

MICHIGAN CROSSROADS COUNCIL, BSA

2024 POPCORN SALES GUIDE



PLEASE READ NEW RETURN AND PAYMENT POLICIES.
FINAL PAYMENT AND UNIT INCENTIVE ORDER DUE DECEMBER 2, 2024

Trail's End[®]

UPDATED AUGUST 9, 2024

Scouting America
Michigan Crossroads Council

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POLICIES & PROCEDURES

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POPCORN TRAININGS

MONDAY, JULY 8TH | 7:00PM
E-Free Learning Church Gaylord Campus

MONDAY, JULY 8TH | 7:00PM
Dauch Office - Detroit

TUESDAY, JULY 9TH | 4:00PM
Devos Center for Scouting - Grand Rapids

TUESDAY, JULY 9TH | 7:00PM
Devos Center for Scouting - Grand Rapids

TUESDAY, JULY 9TH | 7:00PM
VFW Davison - Burton

TUESDAY, JULY 9TH | 7:00PM
Clinton-Macomb Public Library - Clinon Twp.

THURSDAY, JULY 11TH | 4:00PM
Kalamazoo Office

THURSDAY, JULY 11TH | 7:00PM
Kalamazoo Office

THURSDAY, JULY 11TH | 7:00PM
Walled Lake Church of Christ - Walled Lake

THURSDAY, JULY 11TH | 7:00PM
Cornerstone Baptist Church - Swartz Creek

THURSDAY, JULY 11TH | 7:00PM
Eagle Office

SATURDAY, JULY 13TH | 11:00AM
Port Huron Host Lions Club - Port Huron

MONDAY, JULY 15TH | 7:00PM
Ypsilanti Library

TUESDAY, JULY 16TH | 7:00PM
Wayne Community College - Taylor

TUESDAY, JULY 16TH | 7:00PM
Rochester Hills - Univ. Pres. Church

THURSDAY, JULY 18TH | 6:30PM
Auburn Office

Register for Popcorn Trainings at <https://bit.ly/44ZK8Ug>



UPDATES FOR 2024

Local Kickoffs to help you!

Storefronts available sooner, with longer lead time.

New Payment Portal!

POPCORN SALE

Powered by Trail's End and You!



NEED HELP?

MCC WEBSITE

www.michiganscouting.org/popcorn

YOUR DISTRICT KERNELS

www.michiganscouting.org/popcorn

YOUR DISTRICT PROFESSIONAL

www.michiganscouting.org/staff-directory

MCC POPCORN

mccpopcorn@scouting.org

PAYMENTS

www.michiganscouting.org/popcornpayment

CONTACT TRAIL'S END SUPPORT

TRAIL'S END UNIT SIGN UP

www.trails-end.com/unit-registration

TRAIL'S END PORTAL

www.portal.trails-end.com/login

TRAIL'S END SUPPORT

www.support.trails-end.com/support/home



SCAN FOR A LIST OF
UPCOMING WEBINARS

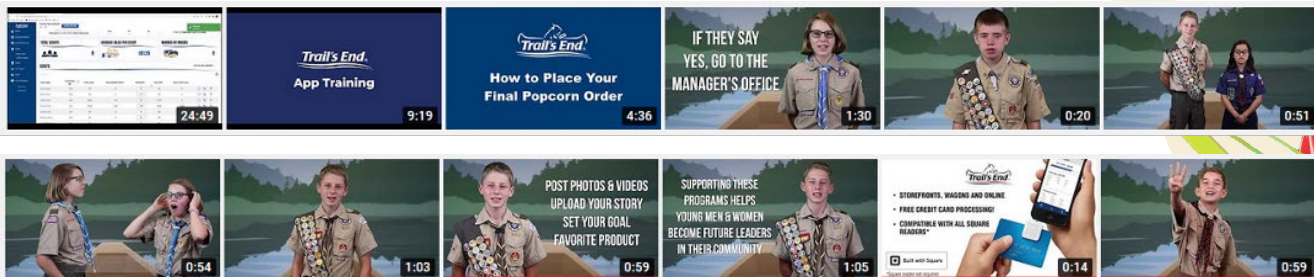
TO GET ALERTS ABOUT THE POPCORN SALE

Text "MCCPop" to 517-997-8039

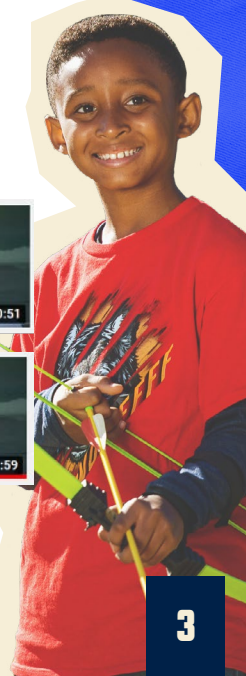
ONLINE RESOURCES

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

www.youtube.com/user/TrailsEndScouting



Details of the 2024 sale are subject to change.



