

Thank you

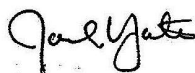
for your participation in the **Capitol Area Council's 2021 Fall Popcorn Sale!!!!** Each year, the Capitol Area Council's predominate Fundraising Program achieves three main objectives for Central Texas Scouting. First, our Scouts **sold over \$2.16 million of Scout popcorn in 2019, raising approximately \$1,576,000** to fund scouting experiences for Scouts in Central Texas. Approximately **\$864,000 directly benefits funding their individual unit programs.** There is nothing more amazing, than watching your Scouts earn their way to summer/winter camp, day camp, NYLT, high adventure base camps, & jamborees. Second, a portion of the Popcorn Fundraising Campaign remains with the Capitol Area Council to help provide support for our Council's facilities and services – such as Lost Pines, Green Dickson, & Smilin' V Scout ranches. Lastly, this **poppin'** amazing fundraising program **instills an incredibly strong work ethic in participating youth**, encouraging them to earn their way to activities and events while supporting the bigger worldwide message of Scouting.

Thanks to the fact that **over 73% of the fundraising program stays within our Council**, the annual popcorn program is a huge resource for our local Scouting program. The popcorn sale offers more extensive training for our adult leaders and creates **new and exciting programs for our Scouts.** By participating in the sale, you not only **provide your Unit an opportunity to participate in higher quality experiences**, but your commitment also guarantees lower prices for program events as well as availability of **resources and training for our leaders.** Thank you for your amazing leadership and dedicated involvement in this important program!!

Yours in Scouting,



Randall Goltzman
Capitol Area Council
Council Popcorn Kernel



Jon C. Yates
Capitol Area Council
Scout Executive



BOY SCOUTS OF AMERICA®
CAPITOL AREA COUNCIL

Prepared. For Life.™



This Capitol Area Council Popcorn Guide along with the Trail's End Popcorn Kernel Guidebook will provide Unit Kernels with the details to promote a strong and successful program. The annual popcorn program is the only money earning activity that allows Scouts to wear their BSA uniform while raising funds to pay their own way through their Scouting career and their own adventures. Scouts in uniform bring awareness to their community and demonstrate Scout Spirit in their actions.

In addition to this guide, the Capitol Area Council provides program information through weekly motivational emails, the Council popcorn webpage, social media, trainings and District teams.

Here is what you will find inside.....

<p>Contents</p> <p>GETTING STARTED 2</p> <p>CONTACT INFORMATION 2</p> <p>POPCORN PROGRAM CALENDAR 2021..... 3</p> <p>2021 PRODUCT LINE 4</p> <p>INVENTORY& RETURNS..... 5</p> <p>2021 COUNCIL BONUS PRIZE LEVELS..... 5</p> <p>2021 UNIT COMMISSION STRUCTURE 6</p> <p>RECEIVING UNIT COMMISSION..... 6</p>	<p style="text-align: center;">2021 Council Goal</p> <p style="text-align: center;">\$1.7 Million</p>
--	---

Details in this guide are subject to change without notice. To assure you have the most current version, check the date at the right footer.

This popcorn guide is specific only to the Capitol Area Council. Unit Kernels can receive further support by logging into www.trails-end.com. Below is a list of Trail's End resources you will find in the training section of your dashboard:

- Popcorn Kernel Guidebook
- Unit Kickoff Presentation
- Script Cards
- Fund Your Scouting Program Social Distancing
- Plus many more Unit materials and Scout resources

GETTING STARTED

Help your Scouts succeed by organizing and managing your Unit's popcorn sale to meet or exceed their goals.

KEYS TO SUCCESS:

1. SET UP YOUR TRAIL'S END POPCORN SYSTEM ACCOUNT

- This is the administration site for the sale and an absolute must have
- To get started or if you forgot your username or password go to: <https://www.trails-end.com/>

2. GET TRAINED

- This step you have already started with this guide
- Check the [Capitol Area Council Popcorn webpage](#) for updates and read your weekly "3 Steps" informational emails
- Review the Popcorn Kernel Guide and training videos found in your Trail's End dashboard.

3. SHARE WHAT YOU KNOW

- Teach the Scouts in your Unit about goals, product line and sale details.
- Get them excited about everything they can do in Scouting
- Show them how this is possible through their popcorn sale.

CONTACT INFORMATION

New to Popcorn - don't worry, you have a District and Council team to help you along the way.

District Teams will help you with booth locations and when you may need to find or release extra popcorn.

