



TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



Popcorn Page

Mid-Iowa Council

2023

Popcorn Leader's Guide

Your Scouts will earn funds for...

THEIR SUMMER CAMP ADVENTURE

THEIR ANNUAL PROGRAM FEE

NEW CAMPING GEAR & EQUIPMENT

A WHOLE YEAR OF AMAZING SCOUTING ADVENTURES

DO IT ALL by selling Scouting!

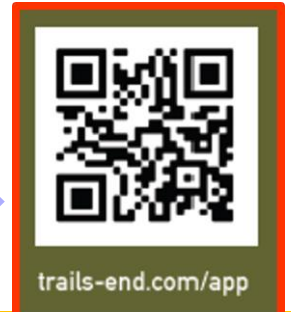
Customers have the **SATISFACTION** of supporting local youth and
getting **GREAT TASTING POPCORN!!**

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Key Sales Dates



Or text APP to 62771

- Aug. 5: Popcorn Training @ the Maytag Scout Center from 10am – noon
- Aug. 7: Popcorn Training – via Zoom meeting from 6:30pm – 8:00pm
- Aug. 10: Popcorn Training – via Zoom meeting from 6:30pm – 8:00pm
- Aug. 13: Show & Sell Order due ONLINE **by 11:59pm – CASES ONLY (Choc. Pretzels NOT available)**
- Aug. 25: Show & Sell Distribution –District specific sites – SALE BEGINS

Attend 1 of the 3 trainings to earn 6% commission

- Sept. 10: Replenishment Order #1 Due Online **by 11:59pm – CASES ONLY**
- Sept. 15: Replenishment Order #1 Pick Up @ the Maytag Scout Center – **8:30am – 6:00pm**
- Sept. 22: SNS product returns. **Weekdays (Mon – Fri from 8:30am – 5pm) on or before Sept. 22 - 50% of unit's initial order, in full cases.**

If units miss the initial case return (on or before Sept. 22), they are limited to bringing back 10% of their remaining inventory, full cases, weekdays (Mon – Fri from 8:30am – 5pm) from Sept. 23 through Oct. 16

Return Order MUST be entered in the Trails End system prior to returning product & call 515-266-2135 to schedule drop off date & time

- Sept. 24: Replenishment Order #2 Due Online **by 11:59pm – CASES ONLY.**
- Sept. 29: Replenishment Order #2 Pick Up @ the Maytag Scout Center – **8:30am – 6:00pm**

- Oct. 16: Product Return – Between Sept. 23 – Oct. 16 – **Weekdays (Mon – Fri from 8:30am – 5pm) Units can return 10% of their inventory, in FULL CASES ONLY. Not including chocolate @ Maytag Scout Center (8:30am – 5pm)**

Cases can be opened but must be a full case & contain the same product noted on the outside of the case.

Return Order MUST be entered in the Trails End system prior to returning product & call 515-266-2135 to schedule drop off date & time

0% returns accepted after Oct. 16

- Oct. 16: Sale Ends – No returns after Oct. 16
- Oct. 18: Take Order due ONLINE by 11:59pm – **Individual Containers**

- Nov. 10: Take Order Distribution – District sites & Invoice Payment Due
- Nov. 18: Top 10 Selling Scouts Party – Spare Time from Noon – 2pm

Key Contacts

Prairie Winds

District Professional	Lisa Wason	lisa.wason@scouting.org	515-203-1432
District Popcorn Kernel	TBD		

Twin Rivers

District Professional	Mark Haddinger	mark.haddinger@scouting.org	515-587-8057
District Popcorn Kernel	Terry Kleinhesselink	terry.kleinhesselink@micscouting.org	515-321-1980

Woodland Trails

District Professional	Austin Orr	austin.orr@scouting.org	319-457-2043
District Popcorn Kernel	Sandra Gruman	sgruman1026@gmail.com	641-832-7093

Trails-End Helpdesk: support@trails-end.com



Popcorn Kernel Position Description

Register your unit (Pack / Troop / Crew) to sell for 2023 by scanning the barcode or going to <https://trails-end.com/unit-registration>

Attend one of the following training sessions to receive 6% commission:

- **August 5, at the Maytag Scout Center from 10am – noon**
- **August 7, via Zoom, from 6:30pm – 8:00pm**
- **August 10, via Zoom, from 6:30pm – 8:00pm**

Facilitate a fun Unit Kick off. Get your Scouts and parents excited about selling popcorn!

