



CENTRAL FLORIDA COUNCIL



PROVIDING UNPARALLELED EXPERIENCES
FOR MORE YOUTH

SCOUTS
SCOUTS
SCOUTS





POPCORN CALENDAR

May 16 – July Roundtable	District Kernel promotes units to “sign up” for the Popcorn 2024 Campaign
July 13 & July 20	Popcorn Virtual Regional Kickoff – Please choose one for your unit, (Unit attendance (at least 1 adult leader) required for 35% commission): July 13 th – 10am (link will be sent out to register for Popcorn Virtual Regional Kickoff) July 20 th – 3pm (link will be sent out to register for Popcorn Virtual Regional Kickoff)
Week of July 22 – July 26	Popcorn Family Guide arrives to Scouts in mail
July 20	\$20k + Units, 4 reservation blocks
July 21	\$15k+ Units, 3 reservation blocks
July 22	\$10k+ Units, 2 reservation blocks
July 23	All Units, unlimited reservation blocks
July 22	Popcorn Campaign Begins
July 26	Deadline for 1 st order (Submit ONLINE at Trails-End.com)
July 31	Deadline to submit Ideal Year of Scouting Survey (required for 35% commission)
August 10	Units pick up 1 st order at Area distribution sites
September 19 (Roundtable)	Deadline to return popcorn (full cases only) ordered from the 1 st Order (*this will be the only time in the 2024 Popcorn Sale that Popcorn can be returned*)
September 20	Deadline for 2 nd order (Submit ONLINE at Trails-End.com)
October 5	Units pick up 2 nd order at Area distribution sites
November 1	Deadline for 3 rd order (Submit ONLINE at Trails-End.com)
November 11	Deadline to submit Military Donation Prize (special edition hat)
November 11	Online Popcorn Campaign Continues (Scouts can keep selling, but not for prizes)
November 11	Council Prizes due
November 16	Units pick up 3 rd order at Area distribution sites.
November 30	ALL Payments Due
December 1	Past due payment - commission drops to 20%
December 3	Past due payment - commission drops to 15%





POPCORN TIMELINE

May

- Designate a Popcorn Kernel and Assistant Kernel Units run efficiently with multiple Kernels.
- Register your Unit at: <https://portal.trails-end.com/unit-registration>

June

- Determine money required to fund unit for the year. Divide by the number of Scouts to determine each Scout's goal.
- Decide on unit incentives/awards ex: Top Seller Awards, Top Den/Patrol Award, local business freebies that can be awarded, award levels for free events like overnights, summer camp, etc.
- Ensure key popcorn dates are on unit calendar Unit Kick-Off, Warehouse Pick-Ups, forms due from families, award disbursement event, etc.

July

- Secure secondary volunteers as Captains
- Begin Unit Popcorn Kickoff Preparations: Location, Setup, Projector/Screen if needed, Tables, Samples, Handouts, Door Prizes, etc.
- Schedule Show-N-Sell locations at local businesses
- Schedule sale(s) at Chartered Organization
- Advertise Popcorn Kick-Off event in unit
- Plan dates for neighborhood sales weekends
- Determine 1st Popcorn Order quantity Note: Unit committee should be involved
- Designate Popcorn Order Pickup Captain Schedule transportation vehicle if needed: you may need a large vehicle or trailer depending on quantity ordered.
- Determine Popcorn Order storage location Garage, storage shed, trailer, Scout Hut, etc.
- Attend Central Florida Council Popcorn Virtual Regional Kickoff in July: to learn best practices, what is new for 2024, goals, etc. (Requirement to receive full commission)
- Submit 1st Popcorn Order (Deadline - July 26th)
- Submit your Ideal Year of Scouting Survey to your District (Deadline – July 31st)

August

- Work with Committee and Den/Patrol leaders on when and where scouts will sell at Show-N-Sell locations
- Hold Unit Popcorn Kick-off Event
- Pick up 1st Popcorn Order at District Distribution Site on August 10th

