

MICHIGAN CROSSROADS COUNCIL, BSA

2024 UNIT POPCORN SALE



Scouting  America
Michigan Crossroads Council

2024 Ideal Year of Scouting

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!



Powered by Popcorn



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Fund Adventures

Examples

Campouts

Blue & Gold Celebration

Pinewood Derby

High Adventures

Equipment needs

Advancement

Annual dues



Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and how to interact with people
- Setting and achieving goals
- Money management

Scouts Earn Rewards

- Amazon e-gift cards; millions of rewards to choose from

2024 Trail's End Scout Rewards

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

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!

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN TRAIL'S-END REWARDS

Amazon E-cards are earned through Scout app and online direct accounts.

Scouts earn 1.25 pts per \$1 sold using Online or App Credit/Debit Card (wagon and storefront). Scouts earn 1 point for each dollar sold in Cash.

SCOUT INCENTIVES
\$119,514
IN TRAILS END AMAZON GIFT CARDS



2024 AMAZON REWARDS NEED TO BE USED BY 06.30.25

2024 MCC SCOUT INCENTIVE

696 SCOUTS EARNED
2 FREE
RED WINGS TICKETS

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

- A credit for \$100 on two tickets to see a **Red Wings Game** at Little Caesar's Arena!
(Adult must attend with Scout)
- Accolades at the Arena



JANUARY 12, 2025 vs Seattle 3:00 pm

FEBRUARY 22, 2025 vs Minnesota 3:30 pm

MARCH 16, 2025 vs Las Vegas 1:00 pm



2024 MCC UNIT INCENTIVE

**UNIT INCENTIVE!
FOR UNITS THAT SELL ABOVE LAST
YEAR INVOICED TOTALS!**

UNIT INCENTIVES

UNITS THAT EARNED UNIT INCENTIVE 143

44 OF THESE UNITS DID NOT SELL IN 2022

\$9,286 AVERAGE TOTAL SALES PER UNIT **\$3,250** AVERAGE COMMISSION

TIER 1 \$2500	56 TOTAL	18 NEW
TIER 2 \$5000	30 TOTAL	10 NEW
TIER 3 \$7500	14 TOTAL	5 NEW
TIER 4 \$10000	43 TOTAL	11 NEW

**2023 TOTALS WILL BE SENT TO ALL
UNITS IN AUGUST.**



All products are sold at a value.

UNIT GROWTH INCENTIVE	\$2,500	\$5,000	\$7,500	\$10,000
MCC Summer Camp Credit	\$300	\$500	\$700	\$900
Pinewood Derby Package	Quan.	Quan.	Quan.	Quan.
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

2024 Trail's End App

The Trail's End app is **easiest way for Scouts to record and track real-time storefront, wagon, and online sales – even Take Orders! Also accepts cash and credit cards, tracks inventory, and you can sign up for storefront shifts.** It only takes **ONE MINUTE** to register!

Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app
- Credit Card transactions averaged 27% higher than cash.

Common FAQs

- The Trail's End App is for Scouts only
- Each Scout needs a Trail's End Scout account
- The same email address can be used if you have multiple Trail's End accounts
- Unit leaders manage their unit's sale through the leader portal.



Types of SALES



STOREFRONT SALES 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.



WAGON SALES 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.

ONLINE DIRECT 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. 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!



TAKE ORDERS 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.

Take order forms are available on the MCC website www.michiganscouting.org/popcorn



2024 POPCORN CALENDAR



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

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

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					

2 Labor Day
 2 8 15 22 29 Refill Orders
 15 September orders due to MCC
 26-27 ALL MCC popcorn



2024 POPCORN CALENDAR



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		

- 6 13 20 Refill Orders
- 25 Returns Due (and possible payment)
- 27 October orders Due to MCC

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	27	28	29	30

- 7-8 All MCC Product Pickups



DECEMBER						
SU	M	T	W	TH	F	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14

DECEMBER 2ND FINAL PAYMENT AND ANY UNIT INCENTIVE ORDERS ARE DUE
 Any adjustments to Value of Invoice or Commissions
 Must be submitted by the unit to MCC before this time.