- Share proven sales methods, testimonials, and have Scouts practice their sales pitch
- Share with leaders and parents how selling popcorn can fund the whole Scouting year.
- Maintain communication with leaders and parents throughout the sale regarding dates, incentives, etc.

Submit your unit orders online and be mindful of Key Dates (page 2)

Coordinate your popcorn pick up(s) with your District Popcorn Kernel. Be sure to bring large enough vehicle(s) to take all product at one time. (Bring a volunteer to help load & unload, if needed).

Secure your dates and times to sell at local stores or other high foot traffic locations. Go to your Trails End dashboard to claim your storefront date(s).

Distribute popcorn to your Scouts, deliver to customers and collect money on time.

Monitor the MIC Popcorn Facebook 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/> to join this group. Transfer product between units by selecting the "Transfers & Returns" link from your leader dashboard.

Order Hints and Resources

Scan this QR code for
2023 Popcorn
Resources



Storefront Scheduling

(Based on gross popcorn sales from 2022)

- \$20K+ : Units get 3 picks in their district **Mon Aug 14 & Tues Aug 15**
- \$10K+ : Units get 2 picks in their district **Wed Aug 16 & Thurs Aug 17**
- All Units get 2 picks in their district **Fri Aug 18**
- All Units get 2 picks in the Council **Sat Aug 19**
- All Units get unlimited picks **Mon Aug 21**

Hints

Place your order online, by selecting the “Popcorn Orders” link on your leader menu, then **pick up** your product at the designated location (see calendar for order and pickup dates & locations)

1. **Show & Sell Orders** are picked up at district specific locations.
 - **Order is due by 11:59pm by August 13 for pick up Friday August 25**
 - CASES only
 - **Pick up August 25** at your local distribution site. Schedule a pick up time with your District Kernel

Chocolate Pretzels will be shipped September 21 so will NOT be available for the first Show & Sell and replenishment order #1 to ensure chocolate product arrives without melting.

(*Hint:* Since chocolate products can't be returned, consider ordering with your Take Order.)

2. **Replenishment Orders** are picked up at the Maytag Scout Center.
 - **Replenishment Order #1 is due by 11:59pm September 10 for pick up Friday September 15**
 - CASES only
 - Schedule a pick up time – Call 515-266-2135
 - **Pick up Sept. 15** at the Maytag Scout Center from 8:30am – 6:00pm
 - **Replenishment Order #2 is due by 11:59pm September 24 for pick up Friday September 29**
 - CASES only
 - Schedule a pick up time – Call 515-266-2135
 - **Pick up Sept. 29** at the Maytag Scout Center from 8:30am – 6:00pm

Replenishment Order #2 will be fulfilled based on product returned through Sept. 22.

Based on inventory availability, some units may be contacted by the Council to modify their order

(*Hint:* Since chocolate products can't be returned, consider ordering with your Take Order.)

3. **Take Orders** and picked up at district specific locations
 - **Take Order is due by 11:59pm October 18 for pick up Friday November 10**
 - **Individual containers**
 - Order product needed to fulfill final requests as this is the last order you can place.
 - **Pick up November 10** at your local distribution site. Schedule a pick up time with your District Kernel

Additional Product (fulfilled based on product inventory on hand)

If you need more products, between scheduled order dates, call 515-266-2135. Indicate the amount of product needed (**cases only**), your district, unit type and #, and schedule a pick it up time (from the Maytag Scout Center Mon – Fri between 8:30am – 5:00pm. **NOTE:** The office is closed for lunch Monday – Friday from noon – 1pm.

