



2022 POPCORN SALES GUIDE

ORDERS DUE:

AUGUST 13, 2022
SEPTEMBER 17, 2022
OCTOBER 29, 2022

PAYMENTS DUE:

On or before **September 30, 2022** for 25% of any pickups through September.

On or before **October 28, 2022** for 25% of any pickups through October.

Final payment on or before **FINAL PICKUP** November 18, 2022 (can be via postdated check for December 1, 2022)

Trail's End[®]



BOY SCOUTS
OF AMERICA
MICHIGAN CROSSROADS COUNCIL

*Additional product will not be distributed without payment being made on these dates.

UNIT INCENTIVE ORDER DUE DECEMBER 1, 2022

Details of the 2022 sale are subject to change.



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POLICIES & PROCEDURES

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CHANGES FOR 2022

- More MCC Storefronts
- Revised Unit Incentives
- Returns – able to return OPENED cases, see details on pg 27
- More help available

TRAIL'S END

Updated App functionality

Scout Rewards

1.25 pts for every dollar sold online/credit/debit
1 pt for cash

More robust FAQ's at:
support.trails-end.com

POPCORN KICKOFFS

MONDAY, JULY 11TH | 6:00-7:30PM

Little Caesar's Arena – Detroit

TUESDAY, JULY 12TH | 7:00-8:30PM

Clinton Twp Library

WEDNESDAY, JULY 13TH | 4:00-5:30PM

Wings Stadium – Kalamazoo

WEDNESDAY, JULY 13TH | 7:00-8:30PM

Wings Stadium – Kalamazoo

THURSDAY, JULY 14TH | 7:00-8:30PM

Scout Service Center – Eagle

THURSDAY, JULY 14TH | 7:00-8:30PM

Walled Lk Church of Christ – Walled Lake

TUESDAY, JULY 19TH | 6:00-7:30PM

Adventure Point – Grand Rapids

TUESDAY, JULY 19TH | 7:00-8:30PM

Adventure Point – Grand Rapids

TUESDAY, JULY 19TH | 5:30-7:00PM

University Presbyterian Church – Rochester Hills

TUESDAY, JULY 19TH | 7:00-8:30PM

University Presbyterian Church – Rochester Hills

WEDNESDAY, JULY 20TH | 6:30-8:00PM

Durand VFW – Durand

WEDNESDAY, JULY 20TH | 5:30-7:00PM

Ypsilanti Library

WEDNESDAY, JULY 20TH | 7:00-8:30PM

Ypsilanti Library

SATURDAY, JULY 23RD | 10:00-11:30AM

Scout Service Center – Traverse City

SATURDAY, JULY 30TH | 9:30-11:00AM

Scout Service Center – Auburn

SATURDAY, JULY 30TH | 9:30-11:00AM

Pines Pavilion – D-Bar-A Scout Ranch

SIGN NOW UP AT:

[HTTPS://MICHIGANSCOUTING.ORG/
POPCORN-KICKOFFS/](https://michiganscouting.org/popcorn-kickoffs/)

ONLINE RESOURCES KERNELS AND LEADERS



KERNELS & LEADERS

Home / Popcorn Sale / Kernels & Leaders



NEED HELP?

MCC WEBSITE

www.michiganscouting.org/popcorn

YOUR DISTRICT KERNELS AND PROFESSIONALS

www.michiganscouting.org/popcorn/kernels-leaders

YOUR DISTRICT PROFESSIONAL

www.michiganscouting.org/staff-directory

MCC POPCORN

mccpopcorn@scouting.org

PAYMENTS

www.scoutingevent.com/272-popcornpymt22

CONTACT TRAIL'S END SUPPORT

TRAIL'S END UNIT SIGN UP

www.trails-end.com/unit-registration

TRAIL'S END SIGN IN

www.scouting.trails-end.com

TRAIL'S END SUPPORT

support.trails-end.com

TO GET ALERTS ABOUT THE POPCORN SALE

Text "MCCPop" to 855-940-4210



SCAN FOR A LIST OF
UPCOMING WEBINARS

Check out the almost 100 Trail's End Youtube for popcorn sale tips & tricks!

www.youtube.com/user/TrailsEndScouting



Details of the 2022 sale are subject to change.

2022 MCC POPCORN CALENDAR

Details of the 2022 sale are subject to change.

AUGUST						
SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER						
SU	M	T	W	TH	F	SA
				1	2	3
4		6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER						
SU	M	T	W	TH	F	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER						
SU	M	T	W	TH	F	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22				26
27	28	29	30			

DECEMBER						
SU	M	T	W	TH	F	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21			24
25	26	27	28	29	30	31

AUGUST

13	August order due to MCC
25-26	ALL MCC popcorn pickups *
28	Supplemental orders due

SEPTEMBER

5	LABOR DAY
17	September orders due to MCC
4, 11, 18, 25	Supplemental orders due
29-30	Product Pickups and 25% Payment due for any prior product picked up in August/September. *

OCTOBER

2, 9, 16, 23	Supplemental orders due
28	RETURNS DUE and 25% Payment due for all prior pickups August - October
29	October orders due to MCC

NOVEMBER

17-18	Product pickups *
Final payment on or before FINAL PICKUP November 17-18th (can be a postdated check for December 1, 2022) If no pickup is made - final payment is due December 1	

DECEMBER

1	FINAL PAYMENTS DUE DECEMBER 1, 2022 Any adjustments to Value of Invoice or Commissions must be made by the unit before this time.
- UNIT GROWTH INCENTIVE ORDERS DUE -	

Supplemental orders are for upcoming storefront sales that take place before you can receive additional product from your monthly order. They are to be placed by Sunday night at midnight and should be available for pickup mid-late the upcoming week.

*Check your email or; visit www.michiganscouting.org/popcorn for more information.

Receipts from the Black Pug payment system, an MCC office OR a unit check can be accepted as payment. Payment IS Required for final pickup and can be a post dated check for **December 1, 2022**.

PRODUCT LINEUP

PACKAGE	PRODUCT	RETAIL COST	INCLUDES	CASE	COST
	GOLD HEROES AND HELPERS DONATIONS	\$50	Donate for the cause! Give back to our Heroes and Helpers!		
	SILVER HEROES AND HELPERS DONATIONS	\$30	Donate for the cause! Give back to our Heroes and Helpers!		
	HEROES AND HELPERS \$1 +	+\$1	Donate for the cause! Give back to our Heroes and Helpers!		
	KETTLE CORN & WHITE CHEDDAR	\$42	(1) 9oz White Cheddar Bag (1) 6oz Kettle Corn Bag	1:1	\$42
	SALTED CARAMEL (BAG)	\$25	(1) 16 oz Sweet Caramel Corn with a perfectly balanced finish of sea salt	1:12	\$300
	WHITE CHEDDAR (BAG)	\$23	(1) 9 oz White Cheddar Cheese Popcorn Bag (contains milk and soy)	1:8	\$184
	KETTLE CORN (BAG)	\$23	(1) 6 oz Kettle Corn	1:12	\$276
	UNBELIEVABLE BUTTER POPCORN - MICROWAVE	\$23	(1) 12 pk microwavable combination of popcorn, oil, salt and butter	1:6	\$138
	POPPING CORN (PLASTIC JAR)	\$17	(1) 28 oz Popping Corn in a Plastic Jar	1:9	\$153
	CLASSIC CARAMEL CORN (BAG)	\$13	(1) 9 oz Classic Caramel Corn. A traditional favorite full of rich caramel flavor	1:12	\$156
NOT AVAILABLE UNTIL SEPTEMBER 29-30 DELIVERY / NOT RETURNABLE					
	CHOCOLATEY PRETZELS	\$28	(1) 12 oz Crispy pretzels wrapped chocolatey goodness.	1:12	\$336

There is a 10% case quantity limit on open case returns. (10% of TOTAL invoiced case quantity rounded to the nearest case.)