REFILL 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 following week.

Receipts from the ACH payment system, an MCC office OR a unit check can be accepted at the warehouse as payment. If product has already been received, payment IS required at the time of final pickup and can be a post dated check: dated **December 2, 2024.**

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	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					

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	23
24	25	26				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
22	23	24	25	26	27	28
29	30	31				

AUGUST

11	August order due to MCC
22-23	ALL MCC popcorn pickups
25	Refill Orders

SEPTEMBER

2	LABOR DAY
15	September orders due to MCC
8, 15, 22, 29	Refill Orders
26-27	Product Pickups and 25% possible payment due for any prior product picked up in August/September.

OCTOBER

6, 13, 20	Refill Orders
25	RETURNS DUE and 25% possible payment due for all prior pickups August - October
27	October orders due to MCC

NOVEMBER

7-8	Product Pickups
	If you are making a Pickup in November, FINAL PAYMENTS ARE DUE. November 7-8th. (can be a posted dated check for Dec 2 2024.) If no pickup is made final payment is due December 2.
27-29	Thanksgiving

DECEMBER

2	- FINAL PAYMENTS DUE! - - UNIT INCENTIVE ORDERS DUE -
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***Check your email or, visit www.michiganscouting.org/popcorn for more information.**
Details of the 2024 sale are subject to change.

PACKAGE	PRODUCT	RETAIL COST	INCLUDES	CASE	COST
	KETTLE CORN (BAG)	\$15	(1) 3.5oz Sweet and Salty Kettle Corn	1:12	\$180
	POPPING CORN	\$17	(1) 28 oz Popping Corn	1:9	\$153
	WHITE CHEDDAR (BAG)	\$20	(1) 6 oz White Cheddar Cheese Popcorn Bag (contains milk and soy)	1:12	\$240
	SALTED CARAMEL (BAG)	\$25	(1) 14oz Rich Caramel Corn with just the right amount of salt.	1:12	\$300
	S'MORES POPCORN	\$25	(1) 7oz Delicious chocolatey marshmallow and graham cracker flavor.	1:12	\$300
	UNBELIEVABLE BUTTER - MICROWAVE	\$25	(1) 12 pk microwavable combination of popcorn, oil, salt and butter	1:6	\$150
	GOLD HEROES AND HELPERS DONATIONS	\$50	Send a gift of popcorn to our Heroes and local Helpers.		
	SILVER HEROES AND HELPERS DONATIONS	\$30	Send a gift of popcorn to our Heroes and local Helpers.		
	HEROES AND HELPERS \$1+	\$1+	Send a gift of popcorn to our Heroes and local Helpers.		
For product quality assurance chocolatey pretzels not available until September/October orders only. NO RETURNS ON CHOCOLATE PRETZELS					
	CHOCOLATEY PRETZELS	\$30	(1) 12 oz Perfect blend of pretzel crunch covered in chocolatey goodness.	1:12	\$360

RETURN LIMIT REMAINS 12%

SEE PAGE 26 FOR DETAILS

(12% of TOTAL INVOICED cases as the invoice states at return time.

Only one return is available per unit and must be received in our warehouses by October 25, 2024.)