September

- Advertise when/where/how Take Order forms and monies should be collected to prepare for 2nd Popcorn Order
- Deadline to return popcorn (full cases only) ordered from the 1st Order (*this will be the only time in the 2024 Popcorn Sale that Popcorn can be returned*) – September 19th.
- Tabulate quantity of 2nd Popcorn Order – Subtract current inventory.
- Submit 2nd Popcorn Order (Deadline - September 20th)

October

- Pick up 2nd Popcorn Order at District Distribution Site on October 5th

November

- Submit 3rd Popcorn Order (Deadline: November 1st)
- Deadline to submit Military Donation Prizes – special edition hat (November 11th)
- Online Popcorn Sale Continues (Scouts can keep selling but not for prizes, November 11th)
- Order Trail's End prizes (Deadline November 11th) Please use the Trails-End website to accomplish this.
- Pick up 3rd Popcorn Order at District Distribution Site on November 16th
- Collect rest of the monies from Scouts.
- Present unit awards at next Unit meeting
- By November 30th, submit to Council ...
 - Final Payment Due - To avoid your unit commission dropping

December

- December 1st – Past due payments – commission drops to 20%
- December 3rd – Past due payments – commission drops to 15%





"Please support our Scouting Adventure by buying great popcorn from us..."



POPCORN



POPCORN

HELPS KIDS

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hand work
- To Help Others Around Them
- To Be Part of Something Bigger

Adventure awaits



WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return

- You can earn enough money to fund your Unit's program for the entire year!
- The Council uses part of the proceeds for Camping Programming, Camp Maintenance, leader training, Camporees, etc.



Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fee: paid by TE and Council), Trail's End Rewards, Trail's End Facebook Communities online selling platform, marketing collateral, training webinars, etc.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community where you can get answers 24/7, 365 days a year



Recruitment

- The recruitment feature in the Trail's End App allows kids in your Unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your Unit, your Council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!



2024 ★

New this Year!

SELL \$250 IN AMERICAN HEROES DONATIONS (ONLINE OR SHOW N' SELLS) AND EARN THIS SPECIAL EDITION HAT!



All sales must be recorded on the trails-end app to qualify.

Please register your sales at:
popcorn.cflscouting.org



COUNCIL PRIZES

DEZERLAND PARK
INDOOR FUN ALL DAY



\$1,000 LEVEL

(2) admission tickets - one youth/one adult to Dezerland Orlando

TOP SELLER
TOP SELLER
TOP SELLER



\$1,500 LEVEL

(2) tickets - one youth/one adult to the Top Seller Party including prizes, food, music & more at Camp La-No-Che!

AQUATICA
ORLANDO



\$1,750 LEVEL

(2) admission tickets - one youth/one adult to Aquatica Orlando

SeaWorld



\$2,750 LEVEL

(2) admission tickets - one youth/one adult to SeaWorld Orlando

Kennedy Space Center



\$3,500 LEVEL

(2) admission tickets - one youth/one adult to Kennedy Space Center.



PRIZES ARE CUMULATIVE

UNIVERSAL STUDIO FLORIDA



\$5,000 LEVEL

(2) admission tickets - one youth/one adult to Universal Studios Orlando

Jan 18

OR

Jan 25

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



more info here



2024 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
 - To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

POINTS	GIFT CARD
17,500+	10% of Points
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

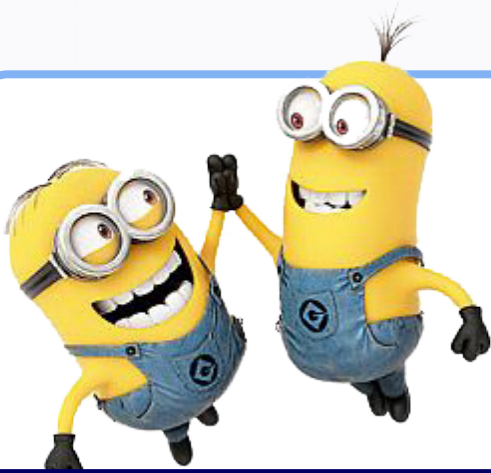
Earn More! Easier!