Details of the 2022 sale are subject to change.

UNIT INCENTIVE

The 2022 Unit Incentive will be awarded to those units whose 2022 sales exceed their 2021 sale (as recorded by Trail's End and MCC) by the increments listed here. \$2,500 \$5,000 \$7,500 \$10,000.

Example: In 2021 the unit sold \$4000 in traditional and online sales.
In 2022 they would need to sell at least \$6500 to earn an incentive.

UNIT GROWTH INCENTIVE	\$2,500	\$5,000	\$7,500	\$10,000
Pinewood Derby Package	Quan.	Quan.	Quan.	Quan.
Participation Ribbons (10/pack)	2	4	6	8
Pinewood Decorations	0	0	0	2
Derby Cars	25	50	75	100
Pinewood Trophy - Small	3	6	10	12
Pinewood Trophy - Medium	3	6	10	12
Pinewood Trophy - Large	3	6	10	12
Lights & More Kit				
Twin LED Lanterns	1	3	6	7
70qt Cooler	1	1	2	3
5 gallon Beverage Cooler	1	2	3	4
Cast Iron Dutch Oven	2	2	2	3
Pack or Troop Camping Kit				
Two-Burner Camp Stove	1	2	2	2
Cast Iron Griddle	0	0	0	3
Cast Iron Skillet	1	1	2	2
Flat Top Griddle	0	1	1	2
Stainless Troop Cookset	0	0	1	1
Canopy and Pop-up				
10 x 20 Canopy with sides			1	1
10 x 10 Pop-up		1		1
Scout Shop Card	\$200	\$400	\$600	\$800

Products subject to substitution with those of equal or greater value.

To claim your unit incentive you will be sent a link from MCC that will ask you for your 2021 Sales, your 2022 Sales, your prize choice and the Name Email and Phone for your Unit Kernel and Cubmaster/Scoutmaster. Orders must be placed by December 1, 2022.

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COMMISSIONS, PRIZES AND INCENTIVES

- ALL UNIT BASE COMMISSION 34%
- ALL UNIT ONLINE SALES COMMISSIONS 35%
- Additional 1% - APP/KICKOFF COMMISSION (Does not apply to online/online direct sales) is given to those that:
 1. Sign up for and attend an MCC Kickoff.
 2. Use the App to track all Unit and Scout transactions.
- TRAIL'S-END REWARDS (See next page) – Amazon E-cards are earned through Scout app and Online Direct accounts. Redeemable when the unit's invoice is paid.
 - Scouts earn 1.25 pts per \$1 sold using App Credit/Debit Card (wagon and storefront).
 - Scouts earn 1 point for each dollar sold in Cash and Online Direct.
- These values are equal to or above the prize values given in earlier programs including the value of the \$750 and \$1,200 rewards.
- **Opt Out - 3%** For those units that **DO NOT** want to use the Trail's End Scout Rewards Program. Note that because of the Trail's End offerings are so good - your individual Scouts could lose reward value if the opt out is taken.

In your unit site go to: **ACCOUNT SUMMARY** and then **UNIT COMMISSION DETAIL**. Base and online commission is listed. You can reset if you are opting for the 3% cash rather than Rewards. **THIS MUST BE COMPLETED BEFORE YOU HAVE SUBMITTED FOR ANY REWARDS AND BEFORE DECEMBER 1, 2022.**

The screenshot shows the 'ACCOUNT SUMMARY' page for a Scout unit. The left sidebar contains navigation options: Dashboard, Unit info, Training, Storefront Management, Storefront Reservations, Popcorn, Popcorn Orders, Transfers & Returns, Rewards, and Acct. Summary. The main content area is titled 'ACCOUNT SUMMARY' and includes a '2021 SELLING CAMPAIGN' dropdown. Under 'OPEN BALANCES', it shows 'Due to Council: \$0.00', 'Unit Payout Available: \$17.50', and 'Unit Credit Pending: \$0.00'. A 'Request Payout' button is visible. The 'UNIT COMMISSION DETAIL' section is circled in red and contains a table with the following data:

Commission Type	%	Status
Base	34	<input checked="" type="checkbox"/>
Rewards Opt-Out	3%	<input type="checkbox"/>
Online	35	<input checked="" type="checkbox"/>

Below this is the 'COUNCIL BALANCE- TRANSACTION HISTORY' section, which currently shows 'No data available'.

Details of the 2022 sale are subject to change.

TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified Sale Management
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when scouts sell with the App and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate scouts through the App.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!



1.25 PTS PER \$1 SOLD

APP CREDIT/DEBIT CARD (WAGON AND STOREFRONT)

1PT PER \$1 SOLD

(CASH AND ONLINE DIRECT)

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

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OTHER INCENTIVES



DETROIT RED WINGS SCOUT NIGHT **\$1,500 in sales gets you two tickets for scout night**

Be recognized as the Red Wings Charity Group of the Game.

Receive a 15 second video recognition during the game.

Set up a table on the concourse for SCOUTING!

Raffle off a donation basket.

Scout Sleepover invites to all.

**Additional tickets can be purchase seperately
at a discounted rate.**

Red Wings SCOUT NIGHT DATE not currently set.

- Stay Tuned!

BEFORE THE SALE



Low Risk Sale
No-Hassle Payment System
 Use the app for tracking sales!

Amazon Rewards Program
Popcorn Supports Scouting
 Heroes and Helpers

Nearby Warehouse Locations
Flexible Timeline
 Sell Online

- Amazon rewards program – quick return, easy redemption
- Scouts can earn their own way in Scouting with just one fundraiser a year
- Over 73% supports local Scouting program
- Multiple ways to Sell - Show and Sell, Take Order, Show and Deliver and Online Sales
- Follow the plan and there is minimal risk to the unit.

KEYS TO SUCCESS

- Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It's important to have a little fun. Make sure your fall kickoff is fun, motivating and meaningful!
- Be sure your goal is customized to fit your unit's needs.

BUILD A TEAM

- Popcorn Kernel Team
- Shared ideas and effort
- Unit knowledge passed down

RECRUITING NEW MEMBERS

- Recruit at Show and Sells
- Train the parents
- Distribute Flyers
- Take Contact Information

MOTIVATING SCOUTS

- Advancement opportunities
- Scout Rewards
- Accepts Credit Cards
- No Processing Fees
- Real-time reporting
- Unit recognition for sellers
- Fun, Games, Pie in the face

SHOW AND SELL FOCUS

- Scalable – More Scouts, More Shifts
- 8 Hour selling commitment per Scout
- Easy Sales Forecasting

SALES TRACKING

- App provides point of sale software
- App provides Show and Sell scheduling
- App provides Inventory Management

PARENT BUY-IN

- Personal Growth
- One Fundraiser per Year
- Possibility of No Dues!
- Unit Culture – This is what we do!