HINT: See page 7 for Return policy guidelines

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Facebook Sites

MIC Popcorn Facebook Site

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

If you have too much or would like more, this is your connection to other popcorn kernels! Add a comment letting others know your unit has extra product or that you need more. Include your name, email, and phone # so others know how to reach you. To update your invoice, see "Unit to Unit Product Transfers".

Unit to Unit Product Transfers

Utilize the "transfer & Returns" link, from your unit dashboard, to transfer product between units. **Once the receiving unit agrees to the product, both the transferring and receiving unit invoices will be updated.**

Transferring Unit and Receiving Unit must coordinate a date & location to exchange product.

The Council does not, and will not, manage any unit-to-unit product transfers

Trails End Facebook Community

Join Trails End Facebook Community to see questions and responses asked by Unit Kernels throughout the nation. From your leader portal, select the "Join Our Community" link to connect to Facebook users, nationally. Note, since this is a National Facebook site, answers to questions might not relate to Mid-Iowa Council's sale (i.e. Council specific incentives, commissions, etc.)

Trails End Resources

Trails-End has numerous webinars to help you navigate the system, order product, understand the Scout app, etc. From your leader portal, click the "Webinar Registration" link, then select the "Need Help? Get Support" link to see the "Knowledge Base". Find many helpful FAQ's, all in one location

Leaders can also email support@trails-end.com with questions.

Commissions

Mid-Iowa Council uses its share of the sale for program support, weekly prize drawings, the Top 10 Seller's party, product returns, insurance, etc. Trails End is paid for the product ordered. The remaining income is commissions, earned by units, to fund their Scouting adventures. **It is the responsibility of each unit committee to determine how commissions earned are used.**

Units can earn up to 33% commissions for the traditional sale (Show & Sell, Replenishment Order, and Take Order).

Base Commission: Automatically receive 25% commission just by selling!

Bonus Commission: Earn an additional 6% for attending one of the following training sessions:

- August 5, 2023 at the Maytag Scout Center, from 10am - noon.
- August 7, via Zoom, from 6:30pm – 8:00pm
- August 10, via Zoom, from 6:30pm – 8:00pm

Popcorn Kernels (or unit representative) **MUST stay** for the entire training to receive the commission.

Bonus Commission: Earn 1% if Unit retail sales total \$30,000 (after product returns)

Bonus Commission: Earn an additional 1% if Unit retail sales total \$55,000 (after product returns)

Online Direct: sales automatically receive 31% commissions (sharing Scout link with customers)

Note: If units utilize individual Scout accounts, account values of \$600 or more require a form 1099.

It is **not recommended** units have a donation (or “tip”) container when selling popcorn. If a customer wishes to make a donation, that monetary amount should be entered into the Scout app as a military donation. This ensures the Scout receives credit for the sale (for prize levels and qualifications) and units receive commissions for the sale.

NOTE: The Trails End prize program is Amazon gift cards. Units will not have the opportunity to opt out of prizes for additional commissions.

Return Policy Guidelines

Return FULL CASES to the Maytag Scout Center
(Monday – Friday from 8:30 – noon or 1:00 - 5:00pm)

Product must be returned in the original case and cases cannot contain mixed products

NO Returns for Chocolate Products or individual containers



Weekdays (M – F), on or before September 22, 2023

- **50%**, retail value, of unit's initial order.
- Weekdays (Mon – Fri) on or before September 22, 2023
- The Trails End system will show units how the retail value of inventory unit has. Units cannot enter more than 50% of this retail value (i.e if unit initially order is \$10,000 in product, they can only return \$5000)
- Enter amounts to be return in FULL CASES - *product must be returned in the original case & cannot contain mixed products*
- If full case quantities entered exceed 50% of initial retail value, Unit leader must adjust case quantity.

