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Your Scouts will...

GO TO CAMP

HAVE GREAT SCOUTING EQUIPMENT

HAVE AMAZING SCOUTING ADVENTURES

DO IT ALL by selling Scouting!

Customers are rewarded with GREAT TASTING POPCORN!!
## 2020 Popcorn Key Sales Dates

### August

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<td>IA &amp; ISU Presale Jug Order Due</td>
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- **July 1 – Sept. 27:** Blitz Days
- **July 29:** IA & ISU Presale Jug Order due ONLINE
- **August 8:** Council Popcorn Training @ the Maytag Scout Center & available on www.ScoutingIowa.org
  - 9:30am check in; 10am – noon program
- **August 8:** Presale Jug Pickup @ the Maytag Scout Center (begin selling jugs and Take Orders as soon as you pick them up)
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<td>Show &amp; Sell Order Due Online (full cases only)</td>
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<td>Blitz Days</td>
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<td>Popcorn Brochure mailed to all registered Scouts</td>
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<td>Blitz Days End</td>
<td>Replenishment Order due Online (full cases only)</td>
<td>Blitz Days results due</td>
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- **September 1:** Show & Sell Order due ONLINE – **FULL CASES ONLY**
- **September 8:** Popcorn Brochure mailed to registered Scouts for registered selling units
- **September 18:** Show & Sell Product Distribution and Popcorn sale begins
- **Sept. 28:** Replenishment Order due ONLINE – **FULL CASES ONLY**
- **September 29:** Email Blitz Days results due. Email to micpopcorn@scoutingiowa.org
## October

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<td>Replenishment Order Pickup</td>
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<td>Blitz Days Gift Cards available for pickup</td>
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<td>Submit # of patches needed</td>
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- **October 2:** Replenishment Order Pickup @ the Maytag Scout Center
- **October 3:** Blitz Days Gift Cards available for pickup at the Scout Shop
- **October 18:** Popcorn Sale Ends
- **October 21:** Take Order due ONLINE – **FULL CASES ONLY**
- **October 28:** Submit the # of Scout patches needed

Revised: 06/30/2020
## November

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- **November 6:** Take Order Distribution (at district pickup locations)
- **November 17:** Popcorn Invoice Payment Due
## December

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<td>Top Seller’s Extravaganza registrations due</td>
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<td>31 Last day to pick up Blitz Days gift cards</td>
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</table>

- December 9: Top Seller’s Extravaganza registrations due online
- December 12: Top Seller’s Extravaganza @ Hy-Vee Hall
- December 31: Last day to pick up Blitz week gift cards from the Scout Shop
- January 16, 2021: Iowa Wild hockey game (for Scouts who created an online sale account)
Popcorn Sales Contacts

**District Popcorn Chair:**

**Prairie Winds**
Jodi Harms  
54bjharms@gmail.com  515-835-0026

**Twin Rivers**
Terry Kleinhesselink  terry.kleinhesselink@micscouting.org  515-321-1980

**Woodland Trails**
TBD

**District Staff:**

**Prairie Winds**
Zach Tomesch  zachary.tomesch@scouting.org  515-802-5576
Serica Rowley  serica.rowley@scouting.org  515-954-6799

**Twin Rivers**
Todd Eipperle  todd.eipperle@scouting.org  515-250-5539
Mark Haddinger  mark.haddinger@scouting.org  515-587-8057
Lauri Ericson  lauri.ericson@scouting.org  515-868-8106

**Woodland Trails**
Scott Walters  scott.walters@scouting.org  515-954-5548
Jessi Milner  jessi.milner@scouting.org  641-799-1851

**Maytag Scout Center:**
515-266-2135

**Council Popcorn Team:**
Scott Walters  scott.walters@scouting.org
Darla Hunzelman  darla.hunzelman@scouting.org
Dan Gelis  dan.gelis@scouting.org

**General:**
Cindy Day  cindy.day@scouting.org
Jennifer Kramka  Jennifer.kramka@scouting.org
Randy Rosander  randy.rosander@scouting.org
Nancy Helland  nancy.helland@scouting.org
Josh Williams  joshua.williams@scouting.org

**Trails End Customer Service:**
support@trails-end.com or TEAppsupport@trails-end.com

Revised: 06/30/2020
Unit Popcorn Chair Responsibilities

- Have all Scouts create an account to sell online at [http://sell.trails-end.com](http://sell.trails-end.com) or by texting APP to 62771 to download the app. Encourage families to utilize the Trails-End App.

