**WAREHOUSE LOCATIONS**

<table>
<thead>
<tr>
<th>District</th>
<th>Location Name</th>
<th>Address</th>
<th>City</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everglades South</td>
<td>Boca Commerce Center Warehouse</td>
<td>7678 77th Street</td>
<td>Boca Raton</td>
<td>33487</td>
</tr>
<tr>
<td>Everglades North, Big Lake South &amp; Lighthouse</td>
<td>Bulk Candy Store</td>
<td>235 N Jog Rd.</td>
<td>West Palm Beach</td>
<td>33413</td>
</tr>
<tr>
<td>Sailfish &amp; Big Lake North</td>
<td>International Wholesale Tile</td>
<td>3500 SW 42 Ave.</td>
<td>Palm City</td>
<td>34990</td>
</tr>
<tr>
<td>Indian River</td>
<td>Salvation Army</td>
<td>505 27th Ave SW</td>
<td>Vero Beach</td>
<td>32967</td>
</tr>
<tr>
<td>Treasure Coast</td>
<td>Arnoff Moving &amp; Storage</td>
<td>3620 S US Hwy 1</td>
<td>Ft. Pierce</td>
<td>34982</td>
</tr>
</tbody>
</table>

Encourage all Scouts and their parents to showcase their popcorn adventures. Pictures make a difference in our program! Please have your units submit pictures with the Scouts’ first names and unit number to their key contact. If applicable, include names of the businesses at Show N Sell locations so they can be promoted as well.

Don’t forget to promote the Celebrity First Sale! Remember we need permission to print. Pack 774 sold our popcorn to Bill Parcells.

**Gulf Stream Council, Boy Scouts of America**
8335 N. Military Trail
Palm Beach Gardens, FL 33410-6329
Ph. (561) 694-8585 • Fax (561) 694-9050
www.GulfStreamCouncil.org
LET’S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting 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 (for the youth) with less out-of-pocket expense for your families.

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

Contact Trail’s End Support at support@trails-end.com
www.facebook.com/trailsendpopcorn
@trailsendsnacks

KEY CONTACTS

Everglades District
Kimberly Schoolcraft
(561) 601-0502
eg.popcornkernel@gmail.com

Lighthouse District:
Marissa Murren
(561) 537-1958
Riss10@live.com

Sailfish/Big Lake District:
Danielle Batton
(772) 341-5106
daniellecoburn@att.net

Treasure Coast District:
Dolores Jensen
(772) 579-6395
busymom1702@gmail.com

Indian River District:
Athary Koning
(772) 203-7484
Athary.Koning@Scouting.org

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Key Dates ...................................................... Page 3
Why Popcorn & Ways to Sell.......................... Page 4
How to Increase Sales ....................................... Page 5
Filling up your order form in 1 week............. Page 6
Online Direct Sales........................................... Page 7
Popcorn Leadership........................................ Page 8
Popcorn Leadership Continued....................... Page 9
Council Prizes............................................... Page 10
Trails End Rewards......................................... Page 11
Warehouse Locations..................................... Page 12

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@trailsendsnacks
$750 Club
Earn a $20 Amazon Gift

$1,750 Club
Earn a $50 Bass Pro Shops Gift Card and be entered into a drawing for a Bass Pro Shop Camping Package valued at approx. $400

District High Seller
Council High Seller
$2,500 sales minimum. $5,000 sales minimum.
In the event of a tie, a tie breaker will be executed by Council

F R E E  Unit Camping Weekend
to either Tanah Keeta Scout Reservation or Camp Oklawaha for the units reaching an average sale of $300 per scout based on roster dated August 1, 2020.

2020 Popcorn Calendar
Friday May 1st: Popcorn Commitments Open
Wednesday June 3rd: Indian River Unit Kernel Training
Wednesday June 10th: Treasure Coast Unit Kernel Training
Wednesday June 17th: Lighthouse Unit Kernel Training
Thursday June 18th: Sailfish Unit Kernel Training
Wednesday June 24th: Everglades Unit Kernel Training
May-August: Secure Show and Sell Locations
Wednesday July 22nd: Family Guides Delivered
Saturday August 1st: First day to order online
Saturday August 1st: Council Kickoff for all District Kernels
Saturday August 29th: Show and Sell Orders Due
Monday August 31st: Orders Approved
First Week of September: Unit Popcorn Kickoffs
September 17th and 18th: Show and Sell Popcorn Pick Up
October 5th-9th: District Trade O Rama Events
October 19th-23rd: Show and Sell Payments and Returns (Max 10%)
Friday October 30th: Take Orders Due
Friday November 13th: Provide Top Seller Information to Council
November 19th-20th: Take Order Popcorn Pickup and Payments Due
November 19th-25th: Scouts Distribute Popcorn

www.gulfstreamcouncil.org/popcorn
WHY SELL POPCORN...

