



Trail's End.



TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



Popcorn Page



Unit Registration



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

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

Mid-Iowa Council

2024

Popcorn Leader's Guide

Your Unit will earn 31% of unit sales that can be used for your budget items such as...

A WHOLE YEAR OF AMAZING SCOUTING ADVENTURES

RECHARTER FEES

LEADERSHIP TRAINING EXPENSES (WOODBADGE)

Your Scouts will earn awards for...

SUMMER CAMP at Mitigwa Scout Reservation

AMAZON GIFT CARDS



DO IT ALL by selling Scouting!

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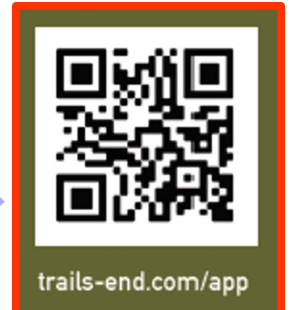
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Key Sales Dates



2023 Popcorn Fundraiser

Download the Scout App



Or text APP to 62771



Aug. 3: Popcorn Training @ the Maytag Scout Center from 9:00 am – 11:00 am
Aug. 11: Show & Sell Order due ONLINE by 11:59pm – **CASES ONLY (Chocolate Pretzels NOT available until September date TBD)**
Aug. 21: Show & Sell Distribution –District specific sites
Aug. 22: SALE BEGINS

Sept. 1: Replenishment Order #1 Due Online by 11:59pm – **CASES ONLY**
Sept. 13: Replenishment Order #1 Pick Up @ the Maytag Scout Center – 8:30am – 6:00pm

Oct. 22: Product Return – Between Oct 21-22 – **Weekdays (Mon – Fri from 8:30am – 6:00pm) Units can return 10% of their inventory, in FULL CASES ONLY. Not including chocolate @ Maytag Scout Center (8:30am – 6:00pm)**
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. 22

Oct. 22: Sale Ends – No returns after Oct. 22
Oct. 24: Take Order due ONLINE by 11:59pm – **Individual Containers**

Nov. 8: Take Order Distribution – District sites & Invoice Payment Due
Dec. 7: Top Selling Scouts Extravaganza – Wells Fargo Arena

Key Contacts

Prairie Winds

District Professional	Mark Haddinger	mark.haddinger@scouting.org	515-587-8057
District Popcorn Kernel	Jeremy Wachal	jeremywach01@gmail.com	319-486-5605
	Heather Hillman	hhillman@heartlandcoop.com	712-330-7159

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	Mark Haddinger	mark.haddinger@scouting.org	515-587-8057
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Council Popcorn Kernel

Council Popcorn Kernel	Brooke Whiting	brooke.whiting@gmail.com	509-338-5535
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Trails-End Helpdesk: support@trails-end.com



Unit Popcorn Kernel Position Description

Register your unit (Pack / Troop / Crew) to sell for 2024 by scanning the barcode or going to <https://trails-end.com/unit-registration>

If this is your first year as Popcorn Kernel we recommend your attendance at our in person training:

- **August 3, at the Maytag Scout Center from 9:00 am – 11:00 am**

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 (check out our Tips and Tricks on the MIC Popcorn website)
- 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).

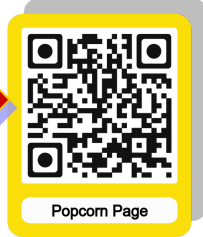
Distribute popcorn to your Scouts, deliver to customers and collect money on time.

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Monitor the [MIC Popcorn Facebook](#) site to let other units know what product you need, what product you'd like to swap, and other popcorn updates. Transfer product between units by selecting the "Transfers & Returns" link from your Trails End leader dashboard.