- Facilitate a Unit Kick Off

- Total all orders (show & sell, Replenishment, Take Order) and submit your unit order online, by the appropriate deadline. See calendar for timeline.

- Order product for Show & Sell, Replenishment, and Take Orders in the Trails End system, in CASES ONLY

- Coordinate your unit popcorn pick up(s). Be sure to bring a large enough vehicle to take all product at one time. (Bring a volunteer to help, if needed).

- Coordinate dates and times to sell at local stores or high foot traffic locations

- Distribute popcorn to your unit’s Scouts and monitor that it’s delivered to customers and money is collected in a timely manner

- **Monitor the Facebook Swap site to let other units know what product you need, or what product you’d like to swap.** Go to [https://www.facebook.com/groups/472745293476780/](https://www.facebook.com/groups/472745293476780/) to join this group, if you haven’t already done so.

- Make sure you submit, register, and/or turn in forms to ensure your unit receives all prizes, awards, and incentives (i.e. Blitz Day gift cards, Top Seller’s Extravaganza, Trails End Reward Program). See calendar for timeline.

- Contact your District Popcorn Chair or Council Popcorn team if you have any questions.
Sales Methods

1) **Online Direct:** Utilize your Scout online sales account to take customer orders. **Easier and safer** than ever for Scouts to sell to friends and family
   1. Scouts set up their Online Direct account by downloading the Trails End App, then share their fundraising page via email, social media, and text messages.
   2. There’s NO WORK for the Popcorn Kernel and Scouts can fundraise year-round
   3. Product is paid for with customer’s credit or debit card
   4. Product is shipped directly to the customer. Customer pays $7.99 for first item, then $0.99 for each additional item purchased
   5. Due to temperature constraints, if customer’s orders contain chocolate products, their order will not be shipped until October

2) **Phone Calls:** Call family, friends, neighbors, etc. and make sale over the phone.
   1. Call customers and make popcorn sales over the phone. Make sure you collect the street address & email address for your customers. (Just in case you want to call them again, or verify their pick up time)
   2. Tell your customer, your unit will meet at (indicate location) on (date), from (time).
   3. Schedule a time so your customer can stop by the location to pick up and pay for their product.
   4. Units can treat this as a “curb side” pickup to ensure safety.
   5. One adult, wearing gloves, should handle and record all money collected. Hand sanitized after each transaction.

3) **Take Order:** Product you need to fulfill Scout’s undelivered orders
   1. Scouts collect orders in the app, or on their Take Order form, and mark product “undelivered” to be delivered at a later date
   2. Take Orders are product the Scout and Unit does NOT have on hand (in their unit product inventory)

4) **Show & Deliver (aka “Wagon Sales”):** Selling product you have on hand when selling door-to-door.
   1. Scouts bring product door-to-door to customer residences to ask for support
   2. This method is great for Scouts who prefer going to neighborhoods, close to their home
   3. Product is carried with the Scout in a wagon or vehicle, making it quick and easy to process for the customer
   4. Money is collected before leaving the product with the customer.

5) **Show & Sell:** Selling product you have on hand when working store fronts
   1. Get permission to sell in front of a retail store, gas station, or other high traffic location in your community.
   2. Have plenty of products for people to buy.
   3. Use a credit card square to increase sales

5. **Selling at Work:** Scouts have their Take Order forms or online app and sell directly to parents/guardian’s co-workers.

*Unit Ordering Hints:*

1. **Decide how much to order** – initial Show & Sell order should be no more than 50% of your prior year’s sale (based on your prior year popcorn invoice).
2. **Place your order** online, then **pick up** your product (see calendar for order and pickup dates/locations)
3. Show & Sell and Take Orders are picked up at district specific locations. The Replenishment Order is picked up at the Maytag Scout Center (see calendar for dates)
4. **All product is ordered IN CASES** not individual containers. Containers not needed to fulfill Scout Take Orders should be sold as Show & Sell at a Storefront location. **Due to COVID-19 Trails End Product cannot be returned.**
5. **Utilize Facebooks “Popcorn Swap”** site to transfer unneeded product from one unit to another. Post frequently for extra product you have available to swap, or product you are in need of.

