



SCOUTING AMERICA
SOUTH TEXAS COUNCIL

2024 Popcorn Guide

Your Playbook for a Successful
Popcorn Season





Getting Started: Choose A Kernel

Kernels Organize and Manage the Unit's Popcorn Sales and Goals.

Your Popcorn Strategy

Follow these tips to kickstart a successful season.

A Kernel's Success Guide

1. Have a unit popcorn planning meeting.
2. Come to one of our Kickoffs in early August.
3. Create your unit's ideal year of scouting and how much it's going to cost. Pick a sales goal and divide into a "per scout" goal.
4. Sign your unit up on the Trails End Unit Commitment Tracker by August 1, also through our forms.
5. Use the Show & Sell Suggested Order Calculator then place your unit order by August 22.
6. Create a unit Popcorn Committee to help you create an awesome selling strategy.
7. Create a reward plan for your Scouts.
8. Host an awesome unit kickoff.
9. Pick-up your unit's Show and Sell and Take Order popcorn on your assigned date (with the right size vehicle). Don't forget to verify popcorn count and sign our Unit Packing Slip.

Getting Started

1. Sign-up as a unit Kernel by filling out our [Unit Commitment form](#) and [email](#) to District Executive James Rangel.
2. Now that you've emailed James, you can [register](#) your unit by following [these tips](#).
3. Make sure each scout is signed-up for their own sales account and that you sign-up as a leader so you can link all your unit's accounts.
4. Download the app to track sales.
5. Meet with your Unit's Committee to keep track of everything. If you need help, connect with your district executive.

We're Here To Help

First Line of Support
District Kernel/Executive

Pro Support
District Executive or
Council Popcorn Specialist

Make things easier for your Scouts: Pay the balance due with one check or money order, factoring in any credits and commissions, and maximize their profit.

Popcorn Sales Options

Whether Scouts want to sell outside of their favorite stores or from the flexibility of their home, you have the freedom to choose which type of sales works best for you.



Popcorn Sold The Way You Want

Take Order

Scouts go door-to-door with a parent or buddy, using a take order form. Customers write their orders, and Scouts return in a few weeks to deliver the product and collect payment. Boost future sales by including a handwritten thank-you note with each order.

- Advantage: Higher sales per customer. Order now, deliver and collect payment later!

Show and Sell

Scouts work as a team at approved locations like storefronts or businesses to show and sell products immediately. Coordinate with your District Popcorn Kernel to reserve spots and avoid burdening business partners.

- Advantage: Access new customers and make extra sales! Great for building confidence in interacting with customers. Sales count towards the unit even if Scouts don't participate in take orders.

Show and Deliver

Similar to take order, but Scouts use their show-and-sell stock to deliver products immediately and collect payment.

- Advantage: Instant delivery and payment! Limited product selection.

Online Sales

Scouts can sell online to family and friends. Each Scout and unit can have their own online account. Online sales count towards Scout Rewards and scholarship credit. Units earn a 30% commission, credited quarterly. For setup info, [visit Trail's End](#).

- Advantage: Sell year-round, accept credit cards, and no need for delivery or collection!
Online sales count towards Council rewards during the annual fall popcorn sales.
- \$12-\$13 Flat shipping until \$65 reached \$65+ Free Shipping

Popcorn For Our Troops

A Tasty Tribute to U.S. Servicemen and Women



How Scouts Can Support Troops

- Trail's End ships delicious popcorn to veterans' organizations, U.S. troops stationed in Afghanistan and Iraq, all other U.S. Military Bases overseas, domestic U.S. Military Bases, and families of U.S. servicemen and women.
- When you sell popcorn for the troops, your unit earns the same commission as any other product sold. The best part? You don't have to handle or deliver any popcorn!
- Every purchase helps bring a taste of home to those who serve.
- Your unit gets the same commission without the hassle of delivery.
- Teach Scouts about supporting our military.

**Almost 2
Decades of
Support**

2024 kicks off the 18th year of Trail's End Popcorn for our Troops program.

Cash Donations

According to Scouting America Policy, units can't ask for cash donations for general use. But when selling popcorn, you might still receive cash donations. Here's how to handle them:

Convert Cash Donations to Military Donations:

- For every \$25 in cash donations, report it as one \$25 Military Donation order.
- This way, the donated cash goes directly to supporting our troops.
- Want to Increase Your Income & Support Our Troops?
- Set Up a Donation Canister: Place a canister at your sales table to collect spare change and donations from those who aren't buying popcorn.
- Encourage Donations: Many people are happy to donate to our soldiers, even if they don't want to purchase popcorn.

Inventory, Returns and Payments

Many units face challenges managing their popcorn inventory, leading to missed opportunities. With clear guidelines and strategic planning, your unit can manage your resources better and achieve higher sales.

