

# 2023 POPCORN SALE

## Parent Guide



BOY SCOUTS OF AMERICA®  
GOLDEN SPREAD COUNCIL



***Trail's End®***

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



# Why Popcorn?

*Trail's End*®

## Fundraising with Popcorn Helps Scouts



Become  
Decision Makers



Learn Money  
Management



Become  
Goal Setters



Develop  
Business Ethics



Become Future  
Entrepreneurs



Learn People  
Skills

### Benefits for Scouts...

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com gift cards
  - Millions of prize choices
  - Youth buy prizes they *want*

### Scouts Learn...

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- To be part of something bigger

### Fund all your program related expenses and activities this year through popcorn sales...

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Hikes
- Christmas Party
- Blue & Gold Banquet
- Pinewood Derby
- Local activities / adventures
- Meeting supplies, equipment, and more...



Turn-key unit fundraiser with no upfront money required, nor risk to unit



Personal growth program for Scouts with advancement opportunities



Scouts spend 8 hours fundraising, and sell \$1,000 on average to cover all program costs



Scouts can earn their own way in Scouting with just ONE fundraiser

**Go to [Trails-End.com/Leaders](https://Trails-End.com/Leaders)  
or  
[Trails-End.com/Scouts](https://Trails-End.com/Scouts) to learn more!**

*Trail's End*®

POPCORN



## HELPS HEROES



## WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

### Heroes and Helpers Donations

When a customer purchases a Heroes and Helpers Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Over \$66 million worth  
of popcorn has been donated to U.S.  
troops over the years.

Over \$50,000 worth  
of popcorn has been donated to  
GSC service area Heroes.

# Trail's End®

### COMMIT YOUR UNIT!

Trail's End.



*If you have not registered your  
unit for the Popcorn Sale, please  
do so today!*

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



BOY SCOUTS OF AMERICA  
GOLDEN SPREAD COUNCIL







## 2023 Popcorn Sales Plan & Timetable

### Online Sales

Now through October 13

### Show N Sale Order Placed in the Leader Portal

August 15

### Show-N-Sale- Product Distribution

August 30-September 1 Scout Service Center 401 Tascosa Road, Amarillo (Call to schedule a pick up time)

### Take Order Kickoff & Sales Materials Distribution

August 26 Amarillo Scout Service Center 401 Tascosa Road, Amarillo 10am

### Show-N-Sale Sale Dates

August 24 - October 13

### Take Order Sale Dates

August 24 - October 13

### All Unit Neighborhood Blitz

September 24 – September 30

### “Fill it Up” Drawings

September 1, 8, 15, 22, 29 October 6, 13

### Show-N-Sale Money Due to the Council

October 20, by 5:00pm

### All Take Order Sales Placed in the Leader Portal

October 17, by 5:00pm

### Take Order Sale Pick Up and Distribution

October 26-28 – Location TBA-Pending Distribution Amounts

### Take Order Money Due to the Council

November 17, by 5:00pm

### \$1,000 POPCORN SELLERS CLUB PARTY at AMP'D

January 27, by 10:00am

### 25 TOP SELLERS PARTY at THE SCOUT SERVICE CENTER

January 27, immediately following the AMP'D Party



## Trail's End®

## REWARDS

Earn amazon.com Gift Cards  
and choose the prize **YOU** want!

## POPCORN PICKUP & DISTRIBUTION

### SHOW-N-SELL PICKUP

August 30 – September 1  
Golden Spread Council  
Service Center  
401 Tascosa Road  
Amarillo, TX.

### SHOW-N-SELL MONEY DUE

October 20, by 5:00pm

### TAKE ORDERS DUE

By Tuesday, October 17  
Use leftover Show-N-Sell product to  
fill Take Order

### TAKE ORDER PICKUPS

October 26-28  
TBA  
Amarillo, TX.

### TAKE ORDER MONEY DUE

November 17, by 5:00pm

Be sure to bring a large enough vehicle to haul your order:

20 cases	Mid-SizeCar
40 cases	Mid-SizeSUV
60 cases	Minivan
70 cases	Large SUV

## EARN MORE! EARN EASIER!



trail-s-end.com/app



**1.25 Points Per \$1 Sold** APP CREDIT / DEBIT CARD & ONLINE DIRECT

**1 Point Per \$1 Sold** CASH

Scan the QR code to download the APP thru Apple or Google Play to start earning today!  
Trail's End pays all transactions fees.