Revised: 06/30/2020
# 2020 Product Lineup

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<th>Description</th>
<th>Selling Price</th>
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<td>Military Donations</td>
<td>$50 &amp; $30</td>
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<tr>
<td>Cheese Lover’s Collection</td>
<td>$35</td>
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<tr>
<td>Salted Caramel Corn</td>
<td>$25</td>
<td>12</td>
</tr>
<tr>
<td>Blazin’ Hot</td>
<td>$20</td>
<td>8</td>
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<tr>
<td>White Cheddar Cheese Corn</td>
<td>$20</td>
<td>8</td>
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<tr>
<td>* Iowa State Cyclone Jug (caramel corn)</td>
<td>$20</td>
<td>8</td>
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<tr>
<td>* Iowa Hawkeye Jug (caramel corn)</td>
<td>$20</td>
<td>8</td>
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<tr>
<td>Popping Corn</td>
<td>$15</td>
<td>9</td>
</tr>
<tr>
<td>Unbelievable Butter – Ready to eat</td>
<td>$15</td>
<td>8</td>
</tr>
<tr>
<td>Classic Caramel Corn</td>
<td>$10</td>
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Customers will see more many more products online when Scouts ‘share’ their online sale account link. Customers pay $7.99 for the first item, then only $0.99 for each additional item.

* IA & ISU jugs not available online

All microwave and chocolate products available online only.
Facebook Sites

MIC Popcorn “Swap”
One of the important and exciting features of the 2020 popcorn sale is the ability for unit leaders to transfer (aka “swap”) popcorn product. If you have too much or would like more, this is your connection to other popcorn chairs!

Go to https://www.facebook.com/groups/472745293476780/ to join this group today!

Add a comment on the site letting others know your unit has extra or is in need of (name the flavor(s)), please contact (your name, email, phone).

The site’s intended for popcorn swaps, not a Q&A site.

NOTE: The council does not and will not manage any unit-to-unit product swapping

Trails-End
If you have questions about the Trails-End App, Trails-End website, or “how do I do that”, stay in the know.

‘Follow’ Trails-End’s Facebook page. Get answers to popcorn questions and get great ideas to make your popcorn sale successful!

Go to https://www.facebook.com/TrailsEndPopcorn/
Commissions
Popcorn sale returns 73% to Scouting!

Mid-Iowa Council uses its share of the sale for program support, purchasing prizes, providing the Popcorn Extravaganza, rally samples, etc. Our vendor is paid for product ordered. The remaining income is commissions, earned by units, to pay for their unit activities.

Units can automatically earn up to 31% commissions for the traditional sale (Show & Sell, Replenishment Order, Take Order and App sales) and Online Direct (sharing Scout link with customers) sales.

Trails End prize program is Amazon gift cards, Units will NOT have the opportunity to opt out of prizes for additional commissions.

Commissions earned from Online Direct sales will be transferred to unit accounts on a quarterly basis.

Zero Return Policy for 2020 Trails End Product Sales

Due to COVID-19 safety concerns, Mid-Iowa Council will NOT accept Trails End product back, after it’s been ordered.

Units are encouraged to sell excess product at Storefront locations or visit the Facebook swap site to transfer product between units.
Online Direct Sales Information for Scouts

The safest way of fundraising for Scouts!

Raise more money with less effort!

SAFE FOR SCOUTS!! Fundraise from the safety of your home

NO HANDLING!! Product is shipped to your customers and sales are credits to the Scout

NO COLLECTING MONEY!! Customers pay for product, using their credit/debit card. Just like they’d do if purchasing from Amazon.

Units receive 31% commissions for Online Direct sales

Scouts earn DOUBLE TRAILS END REWARD POINTS for every Online Direct sale!

Online Direct sales (sales where customers use Scout link to purchase product) are automatically synced into the Scout Tracking tab of the Trails End system when the Scout creates an Online Direct Sales Account

HOW IT WORKS

Share your Online Direct fundraising page via email, text, or social media

Customers click your Scout link to place online orders

Customers pay $7.99 shipping/handling for the first product, then only $0.99 for each additional product. It’s safe for the customer because product is shipped from the supplier to their home. No other hands touch the product.