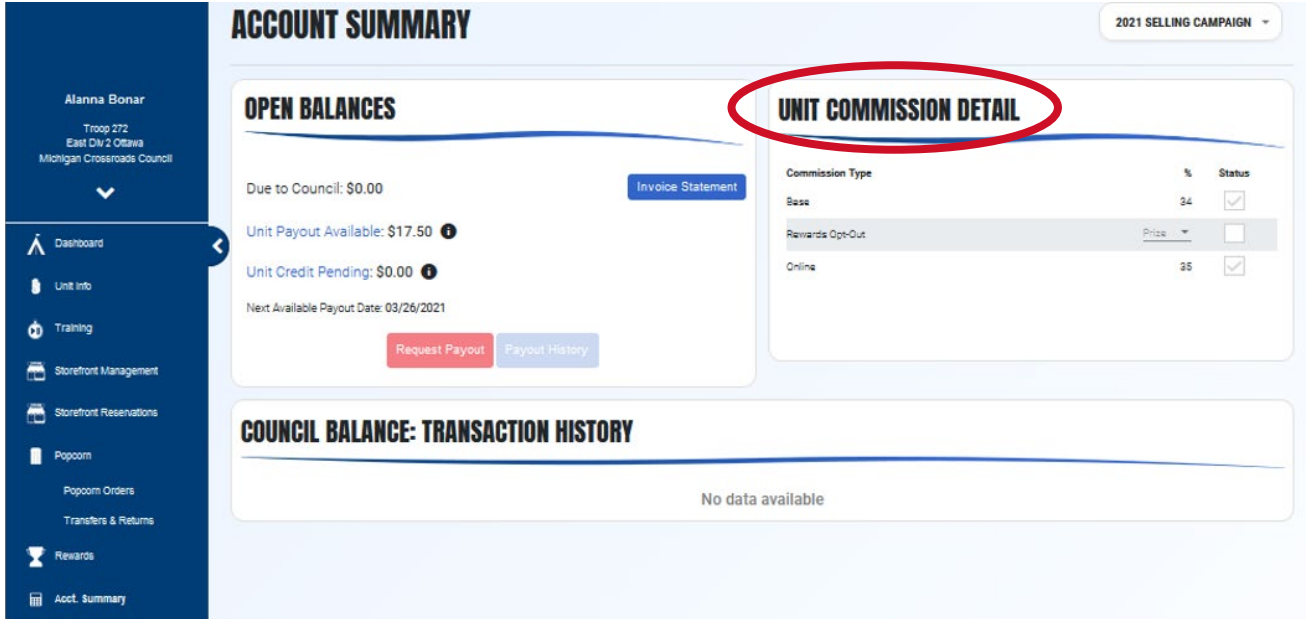
Details of the 2024 sale are subject to change.

Units need to audit their accounts, pay in full and confirm their rewards in the Trail's End system by December 2, 2024. See page 23 for audit details.

ALL UNIT BASE COMMISSION 30%

Additional 5% - Can be earned by attending a complete MCC sponsored training.

ALL UNIT ONLINE SALES COMMISSIONS 35%



Go to your Account Summary tab and then Unit Commission detail. Base and online commission is listed.



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

Details of the 2024 sale are subject to change.

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

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!

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!

Did you know? 1,750 points (or approximately \$1,500 in sales) helps fund most Scout's year of Scouting including registration, handbooks, uniforms, unit dues and much more! Plus the AMAZON GIFT CARD.

EARN MORE – EASIER! Scan the QR code to download the APP through Apple or Google Play to start earning today! Trail's End pays ALL TRANSACTION FEES!

Rewards earned in 2024 must be claimed in App by Scouts by June 20, 2025.

1.25 PTS PER \$1 SOLD

APP CREDIT/DEBIT CARD (WAGON AND STOREFRONT) AND ONLINE SALES

1PT PER \$1 SOLD

(CASH ONLY)

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



EARN MORE WITH ONLINE DIRECT

Details of the 2024 sale are subject to change.

BACK BY POPULAR DEMAND!



SCOUT NIGHTS AT LITTLE CAESAR'S ARENA

Every Scout that sells \$1,700 or more can receive:

- A credit for \$100 towards two tickets to see a Red Wings Game at Little Caesar's Arena! (Adult must attend with Scout)
Any additional costs due to location of seating will be covered by purchaser at time of registration.
- Accolades at the Arena
- There will be at least one game each month in January, February, and March.

MORE INFORMATION COMING!

Details of the 2024 sale are subject to change.

The 2024 Unit Incentive will be awarded to those units whose 2024 sales exceed their 2023 sale (as recorded by Trail's End and MCC before December 1, 2024) by the increments listed here. \$2,500 \$5,000 \$7,500 \$10,000.

**Example: In 2023 the unit sold \$4000 in traditional and online sales.
In 2024 they would need to sell at least \$6500 to earn an incentive.**



UNIT GROWTH INCENTIVE	\$2,500	\$5,000	\$7,500	\$10,000
	Quan.	Quan.	Quan.	Quan.
MCC SUMMER CAMP CREDIT	\$300	\$500	\$700	\$900
Pinewood Derby Package				
Participation Ribbons (10/pack)	2	4	6	8
Pinewood Decorations	1	2	3	4
Derby Cars	24	48	72	96
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	2	2	3	4
70qt Cooler	1	2	2	3
5 gallon Beverage Cooler	1	1	2	2
Cast Iron Dutch Oven	0	0	2	3
Pack or Troop Camping Kit				
Two-Burner Camp Stove	1	1	1	2
Stainless Troop Cookset	1	1	1	2
Flat Top Griddle	0	1	2	1
Cast Iron Griddle	0	1	2	2
Cast Iron Skillet	0	0	2	3
Canopy and Pop-up				
10 x 20 Canopy with sides			1	1
10 x 10 Pop-up	1	2		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 MCCPOPCORN that will ask you for your 2023 sales, your 2024 Sales your prize choice and the Name, Email and Phone for your Unit Kernel and your Cubmaster/ Scoutmaster.