Details of the 2022 sale are subject to change.

UNIT TRAIL'S END SITE

STARTUP - WELL BEFORE YOU NEED TO PLACE AN ORDER.

All Unit Kernels should have received an email from Trails-End giving access to the 2022 Popcorn website. Returning Kernels may need to reset their password. If you did not receive the email (check Junk / Spam folders), be sure to register at: www.trails-end.com/unit-registration. After registration, it may take up to 48 hours to receive the approval email. If you see no response in your regular or junk email contact your District Kernel or mccpopcorn@scouting.org for additional assistance.

FROM YOUR UNIT SITE GO TO;

1 Unit Info; This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

- Unit's Goal
- Scout Roster
- Storefront Sales Calculation Method
- App Settings
- Unit Team Members 2**
- About My Unit
- Manage Unit Bank Account

2 Unit Team Members; View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Actions

Delete Leader

Set Primary

Edit Leader

Delete Leader

Resend Login

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

Feel free to email - mccpopcorn@Scouting.org or call 248-207-1753 with questions.

Editing a Unit Leader

*Leader Title:

*First Name: *Last Name:

*Username: *Email:

Primary Phone:

*Confirm Email:

Address Line 1: Address Line 2:

City: State: Zip:

Country Code:

Details of the 2022 sale are subject to change.

Trail's End

Alanna Bonar

Example 1
5 Example
Michigan Crossroads Council

- Dashboard
- Unit Info 1**
- Training
- Popcorn
 - Popcorn Orders
 - Transfers & Returns
 - Inventory
- Sales
 - Wagon Sales
 - Storefront Sales
 - Online Sales
- Rewards
- Acct. Summary
- Reports

THERE ARE MULTIPLE WAYS TO SELL USING THE APP

<p>STOREFRONT SALES</p>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in July) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p>
<p>WAGON SALES Door to Door with product</p>	<p>Involves the scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p>ONLINE DIRECT</p>	<p>Online Direct sales are easier than ever for scouts to sell virtually to friends, family and face-to-face. New functionality records Online Direct sales in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit.</p> <p>Families setup their Trail's End account by downloading the Trail's End App. They record sales directly in the app or share the virtual store to customers via email, social media, and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and they can fundraise year-round!</p>
<p>TAKE ORDERS</p>	<p>Each scout collects orders in the App and delivers on hand product or marks product as "undelivered" (to be delivered later). This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.</p>

ORDER FORM/TAKE ORDER

If your Scouts are not using the App, they can collect orders on their order form. The Scout then turns their order form in, to the Unit's Popcorn Team. The product is then ordered and delivered later. This is great for parent's co-workers, friends and family. It is at a Unit's discretion whether money is collected up front or upon delivery.

NOTE - Be sure the unit enters all sales into the App or Unit Portal so that all Scouts receive correct rewards.

Order forms will be available at: www.michiganscouting.org/popcorn or there will be limited copies available at the kickoffs.

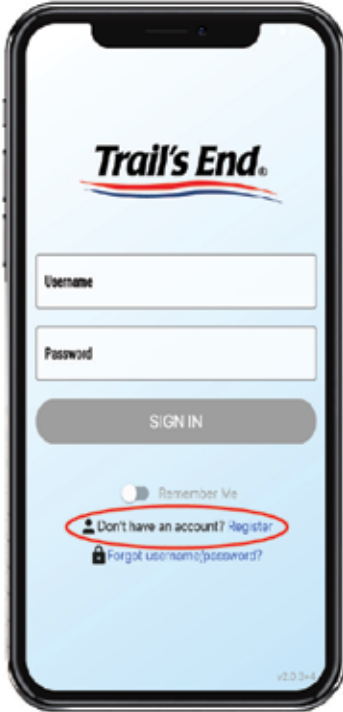
Details of the 2022 sale are subject to change.

THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 62771 to download.

Required to register:

Council: _____ District: _____ Unit: _____



1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Scouts?

- Each Scout must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

ACCEPTING DEBIT AND CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, 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.

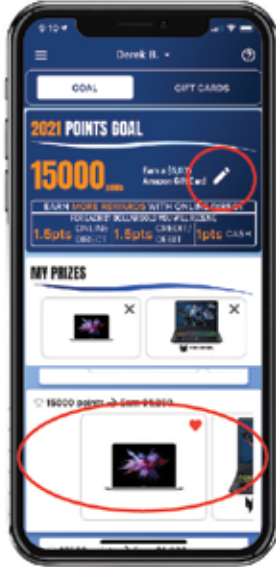
Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.



When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

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TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select rewards at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers

Scout Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

Wagon - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

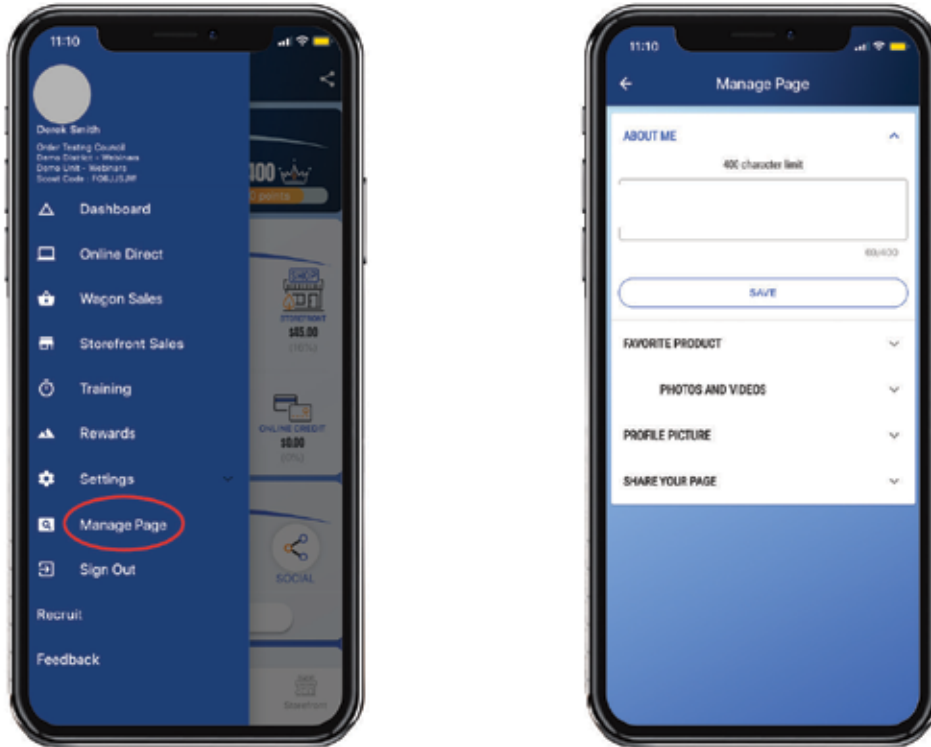
Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Trail's End Parent Facebook Group www.facebook.com/groups/TEParents