*****If units miss the initial case return, they are limited to bringing 10% of their full cases back*****

Weekdays (M – F), from September 23 – October 16, 2023

- **10%**, retail value, of unit's remaining inventory (excluding chocolate)
- Weekdays (Mon – Fri) from September 23 - October 16, 2023
- The Trails End system will show units how the retail value of inventory unit has. Units cannot enter more than 10% of this retail value (i.e if unit final order is \$10,000 in product, they can only return \$1000)
- Enter amounts to be return in FULL CASES - *product must be returned in the original case & cannot contain mixed products*
- If full case quantities entered exceed 10% of final retail value, Unit leader must adjust case quantity.

After October 16, 2023

- **0%** returned

Product	Containers per Case	Container Value	Value per Case
Kettle Corn	12	\$ 15.00	\$ 180.00
Popping Corn Jar	9	\$ 15.00	\$ 135.00
White Cheddar Popcorn	12	\$ 20.00	\$ 240.00
Salted Caramel Corn	12	\$ 25.00	\$ 300.00
S'mores Popcorn	12	\$ 25.00	\$ 300.00
Unbelievable Butter	6	\$ 25.00	\$ 150.00
IA Hawkeye Tin	6	\$ 30.00	\$ 180.00
ISU Cyclone tin	6	\$ 30.00	\$ 180.00
Chocolatey Pretzels	Product cannot be returned		
28pk Sea Salt Popcorn - Vendbox	1	\$ 50.00	\$ 50.00

Return Product Steps

Before bringing product to the Maytag Scout Center:

1. **Enter Return Order in the Trails End System**
 - From “Popcorn Orders & Returns” link, select Return Popcorn tab. Select either “50% Return Order” (or “10% Return Order” if after Sept. 22)
 - 50% return is available until 11:59pm Sept. 22.
 - 10% return is available Sept. 23 – Oct. 16
 - Enter # of cases to be returned.
 - Units will see the amount of inventory on hand. **Units cannot return more than the specified return %, in full cases**
 - Full cases of product can be returned (returned in the original case and cases cannot contain mixed products)
 - Click “Submit to Council”
2. **Call 515-266-2135 to schedule drop off time**
3. Arrive at Maytag Scout Center’s loading dock (North side of building) at your scheduled drop off time, bringing full cases of product, in its original case (cases cannot contain mixed products)
 - ✚ **Product should NOT be returned on Saturday to the Scout Shop unless it has been prearranged when you call to schedule a drop off time.**

Units are encouraged to sell excess individual containers at Storefront locations, donate to local first responders, or visit the MIC Popcorn Facebook site to see if other units need product.

Invoice

- Units are responsible for the prompt delivery of popcorn to customers and collecting what is owed.
 - **Checks from customers should be issued to your unit** (i.e. Pack XX).
 - Money collected during the popcorn sale should be deposited into your Unit Bank Account.
 - Online orders are paid by customers at time of purchase. Product is shipped directly to them.
- **Payment for the product is due on or before November 10, 2023.**
 - Payment is NOT needed when picking up Show & Sell or Replenishment product.
 - Payment can be made
 - online (via credit card or ACH) by going to <https://scoutingiowa.org/popcorn/> or
 - a single check, issued to Mid-Iowa Council. Checks can be dropped off, mailed, or brought 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.**

Online Direct Sales

Raise more money with less effort! Automatically receive **31% commissions** for all online direct sales.

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 products using their credit/debit card. Just like they'd do if purchasing from Amazon.

Scouts earn **1.25 pts TRAILS END REWARD POINTS** for every \$1 sold 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 you 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.