END DATE FOR CLAIMING UNIT INCENTIVE IS DECEMBER 1, 2024

Details of the 2024 sale are subject to change.

POPCORN CAN BE THE ONLY FUNDRAISER YOU NEED!

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 70% 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

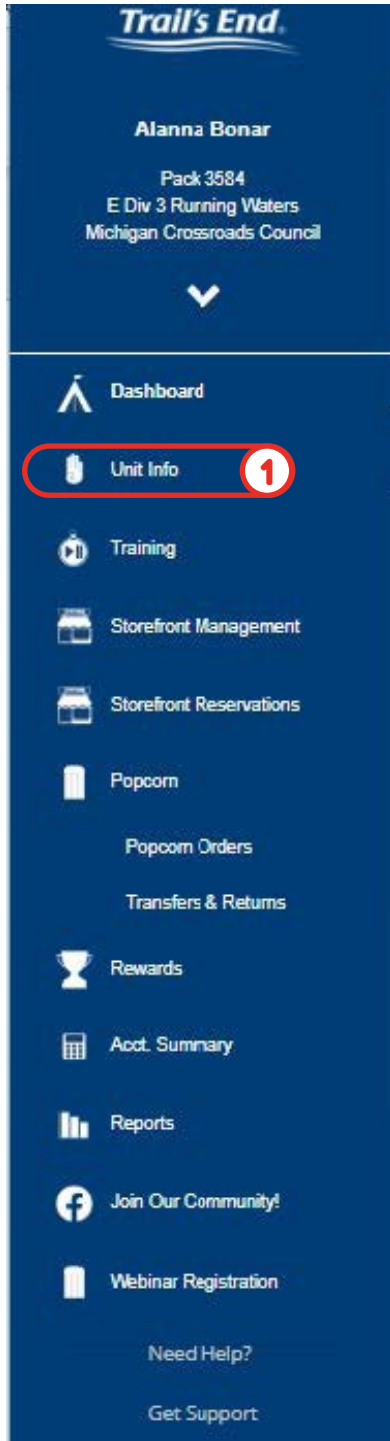
- Personal Growth
- One Fundraiser per Year
- Possibility of No Dues!
- Unit Culture - This is what we do!



Details of the 2024 sale are subject to change.

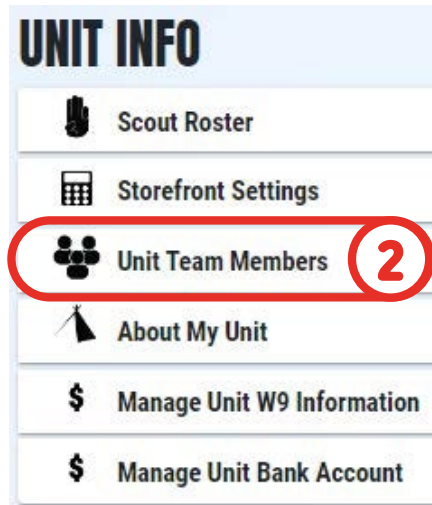
STARTUP - WELL BEFORE YOU NEED TO PLACE AN ORDER.

All Unit Kernels should have received an email from Trails-End giving access to the 2024 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.

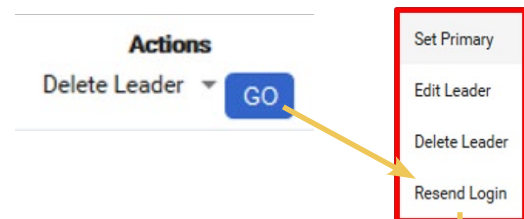


FROM YOUR UNIT SITE GO TO;

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.



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'.



Editing a Unit Leader

*Leader Title:	Select title		
*First Name:	A	*Last Name: Example	
*Username:	A.Example	*Email: examplepopcorn@gmail.com	
Primary Phone:	() - -	*Confirm Email:	
Address Line 1:	1 Main Street	Address Line 2:	
City:	Anywhere	State: Michigan	Zip: 48000
Country Code:	United States		

<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</p> <p>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 <u>Trail's End App only tracks paid orders.</u></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 by the unit and delivered later. This is great for parent's co-workers, friends and family.

