



Prepared. For Life.™

“Fund Your Entire Year of Scouting! “Sell for 8 hours, raise \$1,000*

2020 POPCORN CAMPAIGN GUIDEBOOK

CONTACTS

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TIMELINE

July 1st

 **Online Sale Begins**

August 11th

 Council Level Kickoff and Training – **FREE SHIPPING OPTION!**


August 27th

 Unit Show and Sell Orders Due into Trails-End System

September 12th

 Show and Sell Product Distribution (***STORE FRONT SALE BEGINS***)

September 14th & September 28th

 Mid Sale Order Due into Trails-End System

October 29th

 Scout Online Sales for the 2020 Popcorn Campaign & Prize Rewards ends at 12:00 PM midnight PST

October 29th

 Unit Take Orders Due into Trails-End System by Midnight


 Show and Sell Payments Due to VCC Scout Store by 5PM

November 14th

 Take Order Product Distribution

 Prize Orders Due on Trails-End website

November 28th

 Final Unit Payments Due to VCC Scout Store by 5PM

December 14th

 Unit Commissions Distributed: ***NOTE Payment Terms on Final Page***

SALES

IMPORTANT NOTE: Only ONE Unit Representative (Unit Kernel) should be designated to place Unit Orders for both the Show and Sell and Take Order portions of the sale. Once contact information is submitted to the Council, your Unit Kernel will receive an e-mail from Trails-End to set up a password for your account.

ONLINE DIRECT

Definition: The Safest way of fundraising for Scouts. Not only is it safe but you have all the traditional products & prices plus more. No handling and 2x Trails-End Rewards.

Ordering: By creating their own Scout specific Online Direct Sales ID# and Sales Page, Scouts may easily prompt remote customers to order product via trails-end.com from the comfort of their own home.

SHOW AND SELL

Definition: The Show and Sell Campaign is designed for Scouts to participate in designated shifts at a retail storefront which is either assigned by your District Kernel or arranged by your Unit directly.

Ordering: Unit orders are to be made accessing trails-end.com by **August 27th**.
NOTE: A Singular Unit ID and Password should be maintained by the Unit Kernel.

SHOW AND DELIVER

Definition: The Show and Deliver Campaign is an extension of the Show and Sell portion and is designed for Scouts to offer direct product delivery by way of Door to Door Sales.

Ordering: Unit orders for this method are simply made in conjunction with your Show and Sell Order.

TAKE ORDER

Definition: The Take Order Campaign is designed for Scouts to sell product via the Order Forms provided. Customers place Orders and the product is delivered to them after product distribution on November 14th. *Just in time for Holiday Gifts!*

Ordering: Unit orders are to be made accessing trails-end.com by **October 29th**.
REMINDER: A Singular Unit ID and Password is to be maintained by the Unit Kernel.

TRAILS – END REWARDS

*NO LIMIT! Earn Amazon.com Gift Cards and choose the prize YOU want!
Collect Points to Earn. Visit the APP to see even more levels & Reward Ideas.
All prizes with exception to our Council Top Seller rewards are to be
Ordered online by the Unit Kernel at trails-end.com.*

DEADLINE: October 29, 2020

Build your plan to sell \$1,000 Social Distancing! TEXT MYPLAN to 62771

REWARD

\$10 Amazon Card
\$20 Amazon Card
\$30 Amazon Card
\$45 Amazon Card
\$75 Amazon Card
\$150 Amazon Card
\$225 Amazon Card (Scholarship Level)
\$350 Amazon Card
\$550 Amazon Card
\$800 Amazon Card
\$1,200 Amazon Card
Amazon Card for 8% of Total Sales

QUALIFICATION

Sell \$225
Sell \$500
Sell \$750
Sell \$1000
Sell \$1500
Sell \$2,500
Sell \$3,500
Sell \$5,000
Sell \$7,500
Sell \$10,000
Sell \$15,000
Sell \$15,000+

SCHOLARSHIP

A Scout that has been previously enrolled will receive 4% through 2022.



TOP SELLER BONUS'

\$200 Bonus Amazon Gift Card
\$75 Bonus Amazon Gift Card
\$50 Bonus Amazon Gift Card
\$25 Bonus Amazon Gift Card



Council Top Seller
#1 District Seller
#2 District Seller
#3 District Seller

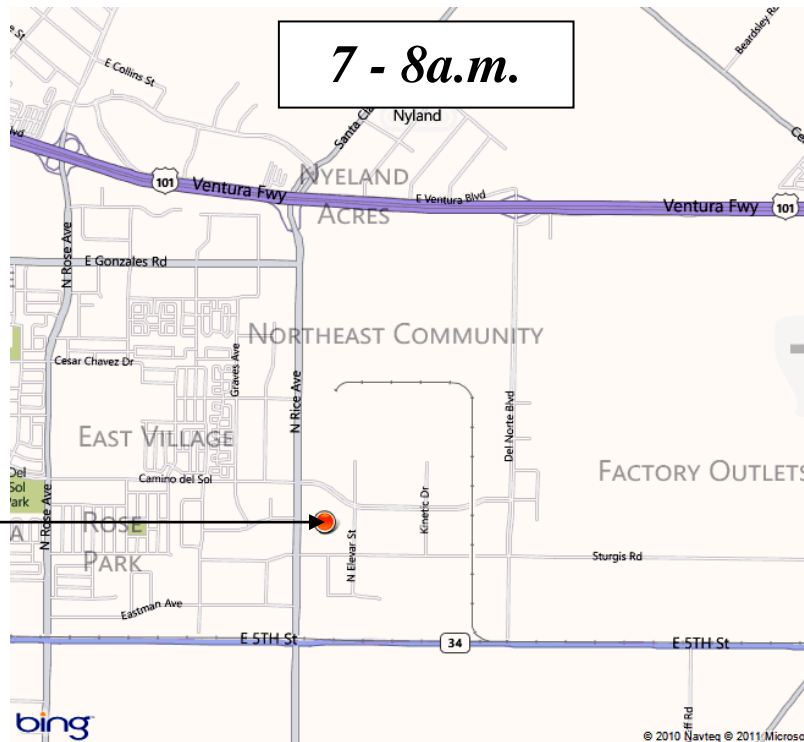
PROUDLY PROVIDED BY THE VENTURA COUNTY COUNCIL