# GSC POPCORN GROUPME PAGE

Scan now and  
stay current  
with all the  
GSC Popcorn  
Sale News!

Leaders, can  
add all unit  
parents & help  
stay connected.



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GOLDEN SPREAD COUNCIL



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*Sell for 8 hours, raise \$1,000\**



# Trail's End™

## SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

## TIPS FOR SELLING

Help Your Future Leaders Succeed!

- ⑦ Introduce yourself (first name only), where you are from, what you are doing, and close the sale  
"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- ⑦ Encourage credit sales for higher Reward points  
"I earn more points when you pay with a credit card."
- ⑦ Wear your Class A uniform and always say  
"Thank You."
- ⑦ Always have an adult present
- ⑦ Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- ⑦ Wagon Sales: Never enter anyone's home
- ⑦ Find repeat customers by checking your Trail's End App order history

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using **BOTH** in person and online average **90% MORE** than Scouts that sell only in person, and **5X MORE** than those that sell only online!*

- ⑦ **Online Direct:** Sell online & ship directly to customers
- ⑦ **Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader  
*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*
- ⑦ **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)  
*Did You Know? 2 out of 3 people will buy when asked at their door.*

## TRAIL'S END APP

- ⑦ Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



**DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download



**NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!**

[bit.ly/Scout-App-Guide](https://bit.ly/Scout-App-Guide)

## REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT

**1 PT PER \$1 SOLD**  
CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\**



**EARN MORE EASIER!**

[trails-end.com/rewards](https://trails-end.com/rewards)

\*Based on average Council program. May vary in your Council.

POINTS	GIFT CARD
17,500	10% of total sale
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.

## RESOURCES



**SEE WHAT OTHERS ARE SHARING & SAYING NOW!**

[facebook.com/groups/TEScoutParents](https://facebook.com/groups/TEScoutParents)

*Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!*



**NEVER MISS A SALE. LEAVE BEHIND A DOOR HANGER!**

[bit.ly/Door-Sign](https://bit.ly/Door-Sign)



**LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!**

[bit.ly/We-Prefer-Credit](https://bit.ly/We-Prefer-Credit)



# 70% BACK TO FUTURE LEADERS\*

CHOCOLATEY  
PRETZELS

\$30



**NEW!**  
S'MORES  
POPCORN

\$25



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

\$25



SALTED CARAMEL  
CORN

\$25



**IMPROVED  
FLAVOR!**

WHITE CHEDDAR  
POPCORN

\$20



POPPING CORN

\$20



SWEET & SALTY  
KETTLE CORN

\$15



MORE PRODUCTS  
AVAILABLE THROUGH  
ONLINE DIRECT

[trails-end.com/store](https://trails-end.com/store)



ALLERGEN &  
NUTRITIONAL FACTS

[trails-end.com/nutrition](https://trails-end.com/nutrition)

Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing and specifications subject to availability and change without notice.  
\*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see [trails-end.com/terms](https://trails-end.com/terms) for more details.



## ADVENTURE AWAITS



Scan the QR code  
DOWNLOAD THE APP & START  
YOUR ADVENTURE TODAY!

[trails-end.com/app](https://trails-end.com/app)



## UNIT COMMISSIONS

2023 POPCORN SALE	
30%	STOREFRONT SALES
30%	WAGON SALES
30%	TAKE ORDER
30%	ONLINE SALES
<b>30%</b>	<b>UNIT TOTAL %</b>

## GETTING MORE POPCORN

Donna Haley

Phone# 806.358.6500

[donna.haley@scouting.org](mailto:donna.haley@scouting.org)

Chase Roach

Phone# 806.350.5881

[chase.roach@scouting.org](mailto:chase.roach@scouting.org)

Returns accepted up to 10% of the Unit Master Order. All returns must be full unopened cases. The last date of return is October 13, 2023. Returns will not be accepted after this date, and any returns exceeding the 10% will be subject to a 25% restocking fee.

**Trail's End**

*Fundraising with popcorn helps kids.*



Become Decision Makers



Learn Money Management



Become Goal Setters



Develop Business Ethics



Become Future Entrepreneurs



Learn People Skills

*Improve your sales!*



Parents join our Facebook  
Group and collaborate with  
other Scout parents to learn  
tips for improving sales.