It is at the 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.

OVER 70% SUPPORTS OUR LOCAL SCOUTS*

CHOCOLATEY PRETZELS
\$30



UNBELIEVABLE BUTTER MICROWAVE POPCORN
\$25



S'MORES POPCORN
\$25



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS

Your donation supports brave leaders and delivers long-term benefits to troops, veterans, military families, veterans, first responders, local food banks, and charitable organizations nationwide.

DONATION LEVELS: \$50 \$30 \$1

SALTED CARAMEL CORN
\$25



WHITE CHEDDAR POPCORN
\$20



POPPING CORN
\$17



SWEET & SALTY KETTLE CORN
\$15



*Based on 2023 data. Trail's End is a registered trademark of Trail's End. All other trademarks are the property of their respective owners.

More products available through the app.

Check for allergen & nutritional facts.



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

Specific guidelines and instructions for the 2024 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 notification before opening with further information.

2024 Storefronts are still being decided, the chains below participated in our 2023 sale.



Set your Show and Sell dates following all MCC 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.

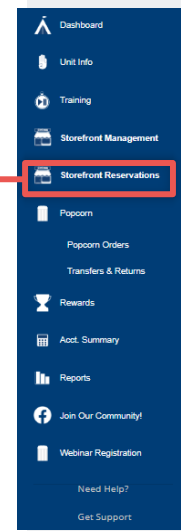
Order Form/Take Order - If your Scouts are not using the App, they can collect orders on their order form. The Scout then turns their order form in, to the Unit's Popcorn Team. The product is then ordered and delivered later. This is great for parent's co-workers, friends and family. It is at a Unit's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

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

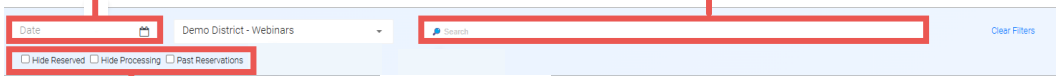
2. Click the **"STATS"** button to see how many reservations you have available to claim, reserved, and when you will have additional shifts to claim. Click on the "X" in the upper right corner to close this box.



STATS

 NUMBER RESERVED 0	 CURRENT AVAILABLE 0
 UPCOMING AVAILABLE 3	 NEXT AVAILABLE DATE Jun 24 12:00 PM ET

3. 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**

June 02, 2023
Other
Walmart
3239 Tansel Rd
Indianapolis, IN
Demo District

Claimed

Start Time: 04:00 pm End Time: 08:00 pm

Reserve

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

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

June 01, 2023
Other
Walmart
3239 Tansel Rd
Indianapolis, IN
Demo District

Start Time: 04:00 pm End Time: 08:00 pm

Reserve

6. 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.

STOREFRONTS

Manage Reserve Create New

Date: Demo District - Webinars

Show Reserved Show Processing Past Reservations [Clear Filters](#)

Friday Jun 2, 2023 **Ace Hardware**
100 NW 20th Pl Portland, OR
04:00 pm - 08:00 pm

4:00 pm 6:00 pm 0 / 2	6:00 pm 8:00 pm 0 / 2
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[Order](#) [+ Add Shift](#) [Release](#)

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.



- Scouts, Leaders and Families 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 are selling.
- 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 per mission 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. According to the FDA, 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.

SELL SELL SELL - Keep Scouts motivated! Do one fundraiser per year and do it well!

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. Give regular updates on your unit's progress towards your sales goal.

- **Use Assistant Kernels**, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make each Kernel 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 wagon sales.
- **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.
 - **Create a Goal**. We can't say this enough. Units that have a goal that is written down and expected sell more. Scouts who either have a goal that is given to them by the unit OR a goal they select themselves 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 in 2023 were \$174.59/hour. With only 3-6 hours work (over a 3-month period), they could easily make that. Just think together about all of the great things your Unit could do if every Scout sold that much.
- **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.
- **Find a Hook**; Make the sale fun. Have adults dress up in costume, make silly signs, use pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.
- **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 organized** neighborhood canvassing or "Blitz" days where Scouts meet the Unit in a parking lot or nearby location with designated streets for each den, patrol, etc. to canvass. The Scouts can bring popcorn signed out to them, or the unit can supply product and take back any unsold items.
- **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.
- **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. This gives everyone time for tracking down Scouts who you know have sold that haven't turned in their form, etc.

ORDER POPCORN – Monthly orders are due before August 11, September 15, October 27, 2024 or weekly if your unit needs popcorn for storefronts or wagon sales before the next order.