Download the App today



Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

**Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. All third-party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third-party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks.*



TOP SELLER MEDALS



AUGUST



SEPTEMBER



OCTOBER

BACK SIDE

TOP SELLING SCOUT IN EACH UNIT
In August, **September** and
October, the top selling Scout in
each unit will receive a top seller
medal award.

Scout sales must be recorded on the app to
be eligible.

**FOR MORE INFO, PLEASE VISIT:
POPCORN.CFLSCOUTING.ORG**



FRONT SIDE

PREPARE

Download the App →

New Scouts: register an account

- Use your zip code or Trail's End Unit Code _____ (coming soon)
- You can use one email for multiple accounts

Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

What's Next in App?

- Set your goal on Rewards page
- Customize your online fundraising page
- Reserve storefront shifts
 - After reserving, view site instructions for arrival and setup details
- Watch NEW storefront videos on Training page

Practice Your Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?"

Even if the customer says no, always say, "Thank you" and "Have a good day."

Tips

- Follow Scout Oath, Scout Law, and Guide to Safe Scouting at all times
- Make prospect list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your Class A uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support →

Storefront Code of Conduct

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or location specified by store
- Enhance the shoppers' experience! Do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!



SELL

Best Practices

- Record all sales in App, including donations
- Heroes & Helpers Donations: your customers can send products to military troops, first responders and food banks, while still supporting you!
- Follow-up with online customers who have not purchased
- Track progress in App & sell to your goal!

Ways to Sell

- Storefront: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text
- Wagon: sales to neighbors

Earn Rewards

- Accumulate points towards your Amazon eGift Card when using the Trail's End App
- Credit & Online: 1.25 pts per \$1 sold
- Cash: 1 pt per \$1 sold
- Parent Pay Now: turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash
- View NEW storefront & online bonuses! →

Credit is Preferred

- Trail's End pays all fees!
- Major credit cards are accepted using Square readers or manual entry
- Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!
- How to connect a Bluetooth reader →

WRAP UP

Finish Strong

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank your customers
- Claim your Reward
- Choose the prizes you want on Amazon

Enjoy the rest of your Scouting year!

My Leader: _____

Phone | Email: _____

For more information, visit our FAQs →



PREPARE

Register Your Unit Today →

- Gain access to:
 - Reserve & manage storefronts
 - Track Scout sales
 - Inventory management
 - and much more...
- New Leaders receive their username by email after registering



Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget →
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



Trail's End Storefronts (for participating Councils)

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

Leader Portal →

- Sale Resources
 - NEW Leader training videos
 - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council



Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!*

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
 - Give your Trail's End Unit Code (coming soon) to new Scouts



SELL

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time! →



Credit is Preferred

Faster, safer, higher sales, and Trail's End pays all fees for App orders!

Square readers are compatible:

- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Parent Pay Now

- Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



WRAP UP

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality!

Thank you for choosing the Trail's End fundraiser!

**For more information
Visit our FAQs**



**Join the Trail's End Popcorn
Community on Facebook**



SCOUT PITCH

“Hi, my name is _____ and I’m earning my way
(first name only!) +

to _____! Can I count on your support?
(goal for your funds)



My favorite flavor is _____. If you don’t
(pick one!) *

have cash, don’t worry, we prefer credit card!”

Remember:

NEVER, NEVER, NEVER ask customers to buy popcorn.
It’s to support You!

If you cannot remember your sales pitch, say,
“Will you help me go to Camp?” *

Even if the customer says no, always say,
“Thank you” and “Have a good day.”