Order Hints and Resources

Scan this QR code for
2024 Popcorn
Resources



Storefront Scheduling

(Based on gross popcorn sales from 2023)

- \$20K+ : Units get 4 picks in their district **Sat July 20**
- \$15K+ : Units get 3 picks in their district **Sun July 21**
- \$10K+ : Units get 2 picks in their district **Mon July 22**
- All Units get unlimited picks **Tues July 23**

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 11 for pick up August 21**
 - CASES only
 - **Pick up August 21** at your local distribution site. Schedule a pickup time with your District Kernel

Chocolate Pretzels will be shipped in September 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 is due by 11:59pm September 1 for pick up Friday September 13**
 - CASES only
 - **Schedule a pick-up time – Call 515-266-2135**
 - **Pick up Sept. 13** at the Maytag Scout Center from 8:30am – 6:00pm
3. **Take Orders** and picked up at district specific locations
 - **Take Order is due by 11:59pm October 24 for pick up Friday November 8**
 - **Individual containers**
 - Order product needed to fulfill final requests as this is the last order you can place.
 - **Pick up November 8** at your local distribution site. Schedule a pickup 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 6 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, Popcorn Extravaganza, 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 31% commissions for the traditional sale (Show & Sell, Replenishment Order, and Take Order).

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.

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Return Policy Guidelines

Return FULL CASES to the Maytag Scout Center
(Monday – Friday from 8:30 – noon or 1:00 - 6:00pm)

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

NO Returns for Chocolate Products or individual containers



Weekdays (M – F), October 21-22, 2024

- Weekdays (Mon – Fri) October 22, 2024
- 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 initial retail value, Unit leader must adjust case quantity.

Product	Containers per Case	Container Value	Value per Case
Chocolatey Pretzels		Product cannot be returned	
Unbelievable Butter	6	\$25.00	\$300.00
Salted Caramel	12	\$25.00	\$300.00
S'mores	12	\$25.00	\$300.00
White Cheddar	12	\$20.00	\$240.00
Popping Corn	9	\$15.00	\$135.00
Kettle Corn	12	\$15.00	\$180.00

After October 22, 2024

- **0%** returned

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.
 - 10% return is available Oct. 21-22, 2024
 - Enter # of cases to be returned.
 - Units will see the amount of inventory on hand. **Units cannot return more than the specified return 10%, 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 contained mixed products)

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- ✚ 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.

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Pick-Up Dates & Locations

Show & Sell Pick-up: August 21, 2024 (*see below for site location*)

Replenishment Order #1 Pick-up: September 13, 2024 at the Maytag Scout Center from 8:30am – 6pm

Take Order Pick-up: November 8, 202 (*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

Take Order:

Same Location

Twin Rivers

Show & Sell:

Centennial Warehouse
10400 Hickman Rd, Clive, IA 50325

Take Order:

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

Woodland Trails

Show & Sell:

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

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!*

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
- 0.5 pt per dollar sold at any 2-hour store front shift with over \$500 sales per hour Per Scout

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

- ✚ 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!

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Council Incentive Prizes

Free or percentage off 2024 Mitigwa Scout Reservation Summer Camp

- Individual Scout who sell...
 - **\$1,500** – 15% off ONE 2025 MIC Mitigwa Scout Reservation 2025 summer camp
 - **\$2,250** – 25% off ONE 2025 MIC Mitigwa Scout Reservation 2025 summer camp
 - **\$3,000 or more** - **100%** off ONE 2025 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. 22, 2024
- 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 \$2,275, 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. Cub Scouts and one adult can attend. Scouts BSA youth get one free week at Camp Mitigwa summer camp or National Youth Leadership Training (NYLT) week.
- **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 Sellers Extravaganza

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

Iowa Wild Game

Dec. 7, 2023

Wells Fargo Arena

There will be activities before the game for our Scouts to participate in too!

More information to come!

Scouts that sell \$3,000 can attend and bring 5 guests

Unit Kernels get 3 tickets to attend

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2024 Product Lineup

<u>Description</u>	<u>Selling Price</u>	<u>Containers/Case</u>
Chocolate Pretzels (12 oz) <i>PRODUCT SHIPPED IN SEPTEMBER. Product available for Replenishment & Take Orders only.</i>	\$30	12
Unbelievable Butter microwave *12 sleeves per container	\$25	6
Salted Caramel (14 oz {6 2/3 cups})	\$25	12
S'mores (7 oz {10 2/3 cups}) <i>*S'mores will ship at a maximum of 10% (retail of your order)</i>	\$25	12
White Cheddar (6 oz {16 3/4 cups}) *ready to eat	\$20	12
Popping Corn (28 oz)	\$15	9
Kettle Corn (3.5 oz {6 cups}) *ready to eat	\$15	12

CAUTION

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.*