- Earn Money! Units can earn as much as 36%! (See page 4 on how.)
- No upfront money and no risk to unit.
- Scouts earn their own way in through Scouting.
- Personal growth program for Scouts with advancement opportunities.
- Over 73% of income supports local Scouting.
- High quality products.
- Multiple ways to sell—Storefront Sales, Wagon Sales, Take Order, & online sales.

BEST WAYS TO SELL

<table>
<thead>
<tr>
<th>BEST WAYS TO SELL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>STOREFRONT SALES</td>
<td>Involves coordinating booths in high foot-traffic locations throughout your community. Begin the reservation process early (in the spring/summer) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</td>
</tr>
<tr>
<td>WAGON SALES</td>
<td>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighbors close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is brought along (in a wagon or vehicle), making it a quick and easy process for the customer.</td>
</tr>
<tr>
<td>TAKE ORDER</td>
<td>Scouts collect orders on their order form, and have the product delivered at a later date. This can also be taken through neighborhoods, but is great for parent’s co-workers, friends and family. It is at the unit’s discretion whether the money is collected up front or upon delivery.</td>
</tr>
<tr>
<td>ONLINE SALES</td>
<td>Online sales are easier than ever for you to sell to out-of-town friends and family. Scouts set up their online account at <a href="http://www.trails-end.com">www.trails-end.com</a> and share their fundraising page via e-mail, social media, or text message. Customers pay securely online and the product is shipped directly to them. The unit has no involvement in the ordering or shipping process. On-line sales are open year-round!</td>
</tr>
</tbody>
</table>

UNIT KERNELS & SUPPORT KERNELS

- Unit Kernel: Leads the Team!
- Assistant Kernel: Backup/succession
- Warehouse/Distribution: Plans, organizes, and leads pick-up schedule
- Show N Sell: Coordinates with area businesses for potential sales locations
- Trade-O-Rama: Facilitates popcorn trades between units
- Communications: Interfaces with all media types to promote sales. Creates e-mails, fliers, posts on social media, etc.
- New Kernel / Unit Mentor: Stays in regular contact with new kernels or units to guide them through the successful sales steps

The organizational chart example above can guide you in identifying roles for popcorn committee members.

Find individuals in your unit who can help share popcorn responsibilities. With more kernels, it will be enjoyable and profitable!

It is advised you have at least the following leadership positions filled on your team.

- Unit Kernel: Leads the Team!
- Assistant Kernel: Backup/succession
- Warehouse/Distribution: Plans, organizes, and leads pick-up schedule
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DISTRICT KERNEL

Job Description

- Attend Council & District Kernel Popcorn Training.
- Coordinate locations for Show N Sell for units. Assist in scheduling to ensure all units have locations for Show N Sells.
- Help with recruiting new units to participate in the popcorn campaign.
- Maintain a list of units who chose not to sell. Note the reason for the decision.
- Help recruit Unit Kernels within your district.
- Mentor units on their Ideal Year of Scouting and help them establish a sales goal.
- Communicate regularly on key aspects of the Sale (with help from council) through the media of your choice, i.e., e-mail, text, phone calls, social media platforms.
- Promote the popcorn campaign at unit meetings, district meetings, roundtables, program launches, e-mail, text, social media. Communicate the following:
  1. Different sales methods: online, military, Show N Sell, take order, etc.
  2. Key sales dates
  3. Prize information
  4. Popcorn Trade-a-Rama
  5. Distribution arrangements
- Assist unit kernels in placing their popcorn and prize orders via Trails-End website.
- Assist units without internet access with popcorn and prize ordering.
- Remind units of payment due dates and collect funds if need be.

You were nominated district kernel because you:

- Have an outgoing and enthusiastic personality.
- Are charismatic and have proven to be a well-liked leader in the Scouting community.
- Exercise good organization skills and communicate clearly.
- Have the ability and willingness to spend time and run a successful campaign.