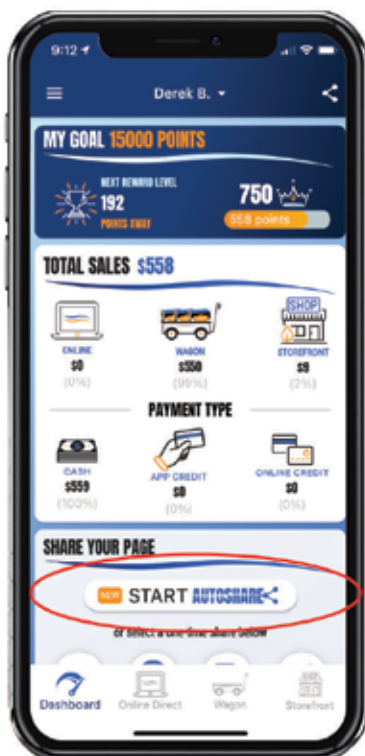
*Screenshots subject to change

MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an “About Me” section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE:

Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.

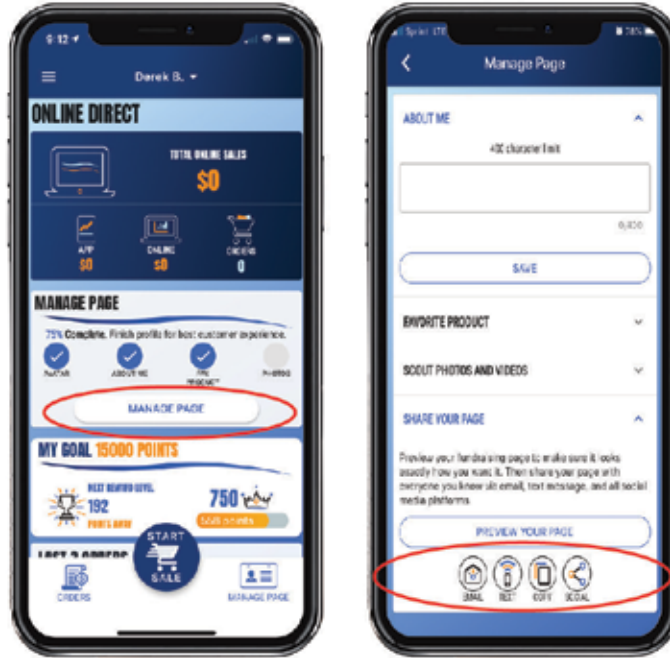


Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

ONLINE DIRECT: HOW IT WORKS

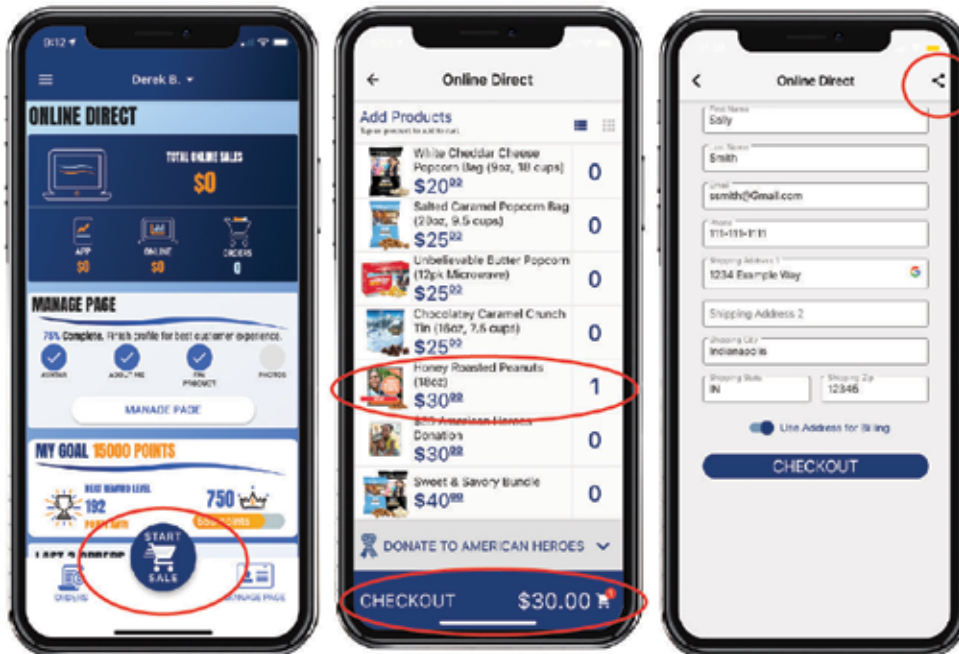
TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



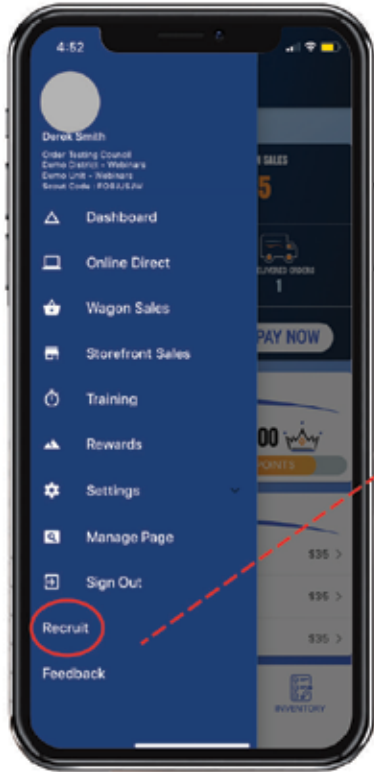
*Screenshots subject to change

Scout Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature: Learn more on the next page!

