



Golden Spread Council, Boy Scouts of America  
Serving the Texas and Oklahoma Panhandles



## 2022 Popcorn PRE-Sale Info Day # 4

# POPCORN SALE CHECKLIST

- Register for the popcorn sale at [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and Council's Popcorn Kickoff and build your popcorn team.
- Complete your Unit's program plan for the year. Get the kids' input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your Unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need: **- Budget / # of Kids = Cost Per Kid**
- Break the goal down to an individual kid (family) goal.
  - **Cost Per Kid / Commission = Sales Per Kid**
- Add important dates to Unit's calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your Unit's Popcorn Kickoff, often the first gathering of the new program year.
  - Make it a fun event; have food, snacks, games, door prizes, etc.
  - Do a virtual kickoff with games and online prizes.
- Determine the best incentives for your Unit that are above and beyond the Council's prize program: top seller prize, pizza party for top selling den/patrol, gift

cards for high sales amount, etc.

- Create a communication plan developed to reach all families.
  - Highlight all the program activities the Unit is planning on participating in.
  - Information on the sales goal per kid so there are “no out of pocket expenses”.
  - Methods of communication; email, phone calls, social media, video chats, etc.
  - How often you can plan to send out communication pieces.
  - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions.
- Start selling early (July and August) and start with 1) Online Direct and 2) Take Order.
- Direct families to [www.trails-end.com](http://www.trails-end.com) for additional information about online selling and additional selling tips.
  - **Text APP to 62771 to download the Trail’s End App.**
- Encourage all kids to also go door-to-door with a parent.
  - Two out of three customers will buy when asked.
  - Set up a sale territory for the kids.
  - Less than 20% of all households have been asked to purchase popcorn.
  - Have a parent(s) take the Trail’s End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
  - Set up schedule for kids to sign up for shifts through the Trail’s End App.
  - One kid per two-hour block is ideal.
  - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to kids, and ensure deliveries are made to customers.
- Collect money from families. Parents can also pay with their credit card in the Trail’s End App. Checks should be made out to your Unit, not the Council.
- Pay Council invoice(s).
- Have a post-sale victory celebration.

## NEED SUPPORT? LET’S CONNECT!

Online: [www.trails-end.com](http://www.trails-end.com)

Email: [support@trails-end.com](mailto:support@trails-end.com)

Join Facebook: [Trail’s End Popcorn Community](#)

FAQs: <https://support.trails-end.com/>

Youtube: [Trails-End Training Videos](#)

**Click on the link below to see the 2022 Popcorn Sale GSC Timeline.**

# Golden Spread Council Popcorn Sale Timeline

Register for the 2022 Trail's End Popcorn Season NOW!!

Register Now!

GSC Popcorn Info Page

Stay tuned for more PRE-sale info

Lets work together to make this the BEST POPCORN SALE EVER!!!!

Golden Spread Council Boy Scouts of America |  
www.goldenspread.org



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