[trails-end.com/facebook](https://trails-end.com/facebook)

## FRIDAY FILL IT UP 5-WEEK CONTEST DRAWINGS



Sell popcorn to 20 Customers and you will be eligible to enter into the Council's weekly drawing for a **\$50 Scout Shop Gift Card!!!**

**Drawing Dates: September 1, 8, 15, 22, 29, October 6, and October 13**

Photocopy and drop off or email your new full (20 lines) popcorn sheets to the Council office or scan and email to: [goldenspreadcouncil@scouting.org](mailto:goldenspreadcouncil@scouting.org)). All eligible sheets are due to the Council before noon on each Friday of the "Friday Fill-It-Up" contest. Only send in your newly completed forms, as each of your completed forms will remain entered into each week's drawings.

## GOLDEN KERNEL POPCORN HOUSE



During the 7 week sale, we challenge every selling Scout to get in neighborhoods and find Golden Kernel Popcorn Houses. Every Scout that finds a GKP House will win a **\$25 Scout Shop Gift Card**. These houses will be in every community that has a participating popcorn selling Unit!

**Get your phones, your Fill it Up sheets, load your Trails End App, and find those GKP Houses!**

## ALL UNIT NEIGHBORHOOD BLITZ



Many hands make light work, and a Neighborhood Blitz gets lots of Scouts selling popcorn Council wide. That leads us to the challenge of **EVERY SCOUT AND EVERY UNIT** hitting their local neighborhoods the week of **September 24 through September 30!** What a great way to try and sell to every house in your community and also FIND THOSE GKP Houses!!

**Get your phones, your Fill it Up sheets, load your Trails End App, and find those GKP Houses!**

## 50 STATE ONLINE SALE CHALLENGE



Online Sales continue to be HUGE!! Just imagine making at least one popcorn sale in all 50 States..... WOW!! Trails End will have lots of Free Shipping opportunities to help in this endeavor. How do you sell to all 50 States? Lots and lots of Social Media posts, videos, live chats and posts!! This is a great way to have some fun, and every Scout that succeeds will get a **\$100 Scout Shop Gift Card**. Use the attached map to track your progress.

**Fire up that phone, tablet, and computer to have some fun, and win a \$100 GSC Gift Card!**

## \$1,000 POPCORN SELLERS CLUB



Every Scout who sells a minimum of **\$1000 of popcorn** will be invited to attend an indoor trampoline and pizza party at **AMP'D**, Amarillo's most fun hot spot! That's right!!! Sell **\$1,000 of popcorn** and enjoy a fun morning of jumping on trampolines and then eating lots and lots of pizza to celebrate each Scout's sales accomplishments.

**Who can attend:** Qualifying Scouts that **sell \$1,000**. Siblings are welcome, all AMP'D fees apply.

**Where & When:** AMP'D Indoor Trampoline & Party Center, 5461 McKenna Square (South Soncy Avenue past Hill-side,) Saturday, January 27, 2024 from 10 a.m. until 12:30 p.m.

## TOP 25 POPCORN SELLERS CLUB



**TOP 25 SELLER PARTY:** Immediately following the AMP'D Party the top 25 sellers will be invited to the Golden Spread Council Office at 401 Tascosa Road for **Ice Cream and Special Drawing fun!!!!** Only eligible sellers will be invited. Special Invites will be sent to qualifying Scouts.

**Who can attend:** The top 25 selling Qualifying Scouts. Siblings are welcome.

**Where & When:** Golden Spread Council Service Center, 401 Tascosa Road, Amarillo TX.  
Saturday, January 27, 2024 immediately following the AMP'D Party (about 12:30pm)



# TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



**DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download

## REQUIRED TO SIGN UP:

Council   
District   
Unit

## SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- Record ALL sales in the App & start selling today!
- Each Scout needs a separate account, even siblings.
- You can use the same email for multiple accounts.
- To switch between accounts in the App, click the name dropdown at the top of the screen.

*Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!*

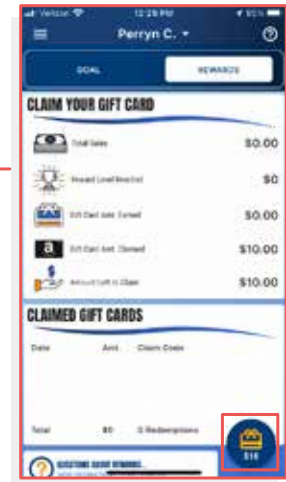
## ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



## SET A GOAL & START EARNING REWARDS



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- To track progress, check the App to see how close you are to reaching the next rewards level.

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!*



**Online Direct:** Sell online & ship directly to customers  
**Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

*Did You Know? 2 out of 3 people will buy when asked at their door.*

**Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders

*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*



# ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

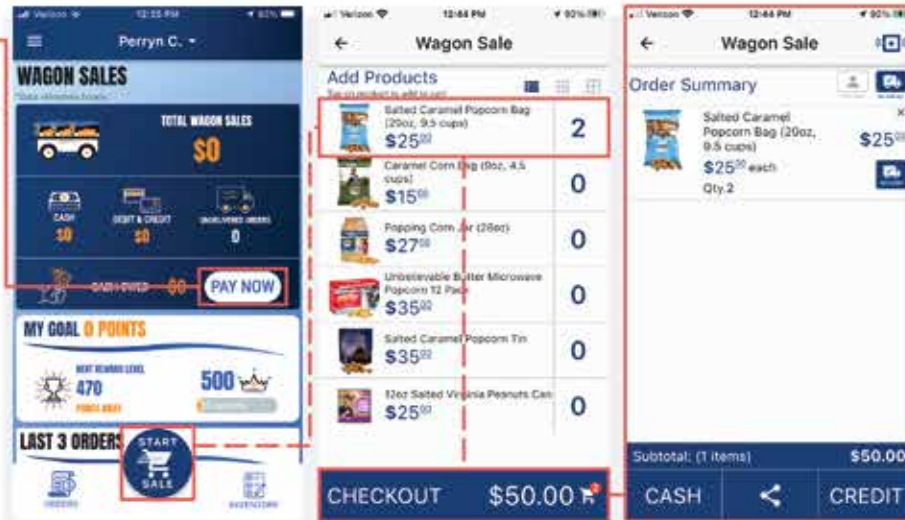


Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

- Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

# WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

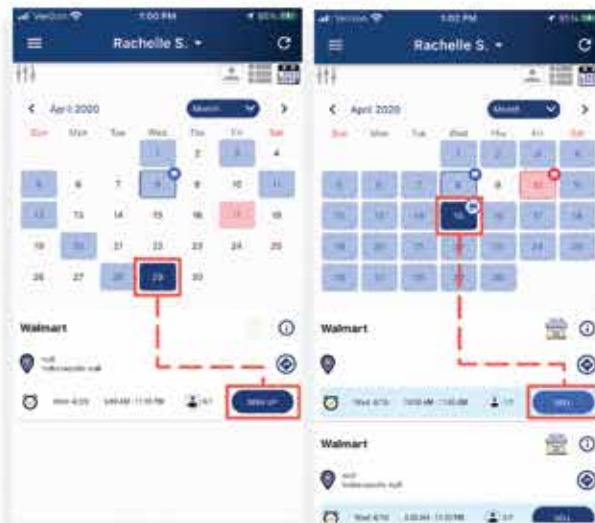
# ISSUE A REFUND



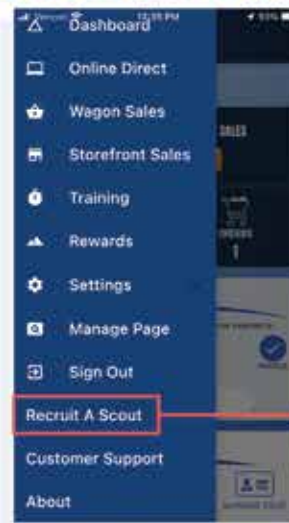
- Select "Order" and then tap the order you want to refund. **CAUTION**, Trail's End does NOT store card info so this action can't be undone.

# RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info



# RECRUITMENT



The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.