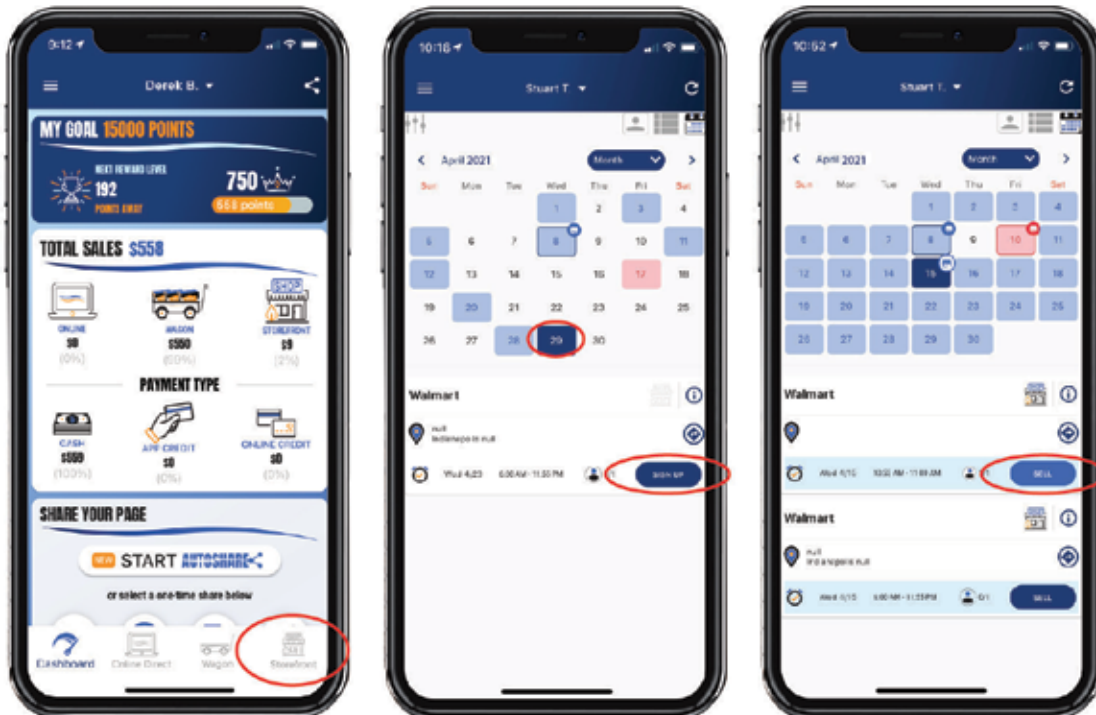
RECRUITMENT



Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

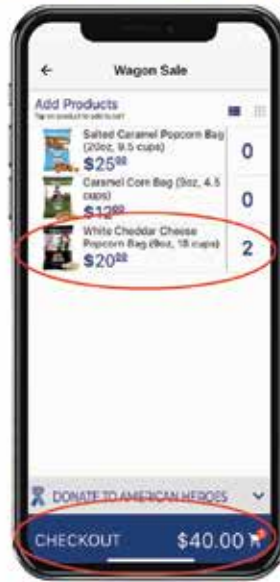
SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

RECORD A WAGON SALE

Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

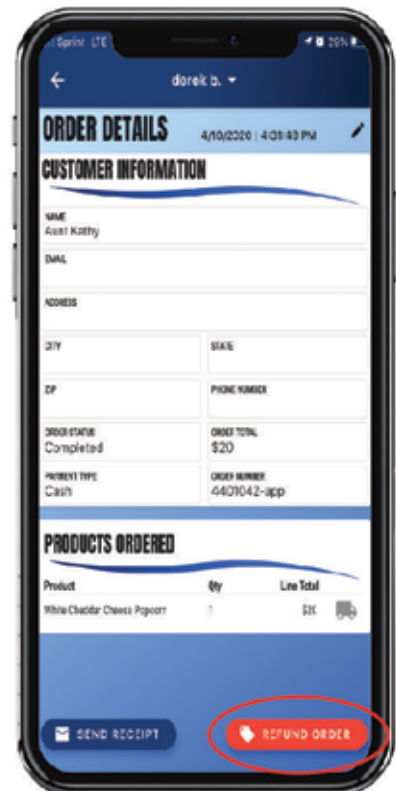
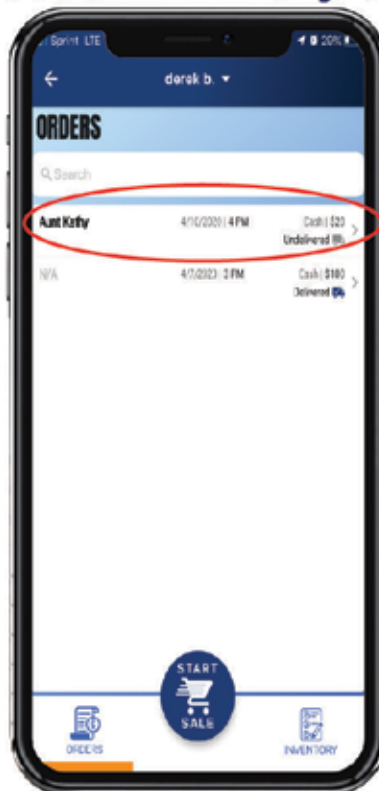


Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

Tip: Marking an item as "Undelivered" means you plan to return with product later. **Be sure to record the customer info for undelivered items so you know where to deliver the product later!** Lastly, don't forget to update the status when delivered!

ISSUE A REFUND

Available **SAME DAY** only for Scouts.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

**Screenshots subject to change*

STOREFRONTS

Specific guidelines and instructions for the 2022 storefront sales will be available at: www.michiganscouting.org/popcorn

MCC STOREFRONTS SHOULD OPEN IN TRAIL'S END IN JULY

See the instructions on pages 14-15 to help you maneuver in the Trail's End system. Watch your Trail's End Unit Portal and our MCC Website for guidelines and protocols for all MCC Storefronts. We will send notifications before opening with further information.

When Scouts are out selling popcorn, they represent the Boy Scouts of America and Scouts BSA. They are selling to earn money for their unit to have an amazing year with great program content. Michigan Crossroads Council and Trail's End have secured many locations and hours for your unit to do storefront sales. Your unit can secure their own locations as well.

Storefront selling in a location which would conflict with the values of Scouting should be avoided. If you wouldn't send your child into a location to 'shop', you shouldn't send them to that location to "sell". MCC will be sending you a rough out line of the stores/location/dates/times available BEFORE opening on July 15th. This will help your planning.



Set your Show and Sell dates following all MCC and CDC Restrictions: Time slots at businesses go fast, begin to request date/times in the late summer before school starts. Specific rules for each location should be listed in the storefront system.

Have enough Show and Sells opportunities for all your dens/patrols. Target a minimum of 2 time slots for every den or patrol. Give priority for secondary Show and Sell slots for Scouts who were unable to sell the first time. Be sure to use all slots you have signed up for!

Cub Scouts only work for 2 hours. If you have a 4-hour shift, then work it so that the Scout works for 2 hours then switch. If it's hot, bring a pop-up awning.

Know your location. Some places may have more than one entrance. **Sell on the way out, not in.** More than 1 Scout working per entrance at a time is too many but be sure to remember the rules of two-deep leadership and youth protection.

Keep Scouts active. Don't let Scouts sit idle during a storefront sale. It's THEIR sale. Have them approach people leaving the store, asking specifically if they will 'support Scouting' by buying popcorn. Always have them say "thank you".

When doing Show and Sells DO NOT BLOCK THE DOORS!! ... not with your table or by getting between customers and the door or their car. Stay to the side. Have signs. Big smiles. Loud voices. Say "thank you," "please," "have a good day," etc.

Order Form/Take Order - If your Scouts are not using the App, they can collect orders on their order form. The Scout then turns their order form in, to the Unit's Popcorn Team. The product is then ordered and delivered later. This is great for parent's co-workers, friends and family. It is at a Unit's discretion whether money is collected up front or upon delivery.

NOTE - Be sure the unit enters all sales into the App or Unit Portal so that all Scouts receive correct rewards.

Details of the 2022 sale are subject to change.

STOREFRONT RESERVATIONS IN TRAIL'S END

1 To begin claiming Storefront Reservations, login to your Trail's End unit leader account at www.trailsend.com/login and go to the "Storefront Reservations" tab on the left side menu.