DISTRICT	KERNEL(S)	PHONE	EMAIL
Armadillo	Lisa Martin	(512) 650-0144	lisalavie@gmail.com
Bee Cave	Venus Morales	(512) 573-3966	venusmorales73@yahoo.com
Blackland Prairie	Deborah Ortiz	(512) 660-4246	nreka@yahoo.com
	Amie King	(512) 784-8924	king_m_e@yahoo.com
Chisholm Trail	Nicki Salathe	(512) 541-8486	roundrockpops12@gmail.com
Colorado River	Bruce Fender	(512) 332-6129	Bfender11@gmail.com
Hill Country	Position Open – Contact Area Executive, Bill Kohl		
Live Oak	Tonya Gordon	(512) 571-1852	ajcooks4u@gmail.com
North Shore	Kristi Palm	(512) 750-0696	kamcintosh@gmail.com
Sacred Springs	Position Open – Contact Area Executive, Chris Workman		
San Gabriel	Position Open – Contact Area Executive, Morgan Baxter		
Thunderbird	Position Open – Contact Area Executive, Joey Paulson		
Waterloo	Position Open – Contact Area Executive, Josette Crawford		
Exploring	Position Open – Contact Area Executive, Corina Zepeda		
STEM	Position Open – Contact Area Executive, Fred Lee		

Council Popcorn Specialist

Melanie Crawford

(512) 944-7742

Melanie.Crawford@Scouting.org

Council Kernel

Randall Goltzman

(512) 632-7490

randall@pickrandall.com

Capitol Area Council Site

www.BSACAC.org/popcorn

Trail's End Site

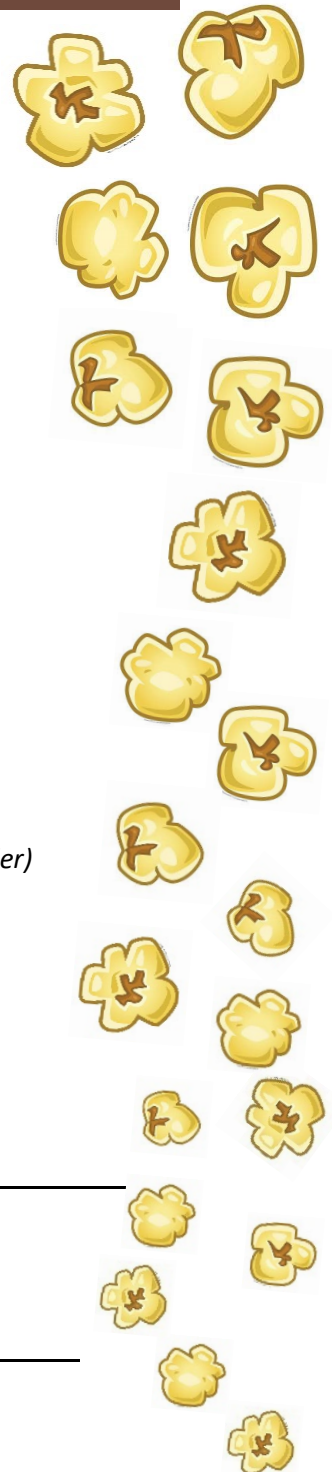
<http://www.trails-end.com/>

POPCORN PROGRAM CALENDAR 2021

June	Register for the sale at www.bsacac.org/popcorn
August 1 st	Take Order & Online Sale open
August 22 nd	Show & Sell/Deliver order due in Trail's' End Popcorn System
Jul. – Aug.	Attend your District's Booth Selection event Hold your Unit's Kickoff event – ideally between 8/1 – 9/9
September 10 th	Popcorn Distribution Day for Show & Sell/Deliver
September 11 th	Show & Deliver begins – load wagons and blitz the neighborhood
September 18 th	Show & Sell begins – Booth Sales
October 24 th	Last day for all in-person sales (booth, wagon , take order)
October 31 st	Big Final Day..... <ul style="list-style-type: none"> • Online sales close for council prize eligibility • Unit to Unit transfers • Track Scout Sales • Return to Council request <i>(Return to Council cannot exceed 5% of your original August order)</i>
November 1 st	Take Order due in Trail's End Popcorn System
November 17 th	Popcorn Distribution Day – Take Order
November 30 th	Unit Payment Deadline

My Unit Kick Off _____

My Unit End of Sale Celebration _____



2021 PRODUCT LINE**SHOW & SELL / DELIVER**

Sweet & Savory Box (White Cheddar & Salted Caramel bags)	\$40 each / case
Salted Caramel 20 oz. bag	\$25 each / \$300 case (12)
Unbelievable Butter 12 pack microwave	\$20 each / \$120 case (6)
White Cheddar Cheese pre-popped 9 oz. bag	\$20 each / \$160 case (8)
Blazin' Hot Cheddar pre-popped 8 oz. bag	\$20 each / \$160 case (8)
Kettle Corn pre-popped 8 oz. bag	\$20 each / \$160 case (8)
Popping Corn 28 oz. jar	\$15 each / \$135 case (9)
Caramel Corn 9 oz. bag	\$10 each / \$120 case (12)
American Heroes Donation	Any dollar amount through the App