Product is shipped directly to your customers

** When product is NOT shipped directly to customers:
  - Show & Sell sales where customers purchase product from Unit storefront locations
  - Wagon Sales made via the app (sale where Scout provides product as soon as customer places order)
  - Take Orders, where order and/or payment is made & entered onto app, but product is NOT available at the time of customer order

Here’s how: Go to HTTPS://WWW.TRAILS-END.COM/ or Text APP to 62771 to download the app

Step 1: REGISTER
  - Click the “REGISTER” button I the top right-hand corner
  - Chose “SCOUT” if you’re the Scout, or choose “PARENT” (for Scouts who are not 13 years of age) if you’re registering on behalf of your Scout

Revised: 06/30/2020
• Continue to complete your registration, following the instructions provided (PS: You are in Mid-Iowa Council)

**Step 2: ABOUT ME PAGE**
• Upload a profile picture so customers know it’s you
• Write your Scout fundraising description, telling customers why you’re raising money
• Select your favorite product from the dropdown
• Enter your Twitter handle and Instagram username (if you have one)

**Step 3: MY GOALS**
• Create your online sales goal; give it a name and a dollar amount

**Step 4: MY PHOTOS & VIDEOS PAGES**
• Upload photos and a video for customers to see on your page

**Step 5: VIEW MY FUNDRAISER**
• Click the “View My Fundraiser Webpage” link, from the navigation, to see your personalized selling fundraiser page, before sharing it with friends and family. Make sure it says and looks the way you want it

**Step 6: SHARE YOUR PAGE**
• Click the email and social media icons, located above your profile picture, to share your page with friends and family. (Don’t forget to share your page via text message and Facebook too.)
Scout Tips to Hit Your Goal

After downloading the Trails End app and creating a secure account...

**Your Scouting Webpage**
- Add a profile picture
- Fill out your Scouting bio, so customers know what you’re working hard to accomplish
- Choose your favorite product
- Add additional Scouting photos and videos. Customers love to see your achievements!

**Email**
- Build a list of contact and keep track of who your email your link to, and when. Makes it easier to say “thank you”; tell customers how your sale is going; advertise new products; see if customers who like to make additional purchases; etc.
- Use the email feature, on your Scout portal, on your personalized selling webpage
- Ask your parents/guardian to email your URL to their co-workers
- Studies have shown that sending emails on Tuesdays or Thursdays, between 10-11am and 8-12pm get the best ‘open’/’response’ rates

**Social Media**
- Use images, videos, and live-streaming features on your personalized webpage
- Encourage your friends and family to share your posts
- Send your URL via direct messages
- Leverage your profile picture and cover photos
- Post 2-3 times per week (best times are before 8am, then between 12-3pm and 6-9pm

**Text Messaging**
- Ask your parents/guardian to text your URL to friends and family
- Encourage your friends and family to share your URL
- Within your contact list, text your URL to one person from each letter of the alphabet
Popcorn Pick-Up Dates & Locations

- **Collegiate Jugs picked up**: August 8, 2020 at the Maytag Scout Center (once training session concludes)
- **Show & Sell Pick-up**: September 11, 2020 *(see below for site location)*
- **Replenishment Order Pick-up**: October 2, 2020 at the Maytag Scout Center from 1pm – 7pm
- **Take Order Pick-up**: November 6, 2020 *(see below for site location)*

Dock site information for Show & Sell and Take Order Pick-Up:

<table>
<thead>
<tr>
<th>Location</th>
<th>Show &amp; Sell:</th>
<th>Take Order:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prairie Winds</strong></td>
<td>Ag Leader Academy 2202 N. Loop Dr. Ames, IA 50010</td>
<td>Same Location</td>
</tr>
<tr>
<td><strong>Twin Rivers</strong></td>
<td>Mid America Logistics Group 2800 SE Enterprise Dr. Grimes, IA 50111</td>
<td>Same Location</td>
</tr>
<tr>
<td><strong>Woodland Trails</strong></td>
<td>Geetings, Inc 3701 E. Main St. Knoxville, IA 50138 and Bridgeview Center 102 Church St. Ottumwa, IA 52501</td>
<td>Same Locations</td>
</tr>
</tbody>
</table>

Contact your District Executive or District Popcorn Chair to schedule a pick up time.