2 You can locate available Storefront Reservations by clicking on dates with a blue storefront icon. The number next to the icon indicates the number of available Reservations.

3

MANAGE RESERVATIONS

September 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Selecting a date will bring up a list of Storefront Reservations available, including the address, start time, and end time for the reservation. For dates with multiple reservations available, filter for specific stores or look up stores using the "Search" box.

4

You will claim the shift by clicking on the blue "Reserve" button. Due to the high volume of reservation requests, it may take several minutes to confirm your Reservation. Once confirmed, you will receive an email and the Reservation will be added to the "Storefront Management" screen.

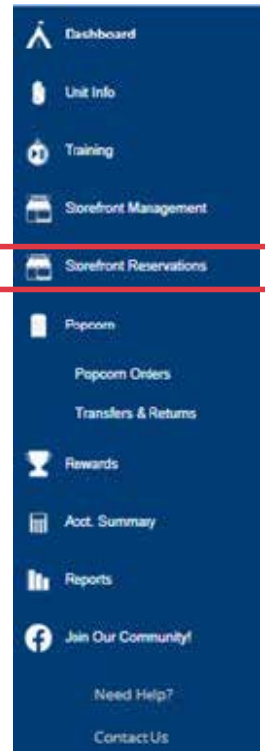
5

Reservations may be rejected if the current rules prohibit you from securing that store (Example: It's outside of your district) OR if another Unit claimed the Reservation prior to you clicking the reserve button.

SITE LIST

09/12/2020

SITE NAME	ADDRESS	START TIME	END TIME	
Alpen	2367 Berkeley Ave	05:00 am	07:00 am	RESERVE
Walmart	4440 Westmonte Dr	07:00 am	04:00 pm	RESERVE



STOREFRONT RESERVATIONS IN TRAIL'S END

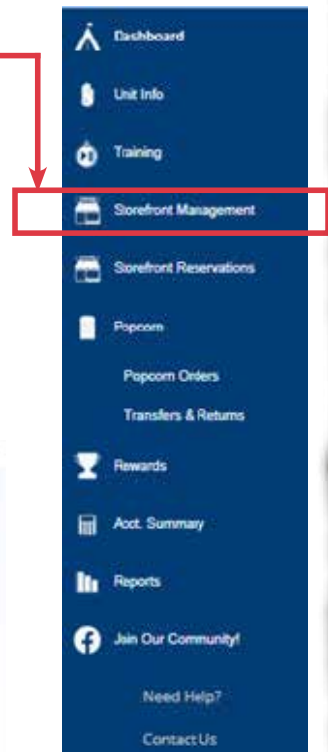
- 6 The "Stats" box on the Storefront Reservations page gives you information about upcoming claiming availability.
 - The "Number Reserved" is the current number of Storefront Reservations that your unit has claimed.
 - The "Current Available" is the number of Storefront Reservations that your unit is allowed to claim right now. More Storefront Reservations will become available to reserve as other units have had the opportunity to claim shifts.
 - The "Upcoming Available" is the number of Storefront Reservations your unit will have at an upcoming date.
 - The "Next Available Date" is when your unit will be able to claim a certain amount of shifts.



- 7 To see your reserved storefronts, you'll move to the "Storefront Management" tab on the left side menu.

- 8 Your Storefront Reservations will then be managed the same as any sites you set up on your own. You can manage shifts, add Scouts, assign inventory and cash, and record sales.

New in 2022 You can view the TE Storefront Agreement, which provides specific information about the Storefront Reservation & other forms from store management for stores in the "Agreements" section. You may download and/or copy the URL file to share with your Unit if desired. Scouts may also view agreements for shifts they have registered for from "My Storefront Shifts," then clicking the carrot to view "Agreements."



STOREFRONT RESERVATIONS IN TRAIL'S END

- 9 Sites reserved from Trail's End booked stores will have a Trail's End logo next to them.
- 10 Please note that you sign up for a store with a certain time range set by the store (ex. 4pm – 8pm) and you then have the ability to adjust the shifts within that time range. You can have 4 one-hour shifts, 2 two-hours shifts, etc.



- 11 If your unit no longer wants the shifts or is unable to work the site, you can delete it and it will be released to other units to claim.



ONLINE SELLING

BENEFITS OF TRAIL'S END ONLINE DIRECT

- Safe for Scouts - fundraise from the safety of home.
- No handling of products or cash - all credit.
- Exclusive Online Direct products, such as coffee, nuts and jerky.
- Less work and less of your time.
- Easy to manage with the Trail's End App.

HOW DOES ONLINE DIRECT WORK?

- Two Ways Customers Order Online Direct.
 - Virtual Store - Scouts share their fundraising page via email, text or social media.
 - Scout Recorded - Record customer orders directly in the Trail's End App (Credit/debit only).
- Trail's End ships products to customers, and unit never handles products or cash.

ONLINE DIRECT

Virtual Fundraising is safest for Scouts!



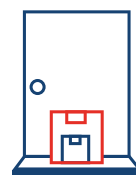
SAFE FOR SCOUTS

Fundraise from the safety of home!



PRODUCT VARIETY

Even MORE products to choose from.



NO HANDLING

Products ship directly to your customers.

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

SCOUT RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) "Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!



DURING THE SALE

PART 2 OF BUILDING A SUCCESSFUL SALE

ORDER POPCORN – Monthly orders are due before August 13, September 17, October 29, 2022 or weekly as your unit needs product throughout the sale. Order what you need, you can return up to 10% of the total cases on your final invoice up until the return deadline of October 28. See www.michiganscouting.org/popcorn for more information



ORDERS

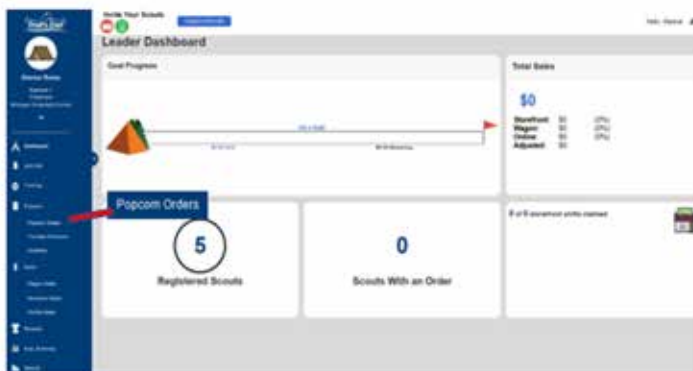
- Please confirm your username and password well BEFORE the due date; contact; mccpopcorn@Scouting.org
- Go to; <http://Scouting.trails-end.com> to place your order by the due dates. (see calendar)
- Double check your order before submission.
- If your unit does not meet until after school starts, the September pickup is probably the earliest you want to get product!
- Remember a 25% payment will be due in September from ALL units; (for August orders) and October (for September orders)

NOTE: There will be no additional products distributed until payment is received as defined on the Payment Procedures page and calendar.

Only take product if you are going to sell before the next order date.