TAKE ORDER

Sweet & Savory Box (White Cheddar & Salted Caramel bags)	\$40 each
Milk Chocolate Pretzels	\$25 each
Salted Caramel 20 oz. bag	\$25 each
Unbelievable Butter 12 pack microwave	\$20 each
White Cheddar Cheese pre-popped 9 oz. bag	\$20 each
Blazin' Hot Cheddar pre-popped 8 oz. bag	\$20 each
Kettle Corn pre-popped 8 oz. bag	\$20 each
Popping Corn 28 oz. jar	\$15 each
Caramel Corn 9 oz. bag	\$10 each
American Heroes Donation	Any dollar amount through the App
American Heroes Donation – Silver Level	\$30 / \$30
American Heroes Donation – Gold Level	\$50 / \$50

In addition to the products above, Trail's End offers a variety of coffee, chocolate items and other products through the Online Sale at www.trails-end.com.

INVENTORY& RETURNS

Product Inventory

Unit returns are limited to no more than 5% of your original Show & Sell order. The steps below will help reduce the amount of returns:

- ♣ Order your popcorn based on last year's sale with a little bit of growth, changes on your Unit membership and using the Show & Sell Suggested Order Calculator.
- ♣ Look at your sales plan. Do you have booths lined up than you had last year?
- ♣ Do not give a family product that equals their goal at the start of the sale. Allot them no more than 70% until sales have been reported and paid.
- ♣ Check tracked sales weekly to assure product is being moved.
- ♣ Ask the Scout families not to fill their personal family orders first. This will provide more product for storefront and neighborhood sales. The family orders can be filled with popcorn from returns from other Scouts or the take order.
- ♣ Additional popcorn may be available throughout the course of the sale.

Council's Return Policy and Procedures

NO LATE RETURNS ACCEPTED

- ♣ Before any returns are made, contact your District Popcorn Kernel for possible transfers.
- ♣ Return to Council requests and Unit to Unit transfers are submitted through the Trail's End Popcorn System.
- ♣ ONLY FULL CASES WILL BE ACCEPTED.
- ♣ Returned product must be in its correct case and in SELLABLE condition. Damaged products will not be accepted.
- ♣ No more than 5% of original Show & Sell / Deliver order can be returned.
- ♣ Once the return has been approved you will receive an email with when and where to take the product.

Capitol Area Council Bonus Prizes

Who is eligible: All Scouts who sell popcorn during the 2021 season. Levels are cumulative and are calculated using sales tracked in Trail's End through the app or online by October 31st. Prize level eligibility is determined by individual tracked sales. Multiple Scouts on the same account will be not be eligible for council bonus prizes.

2021 COUNCIL BONUS PRIZE LEVELS

**Dollar amount tracked in
Trail's End app and Online**

Prize

\$650

Capitol Area Council Logo Belt

Light my Fire Bio Meal Kit and Salt&Pepper Plus

\$1,800

Jetboil cooking system – or Scouts may choose \$75 in
Council Cash to be use for camps, registration or CAC
Scout Shop

\$4,500

\$9,000

Details Coming Soon



2021 UNIT COMMISSION STRUCTURE

All Phases

- All Units Receive a 31% on all parts of the program: online, booth sales and wagon sales.
- 2 yard signs for every participating Unit
- Free Credit Card Processing through the Trail's End app
- Amazon e-rewards for Scouts tracking 400 points or more
- Council level prizes for Scouts tracking \$650 or more

Units cannot opt out of prizes

RECEIVING UNIT COMMISSION

Many Units receive the majority of their commission from the cash that is received during the sale. Additional commission owed to the Unit is paid by Trail's End through the online leader portal. Review the Trail's End training pages for details on invoices and receiving additional commission owed to your Unit.

Council Payment Policy & Procedures

- ✦ Print your Trail's End Unit invoice (available in the Popcorn System under reports) before you make a payment.
- ✦ Review the Trail's End Unit invoice for accuracy. Contact Melanie Crawford immediately if you find a discrepancy.
- ✦ Units must submit ONE check payable to the Capitol Area Council.
- ✦ Capitol Area Council cannot accept credit cards or over the phone payments for popcorn invoices.