**Approximate** vehicle Loading Guidelines:

- Mid-Size Car: 20 cases
- Jeep: 40 cases
- Mini-Van: 60 cases
- Suburban/Explorer: 70 cases

Be sure to bring enough vehicles to load and take your entire order in one trip.

Packing slips will be provided at pick up. **Verify your product order count as it is loaded. COUNT CAREFULLY AND ACCURATELY!** *Once you have signed for it, you are responsible for it!*

Distribution questions should be directed to your District Executive or District Popcorn Chair. (See page 8 for contact info.)
Popcorn Invoice

• Units are responsible for the prompt delivery of popcorn to customers and collecting what is owed.
  o **Checks from customers should be issued to your unit** (i.e. Pack XX).
  o Money collected during the popcorn sale should be deposited into your Unit Bank Account.
  o Online orders are paid by customers at time of purchase. Product is shipped directly to them.

• **Payment for product is due on or before November 17, 2020.**
  o Payment is NOT needed when picking up Show & Sell or Replenishment product.
  o A single check, issued to Mid-Iowa Council, are acceptable when picking up Take Order product.
    ▪ **Reminder:** If you accept product from another unit, after you’ve paid your invoice, a new “balance due” will be calculated on your invoice.

• Paper copies of unit invoices will not be printed and mailed to units.
  o Additional product orders, transfers, adjustments made after the paper invoice is produced, makes the paper version inaccurate.

• Unit invoice are available anytime on your Unit Leader dashboard.
Prizes

The prize program is available to every registered Scout in Mid-Iowa Council.

Popcorn patch and a voucher

Every Scout who sells 1 item earns a Popcorn patch and a voucher to attend the January 16, 2020 Iowa Wild Hockey game. If a Scout is new to the sale, they must also create an online sale account through Trails-End. (This game separate from the Top Sellers Extravaganza game.) Email the # of Scout patches needed, by Oct. 28, to micpopcorn@scouting.org. These will be available for pickup at your Nov. 6 Take Order distribution site (or mailed to units with no Take Order). Sales totals are based on individual Scout’s total gross sales.

Blitz Days Gift Card(s)

Online Direct, Collegiate Jug and Take Order sales through Blitz Days (July 1 – Sept. 27, 2020), Scouts will earn a $10 Scout Shop gift card for every $300 sold! (It’s easy...30 $10 items will earn you $300)

“Thank You for Selling Popcorn”

• “Thank You for Selling Popcorn” Recognition: Units who sell popcorn and achieve the council Per Scout Sales goal will receive discount of 5% off ALL council and district activities in 2021! This includes day camp, camporees, summer camp, Klondike derby, leader training, and any other council/district activity! DO IT ALL with just one Fundraiser!

Top Sellers Extravaganza

• Scouts who sell $1250 are invited to attend the exciting Top Sellers Extravaganza at the Iowa Event Center DECEMBER 12, 2020 with 2 guests FREE. In addition, if your unit reaches the “Thank You for Selling Trails-End Popcorn” goal, the Popcorn Chair and 1 guest ARE INVITED TO ATTEND THE TOP SELLER’S EXTRAVAGANZA AT NO COST!!
  o Online registration for this event is due by December 9, 2020. There will be activities, recognitions, food, beverages, prizes, and loads of fun!

Go to MIC camp FREE

• Scouts who sell $2500 go to MIC camp FREE! Cub Scouts and accompanying adults can attend. Scouts BSA youth get a free week at MIC summer camp in 2021

• How to register qualifying Scouts for free camp: Begin by starting your camp registration, like normal. Enter all the contact and participant information. Then, contact Josh Williams (515-266-2135) when you reach the point where the system requests payment information. Give him the names of the Scouts that qualified for the camp session (Ryan and Oscar). Josh will then apply the discount on the back end of the system. If you are registering Scouts that need paid for, you can then pay for them.

Top Unit Sellers Dinner

• Popcorn Chairs and leaders of Top selling units, making up 75% of the overall sale, are invited to a special Unit Leader dinner to be recognized for outstanding effort, review the sale, and learn about

Revised: 06/30/2020

The Popcorn Fundraiser is intended to reward Scouts based on individual accomplishments. Please DO NOT combine sales for Scouts (even if the Scouts are siblings.)
what’s new for the coming year. Popcorn Chairs/Leaders in this prestigious group will receive a special email invitation to register for dinner.