Pick-Up Dates & Locations

Show & Sell Pick-up: August 25, 2023 (*see below for site location*)

Replenishment Order #1 Pick-up: September 15, 2023 at the Maytag Scout Center from 8:30am – 6pm

Replenishment Order #2 Pick-up: September 29, 2023 at the Maytag Scout Center from 8:30am – 6pm

Take Order Pick-up: November 10, 2023 (*see below for site location*)

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

Prairie Winds

Show & Sell:

Atlantic Coca-Cola Bottling
106 Alexander Rd., Ames, IA 50010

Twin Rivers

Show & Sell:

Brown Warehouse Corp.
2800 SE Enterprise Dr., Grimes, IA 50111

Woodland Trails

Show & Sell:

Farm & Home
1502 S. Lincoln, Knoxville, IA 50138
Fareway
1325 Albia Rd., Ottumwa, IA 52501

Take Order:

Same Location

Take Order:

Maytag Scout Center
6123 Scout Trail, Des Moines, IA 50321

Take Order:

Same Locations

Contact your District Executive or District Popcorn Kernel to schedule a pickup time.

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!

Weekly Prize Drawings

The prize program is available to every **registered** Scout in Mid-Iowa Council and are based on **individual** Scout sales.

Weekly Prize Drawings

- Every \$250 sold during the “Sales Period” qualifies a Scout for a drawing in that week’s prize drawing.
- Sales do not carry forward from “Sales Period” to “Sales Period”
- Sales are based on entries made in the Scout App. Scouts MUST use the Scout app to qualify.
- Sales are based on individual Scout sales. Not total sales per unit or household
- Scouts will receive a zoom meeting invitation to watch the live drawings held on the “Drawing Date” (email addresses will come from the Scout app)
- Prizes will be available for pick up at the Maytag Scout Center

THANK YOU to the following prize incentive sponsors: <ul style="list-style-type: none"> • Adventureland Resort • Fleet Farm 	Drawing Date	Sales Period (includes online sales)	Prize
	#1 Sept 13	Aug 1 - Sep 10	<ul style="list-style-type: none"> • 4 tickets to ISU/Texas football game (Nov 18, 2023) • Donated Gift Card • Donated Experience 1 • Donated Experience 2 • Donated Tickets • \$100 Scout Shop gift card
	#2 Sept 20	Sep 11 - Sep 17	<ul style="list-style-type: none"> • Donated Experience 1 • Donated Experience 2 • Donated Prize • Donated Gift Certificate • Donated Tickets • \$100 Scout Shop gift card
	#3 Sept 27	Sep 18 - Sep 24	<ul style="list-style-type: none"> • Donated Experience 1 • Donated Experience 2 • Donated Prize • Donated Tickets • \$100 Scout Shop gift card
	#4 Oct 4	Sep 25 - Oct 1	<ul style="list-style-type: none"> • Donated Experience 1 • Donated Experience 2 • Prize Purchased from donations • Donated Tickets • \$100 Scout Shop gift card
	#5 Oct 11	Oct 2 - Oct 8	<ul style="list-style-type: none"> • 4 tickets to 2023-2024 Drake basketball game • Donated Gift Card • Donated Experience • Donated Tickets • \$100 Scout Shop gift card
	#6 Oct 18	Oct 9 - Oct 15	<ul style="list-style-type: none"> • 4 tickets to 2023-2024 ISU basketball game • Donated Prize • Donated Gift Certificate • Donated Experience • \$100 Scout Shop gift card

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Trails End Bonus Prizes

Trails End Bonus Rewards

- 1.25 pts per \$1 sold App Credit / Debit Card (wagon & storefront) / Online Direct
- 1 pt per \$1 sold via cash

- ✚ **Scouts redeem Amazon.com gift cards in the Scout app**, saving time for unit leaders & Council
- ✚ Scouts **buy the prizes they want!**
- ✚ **Scouts get their gift cards faster than ever before plus get more value and choices**
- ✚ Uncapped levels to incentivize top sellers to KEEP SELLING
- ✚ 80% of Scouts choose over current prize program for more value, choice and instant recognition
- ✚ Over 70% of households are Amazon Prime Members, Prime rewards ship FREE!