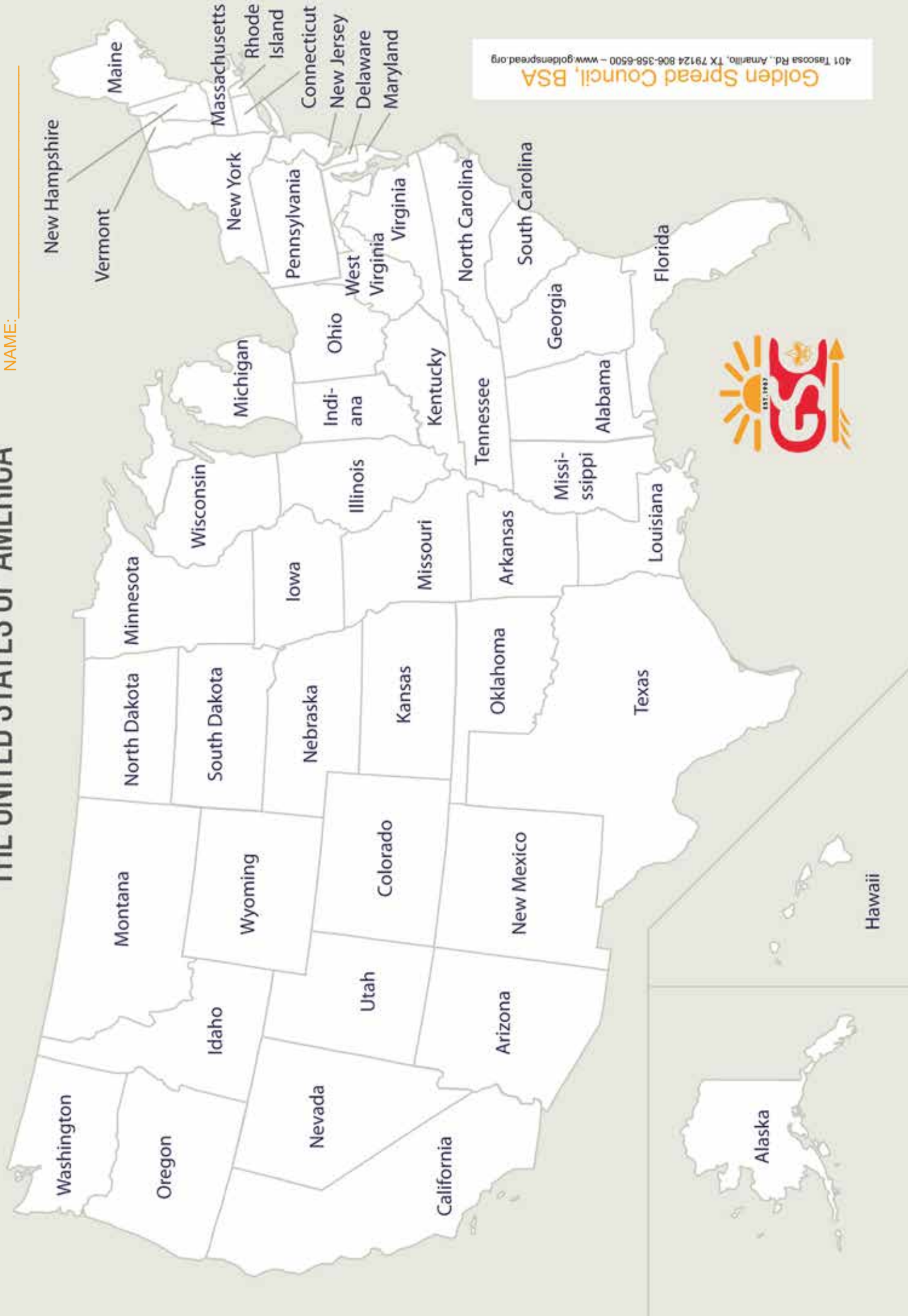
# 50 STATE ONLINE POPCORN CHALLENGE

## THE UNITED STATES OF AMERICA

UNIT # \_\_\_\_\_

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_





**Thank You**  
for your generosity.

70% of your purchase goes to local Scouting, and Trail's End ships popcorn to our military men and women, their families, and veterans' organizations.