2024 TRAIL'S-END PRODUCT LINE

**CHOCOLATEY
PRETZELS**

\$30



**UNBELIEVABLE BUTTER
MICROWAVE POPCORN**

\$25



**S'MORES
POPCORN**

\$25



**SALTED CARAMEL
CORN**

\$25



**WHITE CHEDDAR
POPCORN**

\$20



**POPPING
CORN**

\$17



**SWEET & SALTY
KETTLE
CORN**

\$15



**MORE PRODUCTS
AVAILABLE THROUGH
ONLINE DIRECT**

trails-end.com/store



**ALLERGEN &
NUTRITIONAL FACTS**

trails-end.com/nutrition



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

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

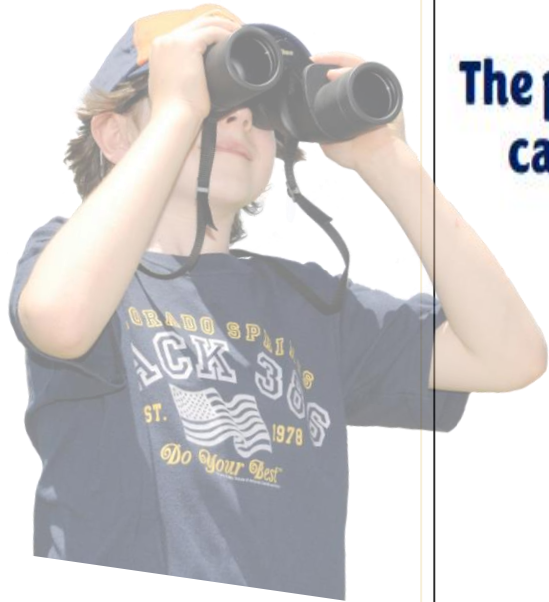
DONATION LEVELS:

\$50 \$30 \$1 Custom amount

For details visit
trails-end.com/terms

Scouting America
Michigan Crossroads Council

2024 RETAIL COMPARISON



What the consumer sees: When a Scout sells the popcorn to a consumer, it includes a 70% Donation to Scouting.

The products you see in the store do not come with an app, free credit card processing, rewards for your Scouts or storefront booking.

Our Popcorn vs Other Products

Prices we sell to Councils compared to average store brands:



Kettle Corn	Boomchickapop Kettle Corn	12-Pack Microwave	12-Pack Orville	Popping Corn	Orville Kernels
					
\$4.50	\$3.99	\$7.50	\$7.66	\$5.10	\$6.39

Kettle Corn sells to consumers at \$15 which equals a donation of \$10.50.

12-Pack Microwave sells to consumers at \$25 which equals a donation of \$17.50.

Popping Corn sells to consumers at \$17 which equals a donation of \$11.90.

White Cheddar sells to consumers at \$20 which equals a donation of \$14.00.

S'mores sells to consumers at \$25 which equals a donation of \$17.50.

Salted Caramel sells to consumers at \$25 which equals a donation of \$17.50.



Trail's End App

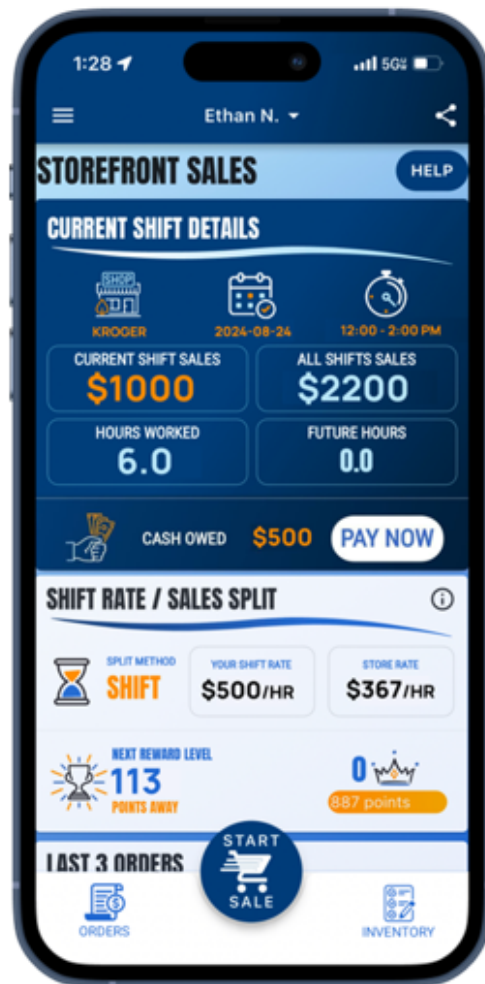
Save Time Managing Your Sale!

The App for Scouts to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register. Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

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