Order what you need, you can return up to 12% of the total cases on your final invoice up until the return deadline of October 25, 2024. You can transfer product to other needy units or go to: www.michiganscouting.org/popcorn for more information.

ORDERS

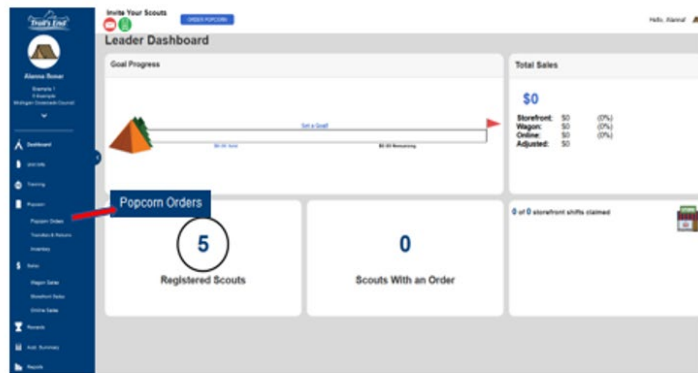
- Please confirm your username and password well BEFORE the due date; contact; mccpopcorn@Scouting.org
- Go to; <https://portal.trails-end.com/login> to place your order by the due dates. (see calendar)
- Double check your order before submission.
- If your unit does not meet until after school starts, 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.

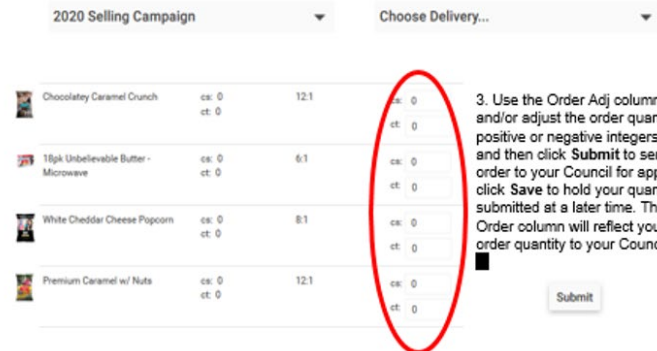
Only take product if you are going to sell before the next order date.

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 menus, 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.

THANK YOU FOR SUPPORTING SCOUTING BY PROVIDING HEARTWARMING SNACKS TO MILITARY PERSONNEL AND THEIR FAMILIES, FIRST RESPONDERS AND LOCAL FOOD BANKS!

- When receiving donations earmarked for '**HEROES AND HELPERS**' they are to be ordered under the correct dollar designation. Either Military Donations at \$50 and \$30 dollars 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. 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 Military and/or Heroes and Helpers program with the purchase.

Q: HOW MUCH IS IT?

A: Donations made to the Military can be \$30, \$50 or other dollar value increment dollar value in the App and Online. The Hometown Heroes (which can include Military) can be any dollar value increment.

Q: HOW DO WE ORDER?

A: For App and Online, the order will roll automatically into your weekly orders.

Q: CAN WE DISTRIBUTE LOCALLY?

A: NO. Michigan Crossroads Council and Trail's End in conjunction with Soldiers Angels, Gleaners, and other statewide organizations will take care of product donations and the appropriate paperwork.

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

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



Details of the 2024 sale are subject to change.

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. PLEASE, double check your packing slip BEFORE signing! THE UNIT is responsible for the cost of all product on the packing slip once the receipt is signed by your representative.

**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

If you see you have excess product, PLEASE keep us informed. If you let your district kernel, district executive or staff advisor know they may be able to help you find a unit to transfer that product to and get it OFF YOUR INVOICE!

INVENTORY TRANSFERS

See the reference guide available on your unit site.

UNIT TO UNIT PRODUCT TRANSFERS

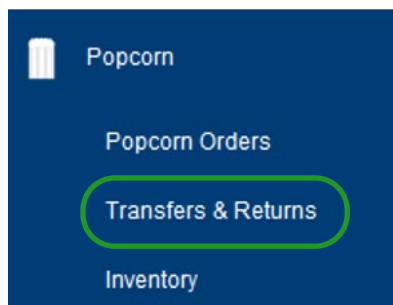
The Trail's End System will facilitate transfers by allowing units to transfer products from their popcorn orders to another unit within their council.

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;



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 2024 sale are subject to change.

DAMAGED PRODUCT

Damaged products should be returned to the warehouse in the original container for replacement. Refunds on damaged products will not be given.