**American Heroes**  
**Donation**  
RECEIPT

Date: \_\_\_\_\_

☐ \$30   ☐ \$50

Other Amount: \_\_\_\_\_



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Date: \_\_\_\_\_

☐ \$30   ☐ \$50

Other Amount: \_\_\_\_\_



## CUSTOMER RECIEPTS

Each year the Council receives several phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. The Council recommends that you USE THE TRAILS END APP, but if you can't - do collect money up front, and give the customer a receipt (samples are provided below) with contact information and the date of when to expect delivery of their order. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. Avoid the hassle, and drop ship product USING THE TRAILS END APP.

### Boy Scout Popcorn Sales Receipt

Today's date is \_\_\_\_\_

You bought Boy Scout Popcorn from \_\_\_\_\_

You paid \$\_\_\_\_\_ today

Your Boy Scout Popcorn should be delivered by \_\_\_\_\_

If you haven't received your Boy Scout Popcorn by \_\_\_\_\_

You should call my Scout Leader at \_\_\_\_\_

Thank You for Supporting Texas and Oklahoma Panhandle Scouts!



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# 70% BACK TO FUTURE LEADERS\*

CHOCOLATEY  
PRETZELS

**\$30**



**IMPROVED  
FLAVOR!**  
WHITE CHEDDAR  
POPCORN

**\$20**



**SHOW YOUR SUPPORT  
WITH A DONATION TO  
HEROES AND HELPERS!**

Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels: **\$50 \$30 \$1** Custom amount  
For details visit [trails-end.com/terms](http://trails-end.com/terms)

**NEW!**  
S'MORES  
POPCORN

**\$25**



POPPING CORN

**\$20**



SWEET & SALTY  
KETTLE CORN

**\$15**



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

**\$25**



SALTED CARAMEL  
CORN

**\$25**



POPPING CORN

**\$20**



SWEET & SALTY  
KETTLE CORN

**\$15**



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

**\$25**



SALTED CARAMEL  
CORN

**\$25**



POPPING CORN

**\$20**



SWEET & SALTY  
KETTLE CORN

**\$15**



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

**\$25**



SALTED CARAMEL  
CORN

**\$25**



POPPING CORN

**\$20**



SWEET & SALTY  
KETTLE CORN

**\$15**



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

**\$25**



SALTED CARAMEL  
CORN

**\$25**



POPPING CORN

**\$20**



SWEET & SALTY  
KETTLE CORN

**\$15**



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

**\$25**



SALTED CARAMEL  
CORN

**\$25**



POPPING CORN

**\$20**



SWEET & SALTY  
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SWEET & SALTY  
KETTLE CORN

**\$15**



UNBELIEVABLE BUTTER  
MICROWAVE POPCORN

**\$25**



SALTED CARAMEL  
CORN



**Parent Tip:** Instead of paying your Unit Leader cash from Wagon sales, easily pay them with credit card through the PAY NOW feature in the Trail's End App and simply keep the cash! Trail's End pays all credit card processing fees and parents earn points from their credit card company!\*

- NEW! Sea Salt Popcorn
- Chocolate Pretzels
- NEW! Strawberry Popcorn
- 12oz Unib. Butter Popcorn
- Salted Caramel Corn
- White Cheddar Popcorn
- Popping Corn
- Sweet & Salty Kettle Corn

NAME	STREET /EMAIL ADDRESS /PHONE NUMBER	NUMBER OF PACKAGES ORDERED										AMOUNT DUE	PAID	OLYMPIC
		\$50	\$30	\$20	\$15	\$10	\$5	\$30	\$25	\$20	\$15			
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														
GRAND TOTAL												\$		

\*Depending on your credit card company's point program. Pay Now doesn't count towards credit card points in the Rewards program.



### EARN MORE EASIER!

1.25 PTS Per \$1 Sold App Credit/Debit Card  
& Online Direct  
1 PT Per \$1 Sold Cash

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

trails-end.com/rewards

*70% back to local kids\**

**HELLO**  
*My name is*

I'm selling delicious popcorn this year, all popcorn ships directly to you and you'll help fund my many adventures this year.



To support me, scan the QR code or go to:  
**[www.trails-end.com/shop](http://www.trails-end.com/shop)**  
and enter My Code below!

**My Code:**

\*Average return to local councils, units and youth based on all Trail's End product sales.

**YOUR PURCHASE HELPS  
KIDS LIKE ME  
THANK YOU!**

***Trail's End***<sup>®</sup>