DISTRIBUTION

LOCATION: *BAYER WAREHOUSE*

2700 Camino Del Sol, Oxnard, CA 93030 (Entrance is just East of Rice Ave. on Sturgis)

Directions: Take 101 to Del Norte Blvd. South / Right on Sturgis Rd. / Gate on Right
(Located on the backside of Seminis/Monsantos Warehouse)



APPROXIMATED VEHICLE LOADS FOR PICK-UP PLANNING

Cars = 20 Cases

Mini-Vans or Large SUVs = 40 – 50 Cases

Pick-Ups or Small SUVs = 30 – 40 Cases

Full-Size Vans = 50 – 60 Cases

NO RETURNS

*****NO POPCORN CAN BE RETURNED TO THE VENTURA COUNTY COUNCIL IN 2020**

COMMISSIONS

FLAT UNIT COMMISSION: 35%

PAYMENTS

SHOW AND SELL PORTION

One Unit check for the total gross Show and Sell sales amount is due to the VCC Scout Store by October 29th. **(Credit cards sales are processed through the trails-end app, cash and check Show and Sell payments will need to be paid to the council).**

TAKE ORDER PORTION

One Unit Check for the total Take Order sales amount is due to the VCC Scout Store by November 28th. **(Credit cards sales are processed through the trails-end app, cash and check Take Order payments will need to be paid to the council).**

All Unit Payment Checks should be made out to VCCBSA

IMPORTANT NOTES:

- 🦋 *All Unit balances must be paid in full to the VCC Scout Store by November 28th.*
- 🦋 *Unit Commission check will be mailed to Unit person of record from the kickoff unless noted before December 14th. If no person is listed Unit Commissions will be deposited in your Unit account at the VCC Scout Store.*
- 🦋 *Contact Sherry.Leslie-Moraga@scouting.org to make other arrangements.*

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Tips for a Successful Sale

Set Goals & Communicate Progress

- 🦋 An easily achievable goal is \$800/Scout or 4 (2 hour) storefront shifts.
- 🦋 Set unit goal-based outings/prizes (i.e. roller-skating party, camping trip, t-shirts, etc.).
- 🦋 Communicate at Unit/Pack/Den meetings the progress and celebrate the achievements.

Get Buy-In

- 🦋 Have popcorn sale kick-off meeting with your unit that focuses on getting the Scouts excited and the parents informed. (Should include goals, popcorn games, prize selection, top seller pledge with whipped cream pies).
- 🦋 Be clear on the costs of your Scouting year and what your unit will do with the commission. Note that the sale not only supports your unit but also supports the Council.
- 🦋 Make sure that storefront signups, popcorn pickup and all aspects of the sales are as simple as possible for the parents.

Emphasize Store Front Sales

- 🦋 Plan your goals and popcorn order based on the minimum number of storefront shifts your unit will work (i.e. 50 scouts x 4 shifts = 200 shifts, 200 shifts x \$200/shift/avg = \$40,000 in sales).
- 🦋 Each Scout should commit to 4 (2 hour) shifts, only 1 Scout and parent per shift.
- 🦋 Get creative: craft fairs, malls, truck stops, sporting, or other special events.
- 🦋 Offer at least 5 shifts Saturday & Sunday and 1-2 weekday evening shifts where possible.

Encourage Top Sellers (\$2,500+)

- 🦋 Implement a Top Seller Pledge in your kick-off (leader pie face).
- 🦋 Selling door-to-door is an underserved market.
- 🦋 Contact top sellers with storefront shift vacancies or last-minute cancellations.

Tools

- 🦋 Take credit cards at storefronts and wagon sales (no fees with the trails-end app).
- 🦋 Leverage the Trails-end app & leader portal to track all your sales (storefront & wagon) as well as manage the popcorn inventory. These applications will likely shave many hours of the management headaches of the sale.
- 🦋 Invest in tables and banners for your unit along with printed (laminated if possible) instructions for your parents.

Trail's End App & Leader Portal

GET TRAINED: Unit Leader App Webinar



Go to App.Trails-End.com/unit-training to register for training webinars!

Simplify the Sale

- 🦋 Place Show & Sell and Take Orders.
- 🦋 Enable Scouts to take credit card payments with NO fees.
- 🦋 Keep track all storefront and wagon sale progress.
- 🦋 Manage storefront scheduling.
- 🦋 Manage inventory for storefronts and wagon sales.
- 🦋 Easy Amazon gift card with NO LIMIT Reward Points.
- 🦋 Comprehensive reporting with the ability to export to Excel for more advanced analytics.

Trail's End

SAVE TIME with the New Trail's End App

Text APP to 62771 to get a link to download.

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and sign up for storefront shifts.

Download on the App Store | GET IT ON Google Play

The image shows a tablet and a smartphone displaying the Trail's End app interface. The tablet screen shows a map of the United States with a location marker and details for a storefront named "LOWES" at "112 S Commercial Ave Eagle Grove, IA 50533". The smartphone screen shows a list of items or shifts with columns for "Add Products", "Quantity", "Price", and "Status".