** will be accepted!
  • We will be offering extended appointment times on specific Thursdays and Saturdays throughout the sale. See Leaders’ Guide.

• To avoid holding onto product you cannot return, be sure to utilize our Popcorn Swap Facebook Group.
Next Steps
Get Ready for the Sale
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 Generic Trails-End Presentation.
STOREFRONT CHALLENGE

A CHALLENGE TO ALL UNITS, LEADERS, AND SCOUTS WILL BE POSTED TO THE COUNCIL SWAP FACEBOOK GROUP

Give us your best ideas for the best “Scout-less” Storefront sale setup. Be creative!

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THANK YOU

Join us on Facebook!

Longhouse Council Popcorn Swap Facebook Page

Trails-End Popcorn Community Facebook Page