Trails-End Scout Rewards

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO SCOUTS LOVE TRAIL’S END REWARDS?
• Scouts get to buy the prizes they want! The more you sell, the more you earn.
• Millions of prize choices on Amazon.com
• Get your prizes faster and delivered directly to you.
• Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL’S END REWARDS?
• Less work! No collecting orders from Scouts or distributing prizes.
• Simplified Sale Management
• The Trail’s End leader portal is a one-stop shop for everything, including prize ordering.
• Orders are tracked automatically for leaders when Scouts sell with the App and online.
• It’s easy to communicate and manage because face-to-face and online sales count towards Rewards.
• Trail’s End helps train and motivate Scouts through the App.
• Leaders can wrap up the fundraiser and get back to Scouting faster!

SCOUTS EARN DOUBLE ONLINE

PER EVERY $1 SOLD
ONLINE DIRECT

PER EVERY $1 SOLD
CREDIT/DEBIT

PER EVERY $1 SOLD
CASH

30/2020
Blitz Days

Scouts can earn a $10 Scout Shop gift card for EVERY $300 sold during the Collegiate Jug presale through Blitz Days (August 8 – September 20, 2020)!! That’s only 30 $10 items. During this time, there are NO MAXIMUM NUMBER OF GIFT CARDS THAT CAN BE EARNED!

**When do Blitz Days start and end?** July 1 – Sept. 27, 2020

**What’s the incentive?** Gift card(s) to the Scout Shop

**What’s the value of each gift card?** $10

**How do Scouts qualify for a Gift Card?** Every $300 sold

**What is the deadline to submit results?** Sept. 29, 2020 by 11:59pm

**How do I submit Blitz Days results?** Utilizing a link to a Google Drive spreadsheet

Popcorn Chairs will email each Scout’s results to micpopcorn@scoutingiowa.org

**What if I miss the deadline?** Keep your popcorn calendar handy so no deadlines are missed

**Do collegiate jug pre-sales and Take Orders count toward the $300?** YES

**Do Online Direct sales count?** YES

**Can Scouts combine sales to reach the $300?** NO

Sales are based on individual Scouts sales only. Multiple Scouts cannot combine sales to reach the $300 qualification amount.

**When will Gift Cards be available for pick up?** Oct. 3, 2020

**Where do you pick up gift cards?** From the Scout Shop

**Is there a limit to the number of $10 Scout Shop gift cards a Scout can earn during Blitz Days?** NO

Example: If a Scout sells $900 in gross sales, they’ll receive THREE $10 Scout Shop Gift cards!

**Do the Gift Cards expire?** NO, but they must be picked up by Dec. 31, 2020

**Can the Gift Cards be redeemed for cash?** NO and there’s no cash back on purchases
Popcorn FAQ’s

How do Scouts earn patches and vouchers to an Iowa Wild Hockey game?
❖ Scouts who sell 1 item will receive a patch and voucher for the January 16, 2021 Iowa Wild game.

Are the products the same as last year?
❖ No. Blazin’ Hot will replace Caramel Corn with nuts, Unbelievable Butter (ready to eat) replaced Unbelievable microwave, and popping corn is in a new, resealable 28oz container!

Is there a Nutritional Facts Sheet?
❖ Yes. Go to https://www.trails-end.com/nutritional-facts. In addition, if customers place orders online, they can click on the name of the product to be showing nutritional facts.

Are the products online the same as what’s on the Take Order form?
❖ No. There is a much larger selection of products online.

Will Collegiate Jug be available?
❖ Yes. Iowa and Iowa State jugs will be available for the Collegiate Jug Pre-Sale and as part of the 2020 product lineup. Collegiate jugs are only available as part of the traditional sale, but not available for Online Direct sales.

Are there any non-popcorn products available for sale?
❖ Yes, for Online Direct sales only.

Can we still honor our military?
❖ Yes. Military donations made via the app will automatically be distributed by Trails End. If you want to deliver to local first responders or have the Council deliver to the National Guard, $30 and $50 purchases should be entered with your Take Order.