Trail's End®

UNIT LEADER PLANNER

Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ AND EARN

SELL \$ AND EARN

SELL \$ AND EARN

Step 7: Plan your Unit's popcorn kickoff event

DATE

LOCATION

TIME

Step 8: Add Key Dates to Your Unit Calendar

UNIT POPCORN KICKOFF

STOREFRONTS AVAILABLE TO SIGN-UP

STOREFRONT SALES BEGIN

WAGON SALES BEGIN

FINAL ORDERS DUE

CASH COLLECTED DUE TO POPCORN KERNEL

SUBMIT REWARDS

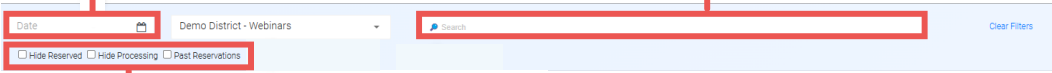
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!



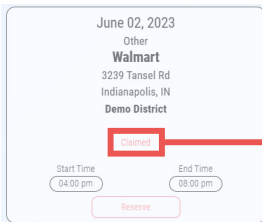
STOREFRONT GUIDE

1. Within the Unit Leader Portal's "Storefront Reservations" tab.

2. The system defaults to display all storefront shifts booked by Trail's End. You may filter to look for a **specific date**, or use the **search bar** to search for a specific location.



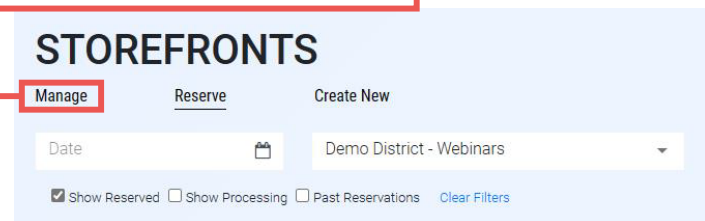
You also have the option to hide storefront shifts that have been **reserved, are in processing, or past reservations**



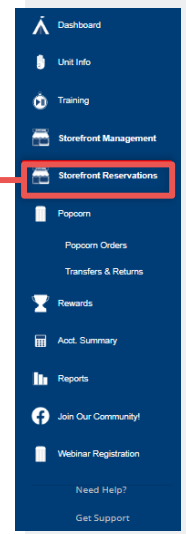
3. Once a reservation has been claimed, the time block will be grayed out and labeled as **claimed**.

4. Click the **"Reserve"** button to reserve your desired storefront block.

5. Once a storefront reservation block has been claimed, you can manage that reservation by clicking on **"Manage"** in the upper left corner of the screen.



From the Manage screen, you can build out your shift schedule, assign inventory or Scouts to a shift, record a sale for the shift, and view how the storefront is performing. You can also delete any storefront you no longer need by clicking on the **"Release"** button on the bottom right.



Units can begin to start scheduling slots on July 20th.

(based on 2023 sales)

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

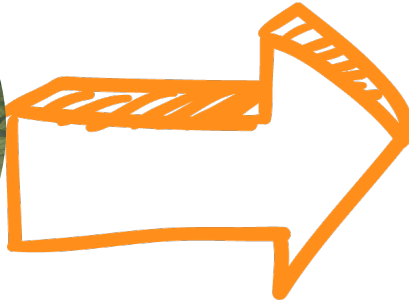
Reservations are 4-6 hours



STOREFRONT SALES CODE OF CONDUCT

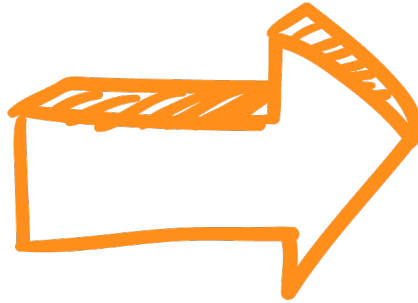
- Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing the Boy Scouts of America and must act accordingly at all times.
- Scouts shall wear their Class A Uniforms at all times. Parents should wear their Adult Leader Uniforms or Unit T-Shirts.
- Storefront tables will have a banner that clearly identifies that Scouts.
- Shopping Carts are for the use of store customers and are not to be used to transport / store Scout Popcorn.
- Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the Store has given us clear permission to do so.
- The Store has granted us permission to run our Popcorn Fundraiser, which means supplemental items like water, jerky, hot dogs, candy, car wash, etc. are not permitted to be sold.
- Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.
- Scouts shall be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.
- Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.
- There will not be more than four volunteers at the store at any given time, and at least one volunteer must be an adult.
- Samples of products shall **NOT** be given to customers, as it is a health code violation.
- Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.
- **Leave No Trace** – remove all empty boxes, trash, and other debris from the location after your sale.
- **Be respectful** and thankful to Store employees at all times. Remember that this is their Store, and we are only there because of their generosity.



