



## SOUTHERN SIERRA COUNCIL 2021 POPCORN PLAN

### Did you know your unit could pay for the entire year of Scouting with just the popcorn fundraiser?

Crazy, right?! If that alone doesn't convince you, here are a few "kernels" of knowledge for you:

- 73% OF SALES GO TO THE SCOUT, HIS TROOP OR PACK, AND THEIR COUNCIL!
- NO UPFRONT EXPENSES! Your storefront order is received on consignment, which means you don't have to pay for the product before you sell. It. You are able to return up to 10% of the storefront product you order, so carefully consider the initial amount you want. You will be able to get more product when you sell out.
- EASY TO USE ONLINE SYSTEM! Place your storefront & take order product orders, individual customer orders, and your Scout prize orders quickly through [www.trails-end.com](http://www.trails-end.com)
- Trail's End app is easy to use, provides real-time tracking of sales and inventory, free credit card processing and can be used for online direct, storefront and take order sales.
- Earn money online all year long! Just like in-person sales, all online direct sales are credited to your unit and that doesn't end with popcorn season!
- We're here for you! Not only do you have a Popcorn Kernel to turn to with any questions, but we also provide training and marketing materials, ensuring your unit's success.

### So you want to sell popcorn?! Here's what you do:

#### Unit Action Plan:

1. Develop your online playbook using the *Virtual Sales Planner* offered on [www.trails-end.com](http://www.trails-end.com)
2. Commit to having your own FUN and motivating popcorn kick-off with your unit to set goals. Provide Southern Sierra Council with the planned date/time to ensure online publicity
3. Communicate with your families & Scouts throughout the entire popcorn sale
4. Place all popcorn and prize orders on time
5. PAY ON TIME – MAKE THE DEADLINE



## **Do you know how to set your popcorn sales goal? We can help!!**

- ANNUAL PLAN is developed from the Scouts' and parents' perspective with input from leaders. Each den should develop an annual plan in addition to the unit, district and Southern Sierra Council activities.
- PROGRAM BUDGET should be configured so that parents pay no out-of-pocket expenses. It will include all-inclusive costs established for planned activities such as summer camp, registration, insurance, uniforms, advancements, Scouts' Life and more. There should be no general line items that cannot be broken down on a per Scout basis included in this budget.
- PER SCOUT SALES GOAL is based on the annual plan and budget that a Scout family must reach to have their entire program paid for with no out-of-pocket expenses. A comprehensive communication plan given to the parents and Scouts will outline the entire program year in a menu format. It will highlight the activities planned for their year and state clear expectations of parental involvement in the various aspects of the program including the need for leaders, committee members, and activity help.

## **THE GOAL IS TO RAISE ALL THE FUNDING NEEDED FOR YOUR ENTIRE PROGRAM YEAR THROUGH THE POPCORN SALE**

### **Three ways your Scouts can sell Trail's End Popcorn:**

- ONLINE DIRECT: The safest way for Scouts to sell. Scouts can earn double Trail's End Rewards points for Online Direct sales in 2021. All Trail's End products are now available for Online Direct sales. No handling of cash or product. No hassles with delivery, since Trail's End will ship all orders.
- STOREFRONT SALES: Your unit may order product to have on hand to sell at local stores or community events. Units are able to return up to 10% of product ordered. Additional opportunities to order and receive product are available. We will assist you with placing the "right size" order. **BONUS:** sell all of the product you order and receive an extra 2% commission.
- TAKE ORDER: Scouts canvas their family friends and neighbors and take orders for product to be delivered in November. The Trail's End app is the perfect tool to help Scouts with Take Order sales.



## How does the Commission Structure work?

Base Commission – Online Direct Sales	35%
Base Commission – Storefront and Take Order	35% (30% in 2019)
Attend July 17 Popcorn Orientation	2%
Return No Storefront Product	2%
Pays all invoices in full by November 30, 2021	3%
<b>TOTALING</b>	<b>Max: 42% SALES COMMISSION POSSIBLE</b>

### Trail's End Rewards!

- All Scouts are eligible to earn Trail's End Rewards. Each sale will gain points for the Scout.
  - 1 point for each dollar sold in CASH
  - 1.5 points for each dollar sold in Online Direct Sales and CREDIT/DEBIT CARD
- Starting at 500 points, the Scout will earn an Amazon gift card (\$10 minimum for \$500 sales) as a prize. The more points the Scout earns, the bigger the Amazon gift card!
- There is no max limit on the Trail's End Rewards points and Amazon gift card the Scout can earn.

### Patches... Scouts love Patches!

- All Scouts that sell at least one item will receive a patch.
- 2021 Military Popcorn patch – Any Scout that sells at least \$100 in Military donations (\$30 or \$50 items on the order form) will receive the 2021 special edition of the Southern Sierra Council military shoulder patch.

### Council Prizes!

- The top selling Scout in each unit will receive a \$50 gift card to the Trading Post, Amazon or Walmart. The Scout must sell a minimum of \$250 in popcorn to qualify. Sales will be tallied on Nov. 3, 2021.
- The top selling Scout in the Southern Sierra Council will receive a \$250 gift card to the Trading Post, Amazon, or Walmart. Sales will be tallied on November 3, 2021



## 2021 POPCORN CALENDAR

STARTING NOW!!!	ONLINE DIRECT SALES – ONGOING OPTION FOR SCOUTS
7/17/2021	9:00AM - COUNCIL POPCORN LEADERS' CONFERENCE
8/6/2021	STOREFRONT POPCORN ORDERS #1 DUE ONLINE
8/27-28/2021	STOREFRONT POPCORN PICK UP #1
<b>8/27/2021</b>	<b>STOREFRONT SALE BEGINS!</b>
9/3/2021	STOREFRONT POPCORN ORDERS #2 DUE ONLINE
9/24-25/2021	STOREFRONT POPCORN PICK UP #2
<b>10/26/2021</b>	<b>STOREFRONT RETURNS DEADLINE! NO RETURNS WILL BE ACCEPTED AFTER THIS DATE!</b> <b><u>UNIT MAY RETURN UP TO 10% MAX. 2% BONUS COMMISSION FOR NO RETURNS BY UNIT</u></b>
10/26/2021	DEADLINE TO SUBMIT UNIT TAKE-ORDER ONLINE
11/3/2021	DEADLINE TO SUBMIT SCOUT PRIZE ORDERS USING THE TRAILS-END ONLINE SYSTEM! NO PRIZE ORDERS WILL BE ACCEPTED AFTER THIS DATE!
11/19-20/2021	TAKE ORDER PICK UP
11/30/2021	ALL INVOICES ARE TO BE PAID IN FULL. 3% BONUS COMMISSION FOR UNIT IF PAID IN FULL BY 11/30

### Popcorn Distribution information... PLEASE READ

All popcorn will be distributed from Urners – Furniture Warehouse, 4250 Wible Road, in Bakersfield on the dates above (Fridays & Saturdays). Other arrangements can be made by contacting Randy Saunders at [randy.saunders@scouting.org](mailto:randy.saunders@scouting.org). Per the request of Urners management, their employees will not handle or distribute popcorn. Please do not go to their warehouse for product without speaking to Randy Saunders first.

### POPCORN SUPPORT TEAM

STAFF ADVISOR    RANDY SAUNDERS    [randy.saunders@scouting.org](mailto:randy.saunders@scouting.org)    661-325-9036