Unit Popcorn Ordering

1. From the unit dashboard, click the Order Popcorn button. Or, you can go to Popcorn Orders from the left navigation menu, then click Order Popcorn. This will take you to the New Unit Order screen. a. To view last year's invoice statement, once on the Order Popcorn page, choose the appropriate year from the campaign dropdown and then click Invoice Statement.



2. From the dropdown menu, double check to make sure that the correct campaign year is set (automatically defaults to the current year) and select the appropriate order from the "Choose Delivery" dropdown box to populate the product ordering rows.



3. Use the Order Adj column to enter and/or adjust the order quantities (use positive or negative integers to adjust), and then click **Submit** to send your order to your Council for approval, or click **Save** to hold your quantities to be submitted at a later time. The Final Unit Order column will reflect your final order quantity to your Council.

Chocolate products are not available until the September order.

MANAGE POPCORN INVENTORY – Use the new Trail's End app to track and manage your inventory, cash, storefront and wagon sales. Keep product in the hands of your Scouts to keep them selling throughout the sale. The goal is not running out of product, yet not having excess left to return at the end.

HEROES AND HELPERS

- When receiving donations earmarked for **'HEROES AND HELPERS'** they are to be ordered under the correct dollar designation. Either the \$50, \$30 donations or any specific full dollar value in 'Heroes and Helpers'.
- Remember that all App and cash donations given to your unit should be placed under these designations.
- **NO** product may be distributed directly through you to any of Heroes & Helpers locations without submission and prior approval from MCC. Additional documentation that requires recipient, MCC, and Trails-End signatures is needed to document the donation.

Q: WHAT IS HEROES AND HELPERS?

A: It is a way for Scouts and the public to say thank you to community heroes, including (but not limited to) Military, Police, Fire, EMS, etc.

Q: HOW DOES IT WORK?

A: It is just like selling any other product, but the customer does not receive any popcorn to take with them. The Scout receives the same amount of commission for the sale. The customer is supporting the Heroes and Helpers program in their area with the purchase.

Q: HOW MUCH IS IT?

A: Donations to Heroes and Helpers program can be made in \$30 or \$50 increments or other dollar values in the App and Online.

Q: HOW DO WE ORDER?

A: Online orders will already be in place. For App and Online, you order it via the Take Order on the Trails End website.

Q: CAN WE DISTRIBUTE OURS LOCALLY, HOW DOES THAT WORK?

A: Yes. Fill out the form at: <https://bit.ly/3N1YU2g>. Submit where, to whom and how many cases you would like to donate. After the sale, your unit will be contacted by MCC to make the arrangements for the drop off.

Q: CAN WE USE OUR LEFTOVER PRODUCT TO FILL THE HEROES AND HELPERS WE SOLD?

A: No. You cannot trade out leftover product for Heroes and Helpers credit.



Details of the 2022 sale are subject to change.

PROCEDURES/DISTRIBUTION

- If your warehouse takes appointments, be sure to sign up in advance and be prompt with your pickups. Distribution locations are manned by volunteers and available staff statewide.
- VOLUNTEER! To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. Those that volunteer at the warehouses get their product early. Rushing through distribution or returns causes errors. YOU are responsible once your receipt is signed.

Note: PLEASE double check your packing slip BEFORE signing!
Once signed, you are responsible for the product and payment.

- Deliveries to council take place in August, September and November. Please check www.michiganscouting.org/popcorn for the warehouse locations and times near you.

Trail's End System

Login at www.trails-end.com

Unit Leader Reference Guide

INVENTORY TRANSFERS

See the reference guide available on your unit site.

UNIT TO UNIT PRODUCT TRANSFERS

The Trail's End System will facilitate transfers by allowing units to transfer products from their popcorn orders to another unit within their council.

GIVING UNIT

1. Under the Popcorn Orders page, click View next to your approved unit order with the inventory to be transferred.
2. Click the Transfer Inventory button and select the District and Unit from the dropdowns menus of the unit that is receiving the inventory
3. Enter the quantities (cases and containers) to be transferred and click on;

Return Inventory to Council **Transfer Inventory** Post Order Adj. Log

Product Transfer

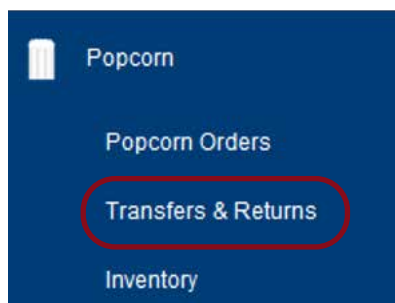
Instructions: To transfer inventory to another Unit. Select the Unit you would like to send inventory to and enter the quantity for each line item you would like to send. Once the form is complete, click "Submit Transfer Request" Click the "Cancel Transfer" to clear the transfer request.

Select District

Select Unit

Cancel OK

→ **Submit Transfer Request**



RECEIVING UNIT

1. The primary contact of the receiving unit will be emailed a notification of the transfer request
2. Go to the **Transfers & Returns** page on the left navigation menu.
3. Review the pending products transfer. If correct, click the **Approve** button, or the **Reject** button if the transfer quantities are incorrect. Once the receiving unit has accepted the product transfer, adjustments will be made to each unit's popcorn invoice statement to reflect the product transfer. All transfers must be completed before invoicing is paid in full.

Details of the 2022 sale are subject to change.

POPCORN SELLING TIPS & BEST PRACTICES

SELL SELL SELL – Keep Scouts motivated! Do one fundraiser per year and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

FIND A HOOK; Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.



CREATE A GOAL. Units that have a written down and expected goal sell more. Scouts who either have a goal assigned by the unit OR one they've selected sell **MUCH** more.

DON'T BE SCARED, PICK A SUBSTANTIAL GOAL! Start at \$500 or higher per Scout?! Average Door-to-Door sales are \$200/hour, average Show and Sells are \$125/hour. With only 3-6 hours work (over a 3 month period). Just think together about all the great things your Unit could do if every Scout sold to provide for your great programming.



USE THE APP to help you track your Scouts, your sales, and your commissions! See page 13.

BOOK YOUR STOREFRONTS through your unit portal in Trail's End. See page 19.

USE YOUR TEAM. Assistant Kernels, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make them responsible for communication and "energy" of the sale in their respective Den or Patrol. They keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD CANVASSING OR "BLITZ" days where Scouts meet with unit popcorn in a parking lot or nearby location with designated streets for each den, patrol, etc. to canvass.

DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES. Either give each Scout an equal share or pro-rate on a time basis. Use the new app to track who worked, when, where, how long, etc.

HAVE UNIT LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM TRAIL'S END.

Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their scouts selling.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great Trail's End rewards and unit incentives. Not a high-pressure email, just updates and reminders.

GIVE YOURSELF ENOUGH TIME TO COLLECT THE MONEY AND PLACE THE ORDER.

Schedule the forms and money due to the Den or Patrol Kernels about a week before you need to place the order. They give you what they collected several days in advance of your order. This gives everyone time for tracking down Scouts who you know have sold but haven't turned in their form, etc.



Details of the 2022 sale are subject to change.

POLICIES/PRODUCT RETURNS

DAMAGED PRODUCT

Damaged product will be **REPLACED** at your warehouse on your next trip there. Damaged product is exchange only. The original packaging/product must be brought to the warehouse for replacement.