Can Units place individual containers orders?
❖ No. All orders are placed in cases.

Where do I pick up my popcorn product?
❖ The Show & Sell AND Take Order unit orders will be delivered to individual district locations. The Replenishment Order can be picked up at the Maytag Scout Center Friday Oct. 2 from 1pm – 7pm.

Is the Unit Show & Sell and Take Order the only orders that can be placed?
❖ No. Units can place a Replenishment Order midway through the sale (Monday, Sept. 28, 2020).

Can unsold product be returned?
❖ No. Due to COVID, to ensure the safety of everyone involved with the popcorn fundraiser, no product can be returned for the 2020 sale. Units are encouraged to sell excess containers utilizing Show & Sell, Wagon Sales, or use the Facebook Swap sites to see if other units can use it.

Will there be a prize program?
❖ Yes. We’re using Trails End’s Amazon card prize program. Once Scouts have turned in all money collected for sales, Unit’s Popcorn Chairs will send an email message is sent directly to the Scout to digitally redeem their gift card(s). There’s no preset prize selections. Scouts can choose what they want on Amazon.

Can I opt out of the prize program for additional commissions?
❖ No. Trails End provides Amazon cards as prizes so there is no longer an option to opt out of prizes.

Is there a Scholarship Program?
❖ No. You can also go to https://support.trails-end.com/support/solutions/folders/17000136407 for more information.
❖ Your Scout’s existing Scholarship balance will remain with Trail’s End with interest continuing to be added each year. Once they are eligible for payout, the existing balance can be used for post high school education in accordance with Trails-End’s terms and conditions (http://sell.trails-end.com/ca/trails-end/media/TrailsEndScholarshipTermsandConditions.pdf).
TE – App Instructions

Step 1: Download the Trails-End App – Text APP to 62771 to get a link to download
- Scouts can track and report real-time storefront, wagon, and online sales
- Scouts can accept cash and credit card payments
- Popcorn Kernels can track inventory, by Scout and storefronts
- Scouts can sign up for storefront shifts

Step 2: Create your Scout’s Online Sale Account – Get started at https://app.trails-end.com/scouts

Step 3: Set Your Scout Goal
- Scouts can decide this based on the number of hours they want to spend selling
  - $100 – $125/hour is typical
    - I.E.: 4 hours, for the entire sale, would be a $500 goal

Step 4: Get Organized and Plan Your Sale
- Choose the storefront shifts you want to participate in from the list available on your Scout portal. Locations and shift times will be shown
- Decide which days you want to canvas your neighborhood, by taking product with you (“Wagon Sales”); the sales from on your phone (via the app); or using the paper Take Order form

Step 5: Scouts can Create their Online Fundraising Page
- With in app, click the drop-down, in the upper corner, and select “Manage Your Page”

Step 6: Share your Link with Family and Friends
- The built-in sharing capabilities, within the app, allows Scouts to share their online sale link via email, social, and text messages. This makes selling even easier!
- When customers click the link and place an order, product is shipped directly to their home

Benefits for Units:
- NO CREDIT CARD FEES
- Compatible with your Square readers
- Automatically communicates and tracks Scout sales to the Leader Portal and Scout Rewards

Benefits for Scouts:
- Scouts can take customers payments (cash, checks credit cards)
- Square readers are accessible from your Popcorn Kernel
TE – Store Front App Instructions

1) Sign In

2) Click on shift

3) “Start Storefront Sale”

4) Add Items to and view order

5) Click Take Payment

6) Add or decline donation

7) Select Payment Type

8) Slide or Type card

9) Type Card Number if not swiped

10) Send receipt if desired

11) Storefront Summary

12) Misc Military on bottom of items

Revised: 06/30/2020
TE – Wagon Sales App Instructions

1) Open app/sign in
2) At the bottom, click Wagon
3) Click “Start Wagon Sale”
4) Add desired product with the +
5) Add or decline an addition donation
6) Confirm order, click Take Payment
7) Choose payment type (with cash skip to #10): Add customer info if the product is undelivered
8) Choose Swipe if you have a reader, or Manual if not
9) Type in card # for manual entry
10) Ask if they would like a receipt. Hit send or done
11) Send Customer Receipt
12) Your app now shows your new sold amount!

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