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
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

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

Council Incentive Prizes

Free or percentage off 2024 Mitigwa Scout Reservation Summer Camp

- Individual Scout who sell...
 - **\$1,500** – 15% off ONE 2024 MIC Mitigwa Scout Reservation 2024 summer camp
 - **\$2,725** – 25% off ONE 2024 MIC Mitigwa Scout Reservation 2024 summer camp
 - **\$3,500 or more** - **100%** off ONE 2024 MIC Mitigwa Scout Reservation 2024 summer camp
- Scouts **must** have a registered account and record their sales in the Trails End Scout app to qualify
- Reward is based on *individual* Scout sales and will be determined from final retail sales as of Oct. 16, 2023
- Discounted rates are not cumulative. Scout's final retail sale amount will determine which of the discounted rates they qualify for (i.e, if Scout sells \$3000, they do not receive the 15% discount and the 25% discount. They will receive the 25% camp discount only)
- Summer camp incentive must be used at Mitigwa Scout reservation for the year it qualified for. If a Scout is unable to attend the summer camp they qualified for, the camp session will be forfeited. Camp sessions are not carried forward to future camp years.
 - **How to register qualifying Scouts for free camp:** Start your camp registration. Enter all the contact and participant information. Contact Kim Hammen (515-266-2135) when you reach the point where the system requests payment information. Give her the names of the Scouts that qualified for the free camp session. The discount will be applied. If you are registering Scouts that need paid for, you can then pay for them.

Top 10 Sellers Party – *Exclusive Party!*

Be one of the **top 10 selling Scouts** and attend an

exclusive party

Nov. 18, 2023

SPARE TIME

340 Jordan Creek Pkwy, Des Moines

Noon – 2pm

The top 10 Scouts can each bring 4 guests

Bowling, shoes, food, and beverages provided

Trophy (autographed by Caitlin Clark) for top 3 Scouts

Medal for sellers 4 through 10



2023 Product Lineup

<u>Description</u>	<u>Selling Price</u>	<u>Containers/Case</u>
Kettle Corn (3.5 oz {6 cups}) *ready to eat	\$15	12
Popping Corn (28 oz)	\$15	9
White Cheddar (6 oz {16 $\frac{3}{4}$ cups}) *ready to eat	\$20	12
Salted Caramel (14 oz {6 $\frac{2}{3}$ cups})	\$25	12
S'mores (7 oz {10 $\frac{2}{3}$ cups})	\$25	12
*S'mores will ship at a maximum of 10% (retail of your order)		
Unbelievable Butter microwave *12 sleeves per container	\$25	6
Iowa Hawkeye Tin (16 oz) *contains Kettle Corn	\$30	6
Iowa State Cyclone Tin (16 oz) *contains Kettle Corn	\$30	6
Chocolate Pretzels (12 oz)	\$30	12
PRODUCT SHIPPED SEPT. 21. Product available for Replenishment #2 & Take Orders only		
Sea Salt Popcorn (28 individual snack packs in 1 case {.65oz ea})	\$50	1

CAUTION

IA & ISU tins are limited to our Council and are not a product Trails End will take back at the end of the sale. Because of this, **Mid-Iowa Council will order a limited quantity of IA & ISU tins (9000 total) for Show & Sell and the two Replenishment Orders.** Once they're gone, Units can use the Mid-Iowa Council Popcorn Facebook site to see what other Units have available.

Also, due to supply chain issues, the 2023 IA & ISU tin logos will be the same as 2022.

S'mores will ship at a maximum of 10% (retail) of your order. This is to stay in line with market research, prevent excess inventory, and manage production constraints. (i.e. For every \$3,000 ordered, Unit can only order 1 case (12 containers) of S'mores.) *This is for S'mores only.*