RETURNS

12% of your total invoiced product dollar may be returned to the warehouse on Friday October 25, 2024. Products must be returned in full case quantities following the guidelines below!



Any and all returns must be posted in the system **before** Wednesday October 23, 2024.

RETURN STEPS:

1. Login at www.trails-end.com
2. Click on 'Popcorn Orders and Returns'
3. Click 'Return Popcorn'
4. Click 'Choose Delivery' and select 'Return Order'
5. Military, Hometown Heroes, or any product transferred out of your inventory to another unit are not included in your sales value as of Monday October 21, 2024.
6. Enter the Full Case quantities for your return. The system will only allow one return and will stop you from entering more than your 12% total dollar value. You may have to adjust several times before you have your final return entered.
7. Click Submit
8. When you go to the warehouse, your 'packing slip' will be printed and ready like any other order.

On designated times/days you can bring your returns to any open warehouse until Friday, October 25, 2024. Help us help you, if you see you have excess product, PLEASE keep us informed. If you let your district kernel, district executive or staff advisor know they may be able to help you find a unit to transfer that product to and get it off your invoice! **Your local collection dates may vary; Follow your local deadlines.**

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

- × **Within correct date parameters**
- × **Undamaged**
- × **Identical**
- × **Salable**
- × **Match the carton**
- × **Not melted or 'clumped'**
- × **No tagging, marking, stickers or tape on products or cases**

MCC reserves the right to refuse any product that does not follow these guidelines.

- 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 pretzels).
- Warehouse staff will check product against the pre-printed return form, sign, and ask for your signature.
- Please double check for accuracy BEFORE signing.

Details of the 2024 sale are subject to change.

BELOW ARE EXAMPLES OF PURCHASED QUANTITIES AND POSSIBLE RETURNS QUANTITIES. THERE MANY OTHER COMBINATIONS AVAILABLE, THESE ARE JUST EXAMPLES.

TOTAL ORDER			RETURN COULD BE;		
Salted Caramel	1	\$300	Kettle Corn	1	\$180
Unbelievable Butter	2	\$300			\$180
S'Mores	1	\$300	OR		
White Cheddar	1	\$240	Popping Corn	1	\$153
Popping	1	\$153			\$153
Kettle Corn	1	\$180			
Choc Pretz	1	\$360			
Total Order	8	\$1,833			
	12%	\$220			
UNIT ORDERS			RETURN COULD BE;		
Salted Caramel	2	\$600	White Cheddar	2	\$480
Unbelievable Butter	5	\$750	OR		
S'Mores	1	\$300	Salted Caramel	1	\$300
White Cheddar	4	\$960	Popping Corn	1	\$153
Popping	1	\$153			\$453
Kettle Corn	6	\$1,080	OR		
Choc Pretz	1	\$360	White Cheddar	1	\$240
Total Order	20	\$4,203	Kettle Corn	1	\$180
	12%	\$504			\$420
UNIT ORDERS			RETURN COULD BE;		
Salted Caramel	4	\$1,200	Unbelievable Butter	3	\$450
Unbelievable Butter	10	\$1,500	Popping Corn	2	\$306
S'Mores	3	\$900			\$756
White Cheddar	6	\$1,440	OR		
Popping	2	\$306	Salted Caramel	1	\$300
Kettle Corn	6	\$1,080	Popping Corn	2	\$306
Choc Pretz	2	\$720	White Cheddar	1	\$240
Total Order	36	\$7,146			\$846
	12%	\$858	OR		
			Salted Caramel	1	\$300
			Unbelievable Butter	1	\$150
			White Cheddar	1	\$240
			Popping Corn	1	\$153
					\$843

ENSURE ALL SCOUT SALES HAVE BEEN RECORDED.

The best practice is for scouts to record their sales in the app. (Credit cards can only be accepted in the app).

Leaders can record cash sales, if needed:

- Find the scout on the dashboard.
- Click the shopping cart next to the scout's name.
- Enter quantities of items sold.
- Click 'Record Sale'.

DETERMINE WHAT PRODUCTS ARE STILL NEEDED BY SCOUTS.

- Review your scout orders to ensure scouts have appropriately marked them undelivered or delivered.
- When an item is marked undelivered, you can pull the undelivered by scout report to see what items each scout still needs.
- If you have remaining inventory, transfer inventory to scouts to fulfill their undelivered orders.

TIP: Look for Scouts with negative inventory (on the dashboard). This usually indicates the Scout has recorded something delivered that was not transferred to them in the system. If you have the inventory, transfer it to them. If you do not, change the order to undelivered so that it will be included in the Undelivered Items by Scout report.