RETURNS

10% of your total invoiced product cases as of the return date of FRIDAY, OCTOBER 28, 2022 can be returned following the guidelines below!



On designated times/days you can bring your returns to any open warehouse until Friday, October 28, 2022. **Help us help you**, if you see you have excess product **PLEASE keep us informed**. If you let your district kernel, unit serving executive or staff advisor know they can help you find a unit to transfer that product to and get it OFF YOUR INVOICE!

Product returned WILL be opened and examined by warehouse staff to verify contents are;

- * **Within correct date parameters**
- * **Identical**
- * **Match the carton**
- * **No tagging, marking, stickers or tape on products or cases**
- * **Undamaged**
- * **Salable**
- * **No melted product**

- Please respect your fellow volunteers, do not falsify your return. Product is re-distributed. Discrepancies cause other volunteers extra time and effort.
- Returns can be open cases (**no returns on chocolate products**).
- Warehouse staff will complete a return form and sign, giving a copy to the unit.
- Please double check for accuracy BEFORE signing.

MCC reserves the right to refuse product that does not follow these guidelines. Your local collection dates may vary; Follow your local deadlines.

EXAMPLES

- If your invoice says you purchased 43 (non-chocolate) cases, you will be able to return 4 full cases.
- If your invoice says you purchased 67 (non-chocolate) cases, you will be able to return 7 full cases.

(THE APP CAN HELP YOU TRACK INVENTORY TOO)

Details of the 2022 sale are subject to change.

AFTER THE SALE

PART 3 OF BUILDING A SUCCESSFUL SALE

Visit: www.michiganscouting.org/popcorn for more information.

COLLECT PAYMENTS FROM FAMILIES - Develop a plan to collect payments from your Scout families. Utilize Scout collection envelopes and train Scouts to collect fees. Set unit due dates prior to council payment dates so you have time to process before your payment is due.

PRIZES AND INCENTIVES FOR SCOUTS - Recognize your Scouts for their hard work with the Trail's End Amazon program and special prizes and incentives from your unit.

CHECK YOUR INVOICE - Check your invoice at any time throughout the sale on your own Trail's End site. If you have question at any time contact; your local district kernel, professional or mccpopcorn@Scouting.org.

PAY YOUR POPCORN BILL

- Remember Scouts cannot access their rewards without the unit being paid in full.
- Make payments on your 2022 popcorn account by the dates specified in the program calendar.
- Use the Black Pug/Online Payment system or make payments in your office by the due dates.
 - **On or before September 30, 2022 for 25% of any pickups through September.**
 - **On or before October 28, 2022 for 25% of any pickups through October.**
 - **And final payment on or before FINAL PICKUP November 18, 2022***



FINAL PAYMENT CAN BE MADE BY;

- Black Pug or office receipt for the full invoice value: www.scoutingevent.com/272-popcornpymnt22
- Postdated check for full invoice value brought to the warehouse.

NO PICKUPS WITHOUT PAYMENT.



ABSOLUTE FINAL SETTLEMENT MUST BE RECEIVED BY DECEMBER 1, 2022.

SPEND YOUR EARNINGS! - Congratulations! You've followed your plan and raised what your unit needed to support their program. Now recognize your Scouts by providing a fantastic Scouting program in **2022-2023.**

GREAT JOB AND HAPPY SCOUTING!

Details of the 2022 sale are subject to change.

POLICIES/ACCOUNT SETTLEMENT

*Please check the system within three business days of a return, pickup or change to confirm it has been accounted for properly. It is up to the unit to confirm dollars owed PRIOR to the due dates.

If you see any discrepancies please contact; mccpopcorn@Scouting.org, your District Kernel, Unit Serving Executive or FSC Staff Advisor immediately to rectify. Please do so before your payment is due.

Account/Product settlement – always review your invoice before paying.

UNIT TO UNIT TRANSFERS

Unit to Unit Transfers are again available in the Trail's End system. When you transfer product to another unit remember that product will not be moved from your unit to the 'buyer' until they have approved the transfer. All transfers must be complete BEFORE FINAL PAYMENT IS MADE FROM EITHER UNIT. See page 23 for more details.

If you made payment in an office or online, please bring receipt to the warehouse with you. Remember that you cannot pickup additional product unless amounts due are paid.

PAYMENTS

- All units that received product through September will need to make a payment equal to or above 25% of their August & September Due Council Values (less system credits applied) Due to council on or before September 30, 2022.
- All units that take product through October distribution will need to make a payment equal to or above 25% of their August, September & October Due Council Values (less system credits applied). Due to Council on or before October 28, 2022. You can bring these receipts or checks with your return to the warehouse.
- **DATES MAY VARY; FOLLOW YOUR LOCAL DEADLINES.**
ALL RETURNS are due by October 28th.
- FINAL PAYMENT is due when you do your final pick up on or about November 18. Please bring an office or Blackpug receipt or postdated check to final distribution.
- You will not be considered paid in full until the deposits are made on December 1, 2022.
- Please be sure to review your invoice before paying.
- Scout rewards and unit incentives will not be released without full payment.



Details of the 2022 sale are subject to change.

PROCEDURES/PAYMENTS

Remember that you cannot pickup additional product unless amounts due are paid. If you made payment in an office or online, please bring a copy of the receipt for us to the warehouse with you.

Final Settlement: Units keep their commission and pay the "Balance Due Council" on the invoice. It is up to the unit to confirm dollars owed on the invoice PRIOR to the published due dates.

We are encouraging echeck payment processing through Black Pug at <https://scoutingevent.com/272-popcornpymt22>. This will permit the unit to pay online and alleviate the stress of finding the treasurer to get you a check before you come to the warehouse.

Personal checks or credit cards, multiple check from your customers, or checks made payable to a unit cannot be accepted as payment for a unit's popcorn invoice.

BLACK PUG INSTRUCTIONS

- Read the event details as given.
- Click on the green 'register' button
- Click on the red 'update information' button. Fill in your complete first and last name as well as your correct email.
- Then click on the 'Select Unit' button. From the drop down, choose the type of unit you are making a payment for. Click on the green 'next'. Click on your unit number confirming the chartered organization listed. Then click on the green 'done'.
- Fill out the full dollar amount in the installment box. Do not enter cents, just the full dollars.
- Click on the green 'proceed to checkout' button. Click on the green 'checkout' button.
- Fill out all required fields for your name, address, and phone.
- Read the Program Payment & Refund Policy of the MCC and click on the 'I have read . . . 'box.
- You can choose to use your checking or savings account. Enter your banking information which includes Type of account, Name on Account, Routing number, Account Number and Bank Name.
- or a credit card. Convenience fees will be charged for using a credit card. You will need to enter the credit card type, Unit name on the card, CID and expiration.
- Click on 'Authorize Payment'

Please write down your transaction number in case of any problems. It is a 10-digit number beginning with 272. A receipt will be sent to your email.

Option also remains available to make your payment online. Checks can be brought to the warehouse or nearest office on or before the due dates below. Be sure to bring a copy of your invoice and receipt for the warehouse