Simple Steps to Make the Most of Your Sales

Popcorn Inventory

- All popcorn ordered from Trail's End is non-returnable and becomes the property of the South Texas Council.
- Excess popcorn often goes to waste, representing lost funds for the Scouting program.
- Order based on last year's sales, unit membership changes, and the Show & Sell Suggested Order Calculator.
- Extra popcorn will be available for check-out during the sale.

Sales Planning

- Compare this year's sales sites to last year's.
- Set sales goals for each family but only give them 70% of the needed popcorn initially.
- Schedule a pickup/return and money turn-in day to monitor sales and redistribute popcorn.

Order Fulfillment:

- Ask families to fill their orders at the end of the sale to prioritize storefront and neighborhood sales.
- Use returned popcorn or take orders to fulfill family orders.

Return and Payment Policy

- No returns accepted. Contact your District Popcorn Kernel for possible transfers.
- Full payment, minus the unit's commission, is due by October 15th for Show and Sale, and November 22nd, 2024 for take orders.
- Submit one check payable to the South Texas Council for any balance.



2024 Product Line 70% Stays Local!

Prevent Popcorn Mix-ups

Each year, we get calls from people who ordered popcorn, paid for it, but never got it. To avoid this, don't collect money until you deliver the product.

If you must collect payment upfront, give the customer a receipt (samples are online) with contact info and the expected delivery date.



**S'mores
Popcorn**
\$25



**Salted
Caramel Corn**
\$25



**Popping
Corn**
\$17



**Sweet & Salty
Kettle Corn**
\$15



**Unbelievable
Butter
Microwave
Popcorn**
\$25



**White Cheddar
Popcorn**
\$25

Popcorn Calendar

Month	Date	Event
August	06	Take order and online sales start
August	06-10	Popcorn kick-off and training
August	22	Show and sell popcorn orders due
September	05-07	Show an sell order pick-up (by district) online and order sale
October	15	Show and sell payment due
October	24	Take order popcorn due online
November	07-09	Take order popcorn pick-up (by district)
November	22	Take order popcorn due date
December	31	Prize orders deadline

Sales Contacts

District	Contact	Phone	Email
Aztec	Eliza Elizondo	956.285.0766	emtzelizalde@yahoo.com
LaSalle	Francisco Orozco	361.816.3868	Francisco.Orozco@scouting.org
Phoenix	James Rangel	361.816.3843	James.Rangel@scouting.org
Sea Breeze	Mikell West	361.215.8487	mikellwest@gmail.com
Venado	James Rangel	361.816.3843	James.Rangel@scouting.org



Don't Forget

Bring a vehicle big enough to carry all of your popcorn!

Popcorn

20 cases
40 cases
60 cases
70 cases

Vehicle

mid-size car
mid-size SUV
mini van
large SUV

Commission Structure

Amount	Unit	Sales Recommendations
30% of Gross Sales	All	Attends the August Council Kickoff
		Host a unit kickoff and provide date
		Pay Show and Sell order by October 15 with one check
		Pay Take Order by November 22 with one check
		Place Show & Sell and Take Order Popcorn Orders utilizing Trails End Popcorn System

Bonus Commission Levels

Levels	Requirements	Bonus
Level 1	Participate in all 3 sales-Take Order, Show and Sell and Online	6%
Level 2	Participate in all 3 sales and Sell \$5,000 or more	7%
Level 3	Participate in all 3 sales and Sell \$10,000	8%
	Above are for total gross sales including Take order and Show and Sale only	
	Opt out of Prizes for an additional 2%	



Sales and Commission Kept Simple

Track all sales with the new Trail's End App! The app helps Scouts manage their popcorn sales by with real-time tracking for storefront, wagon, and online sales, accepting both cash and credit card payments, managing inventory and scheduling storefront shifts.

With the new app, unit balances will be updated weekly. If your unit's commission is earned and outstanding balances are cleared, the funds will be credited and paid out every week.

[Download App](#)

2024 Prizes

Earn Amazon Gift Cards from Trail's End



Better Sales: Better Rewards

- No more preset prizes. Your scout can pick exactly what they want from Amazon's vast selection.
- All scouts ages 5 to 18 can join.
- Over 70% of households have Amazon Prime, so most rewards come with free shipping!
- Scouts unlock greater rewards as they sell more - make every effort count!

Prize Structure

Points	Gift Card
17,500	10% of 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

- \$1 for every \$1 sold (cash and online)



Scout Law

A Scout is trustworthy.
No combining orders.

Council Prizes

Scout \$2,000 high sellers club party

For:

- Top seller in Council
- Top seller in District
- Top selling unit in council
- Top selling Council in District





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SOUTH TEXAS COUNCIL

Questions?

Reach out to District Executive James Rangel.