Complete all unit-to-unit transfers.

Go to Popcorn > Transfers

If anything is pending:

- If you are the receiving party > Approve or Reject
- If you are the transferring party > Communicate with the receiving party to Approve or Reject

Complete all returns to council.

Check with your Council on rules for returns.

Go to Popcorn > Popcorn Orders and Returns

- Click the Return Popcorn button and input the quantities.
- The council will need to approve.

Select 'Order Popcorn'

You will be greeted with a Product Shortages screen to help ensure you have ordered enough products.

- Input your final order quantities.
- Click 'Submit'.

The council will need to approve.

ACCOUNTING

Collect cash due for wagon sales.

Parents can pay with their credit card in the Trail's End App

- Go to Wagon Sales. Select 'Pay Now'.
- Enter card information.
- The amount due will show \$0 due once the transaction is complete.

Alternatively, turn in cash to the unit Treasurer to deposit in the unit bank account.

Review your Account Summary

If you show a payout available:

Ensure your unit bank account has been input under Unit Info > Manage Unit Bank Account Select 'Request Payout'

- If your council allows payout to them, you will receive a choice to send to council or send to your unit bank account.
- If you show a balance due to council: Check with your council on payment instructions.
- If you have a negative balance due to council: This means you have overpaid council. Check with your council on how to receive this amount.

Understanding your Accounting

Click the 'How are these calculated' button to see the details of your account.

- Left side shows the products you ordered minus commission, which equals your bill to council.
- Right side shows credits that went towards paying your council bill:
- Online sales commission
- Credit card payments
- Parent payments (for cash due for wagon sales)
- If the left side is larger, you will still owe council.
- If the right side is larger, you will have a payout available.
- Accounting Explanation article for more information.

NOTES: A Payout does NOT equal commission. Commission is received for traditional products as you sell the items for full retail price after only having paid retail minus commission. Commission for online sales is credited toward your council bill (as explained above.)

REWARDS

Finalize all sale amounts. Ensure all sales have been entered.

After you submit rewards, you will only be able to make adjustments on sales entered since submission.

- Complete prior to submission. All unit-to-unit transfers and all Council returns

Review Total Sales compared to Ordered plus Online Sales.

- This formula is shown on the bottom of the rewards page. Total Sales cannot be larger than Total Ordered plus Online Sales.

Submit rewards. If you have a balance due to council, the rewards will not process until you have paid that amount due. Check with your council on where and when to make the payment.

Scouts claim rewards.

- Rewards will be released approximately 5 days after being submitted, unless flagged for review.
- Rewards will be delivered electronically to the Scout's Trail's End account.
- The email address on the account will also receive an email to claim the rewards.

Distribution of Final Order

- Check with your council on pick up location and date for your final order.
- Distribute to your Scouts for delivery.
- BEST PRACTICE: Set a deadline for your scouts to make their deliveries.

TIP: Remind scouts to mark items as delivered as they make their deliveries. This helps them keep track and ensure all customers receive their popcorn and as the unit leader you will be able to see all customers are taken care of.

REPORTS

It's a good idea to save all reports. This is optional, but sometimes as scouts move in/out of a unit, the data can change.

- Download the dashboard data (Scout and Product) -
- Save all reports on the Reports tab.
- Save your final Invoice.
- On the rewards tab, download the rewards data.

- **Verify your Bank Routing Number and Account Number are correct**
- **Name on Account should be the name on the Account at Bank.**
- **Credit / Debt card payments will incur a 3% processing fee.**

UNIT INFORMATION

UNIT TYPE (REQUIRED)

Troop

UNIT NUMBER (REQUIRED)

100

DISTRICT (REQUIRED)

Chief Okemos

UNIT CONTACT

Name (REQUIRED)

Joe

First

Scout

Last

Phone (REQUIRED)

(555) 555-1212

Email (REQUIRED)

Scout.Joe@scout.org

PAYMENT INFORMATION

Acceptable forms of payment are:

Check (ACH)

Credit / Debit Card (processing fees apply)

PAYMENT METHOD (REQUIRED)

Credit / Debit Card

POPCORN PAYMENT AMOUNT

(REQUIRED)

\$500.00

CREDIT / DEBIT CARD

PROCESSING FEE

Price: \$15.24

SUBTOTAL

\$515.24

CREDIT / DEBIT CARD (REQUIRED)



1234 4567 8910 1112

Card Number

12

2025

000



Expiration Date

Security Code

Joe Scout

Cardholder Name

SUBMIT

SAVE & CONTINUE

Payments can be made at
www.michiganscouting.org/popcornpayment