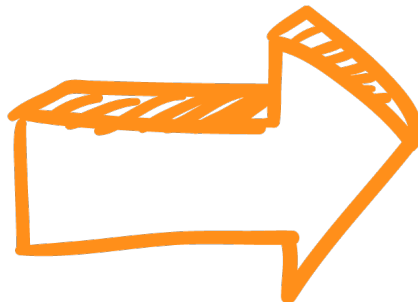


**SIGN UP EARLY TO
RECEIVE INFO ON
STORE FRONT SALES**

**SCAN THIS QR CODE
TO FILL OUT YOUR
2024 COMMITMENT FORM**



**SCAN THIS QR CODE
TO FILL OUT YOUR
2024 IDEAL YEAR OF SCOUTING SURVEY**



**SCAN THIS QR CODE TO REGISTER FOR
THE 2024 VIRTUAL POPCORN KICK-OFF'S**

CAMP LA-NO-CHE SUMMER CAMP

THE POSEIDON OLYMPIC GAMES



SUMMER
NATIONAL YOUTH
LEADERSHIP TRAINING

CAMP LA-NO-CHE
EAGLE WEEK
YOUR JOURNEY TO EAGLE CONTINUES

**CUB SCOUT
DAY CAMP**



CENTRAL FLORIDA
WOOD BADGE
FALL COURSE

**WILDERNESS
SURVIVAL OUTPOST
& ADVANCED RESCUE**
SCOUTS BSA - VENTURING

**SCOUTS BSA
HALLOWEEN**
PROFESSOR PANDEMONIUM'S
WORKSHOP

**CUB HALLOWEEN
WEEKENDS
AT
CAMP LA-NO-CHE**
IN OCTOBER

**LVL 1
TRAINER
COURSE
FALL**

Leave
No
Trace™

LEAVE NO TRACE
INSTRUCTOR
LEVEL 2
**OCT.
25-27TH & OCT.
31-3RD**

**THE
BEAST**
LA-NO-CHE
CENTRAL
FLORIDA
COUNCIL

**LIGER GROWL
AT
CAMP LA-NO-CHE**

**Cub Holiday
At
Camp La-No-Che**

**WINTER
MINI
CAMP**

WINTER
NATIONAL YOUTH
LEADERSHIP TRAINING

WINTER CAMP
"THE COOLEST CAMP AROUND"



CENTRAL FLORIDA
WOOD BADGE
SPRING COURSE

COUNCIL CAMPOREE: FEB 7-9th, 2025

TNAW
AN EVENT FOR SCOUTS OF ALL AGES...

**CAMP
LA-NO-CHE
ACADEMY**
ADULT LEADER TRAINING

TRADES INVENTIONS CHALLENGE
SCOUTS BSA/VENTURING - Prepare for the Future

**THE
BEAST'S
REVENGE**

**SPRING FAMILY
CUBOREE**

**RESIDENT CAMP ADVENTURES
SCOUTS BSA ~ VENTURING**

UNIT VOLUNTEERS
REQUESTED AT
WEEKEND EVENTS

JOIN THE
CAMPMaster TEAM!

APPLY TODAY
SPRING BREAK
SUMMER - WINTER
CAMP STAFF



CFLSCOUTING.ORG

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CAMPLANOCH.COM