UNIT LEADER TRAINING DASHBOARD

With Trail’s End, popcorn volunteers have access to all the support and knowledge needed to run a successful popcorn fundraiser. Whether it be booking Show-N-Sell locations, motivating Scout families, or learning from leaders the sell $200,000 in popcorn each year, the Trail’s End training will show new leaders the ropes, and help veteran leaders take their fundraisers to the next level.

www.trails-end.com/unit-training-dashboard

Find info on:
- Team Building & Planning
- Show N Sell
- Kickoff
- Recruiting
- Ways to Sell
- Additional Resources

HOW TO EARN $$$ FROM POPCORN

UNIT COMMISSION

- Units can earn as much as 36%
- Starting commission...............30%
- Attend BOTH popcorn trainings...+ 2%
  1. Unit Kernel Training
  2. Council Kick-off meeting
- Pay on time (check calendar for dates)...+1%
- Hold a Unit Kickoff and submit items, to your district executive.............+ 1%
- Unit popcorn budget (due by 9-15-20)
- Increase your 2019 sales............+ 2%

$1 - $4,999 15%
$5,000 - $9,999 10%
$10,000 or More 5%

STOREFRONT SALES STRATEGY

SHOW N SELL FOCUS
- Scalable– More Scouts, More Shifts
- One Scout Per Shift
- 8-Hour Selling Commitment
- Easy Sales Forecasting

BOOKING LOCATIONS
- Start Early! (Late Spring, Early Summer)
- Google Analytics: High Traffic Volume
- Unique Locations: Malls, Truck Stops...

MOTIVATING SCOUTS
- Start Prizes at Per Scout Goal
- 4% - 10% Tiered Structure
- Recognition for Top Seller Status
- Fun, Games, Pie Face

BUILD A TEAM
- Popcorn Team
- Shared Ideas & Effort
- Tribal Knowledge Passed Down
- Scalable

RECRUITING
- Recruit at Show N Sells
- Train the Parents
- Distribute Flyers
- Take Contact Information

SALES TRACKING
- Point of Sale Software
- Accept Credit Cards
- Individual Sales Tracking
- Real-Time Reporting

PARENT BUY-IN
- Personal Growth Program
- No Dues
- Unit Culture– It’s What We Do

STOREFRONT SALES TIPS

PREDICTABLE
Knowing your sales per hour can help you determine the number of sites and shifts needed to meet your goal.

SCALEABLE
Continue to grow your sale by increasing the number of sites and shifts booked.

ONE SCOUT PER SHIFT
Increase coverage, productivity, and sales per hour by only booking one Scout and parent per storefront shift.

8 HOUR COMMITMENT
Scouts that work for 2-hour shifts can sell up to $1,000, which covers the entire year of Scouting.
Take the challenge and.....

Fill It Up!

How to sell to 30 customers in one week and fill up your order form!

Monday
2 Sales
Sell to Mom and Dad at home after your Scout meeting.

Tuesday
4 Sales
Sell to neighbors on both sides of your house and two neighbors across the street.

Wednesday
4 Sales
Call both of your Grandparents and two favorite Aunts and Uncles.

Thursday
8 Sales
See if Mom or Dad can take you in uniform to their work lunchroom.

Friday-Saturday-Sunday
12 Sales
Take a moment and decide where to sell over the weekend. You could go to local businesses, or reach out to relatives and friends that live in a different city.

This plan can be very successful for each individual Scout to quickly reach a goal of a “full” order form.

Already filled up your order form?
You can continue selling face-to-face and online at trails-end.com to reach an even higher goal and earn more rewards!

See how high you can go!

Trail’s End
Over 73% goes to local Scouting

The NEW Online Direct

ONLINE DIRECT PROMOTIONS

• Free Shipping Weekend - July 3 - 5
  Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!

• Units Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15
  *Unit must be registered to sell by no later than August 15, 2020 to qualify.

• Scout Online Direct Entrepreneur Challenge
  The first 200 Scouts to hit the goal of $2,500 in Online Direct sales from July 1 – August 15 will receive an additional $200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling Online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce.

• Square Readers for Scouts – redeemed in the Trail’s End App beginning July 1:
  • Scouts who sold $1,000 - $3,499 in 2019 will receive a Square reader (headphone or lightning)
  • Scouts who sold $3,500+ in 2019 will receive a contactless Bluetooth reader

• Scouts earn DOUBLE points for Amazon.com Gift Cards with Trail’s End Rewards!

THE SAFEST WAY OF FUNDRAISING FOR SCOUTS!

BUILD YOUR PLAN TO SELL $1,000 SOCIAL DISTANCING
Text MYPLAN to 62771 to learn more!

8 | Popcorn Kernel Guidebook