2022

BOY SCOUTS OF AMERICA®

CAPITOL AREA COUNCIL

Popcorn Program Guide

This Capitol Area Council Popcorn Program Guide along with the Trail's End Kernel Guide will provide Units with the details needed 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.

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2022 Council Goal

$1.8 Million

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:

- Training Videos
- Unit Program Planner
- Kernel Guide
- Unit Kickoff Presentation
- Print at home materials
- 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**
   - Go to www.bsacac.org/popcorn and click the Register Now button
     - This registers the Unit for the 2022 program and an absolute must have
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
   - Log into your Trail's End account to view training materials and videos
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	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 Amie King	(512) 660-4246 (512) 784-8924	nreka@yahoo.com king_m_e@yahoo.com
Chisholm Trail	Patricia Cruz	(512) 228-9189	cruz.scouting@gmail.com
Colorado River	Position Open – Contact Area Executive, Bill Kohl		
Hill Country	Position Open – Contact Area Executive, Bill Kohl		
Live Oak	Melissa Zoulek		cspack109lockharttx@gmail.com
North Shore	Kristi Palm Nick Rietsch Jeanine Swanson	(512) 750-0696	kamcintosh@gmail.com nick.rietsch@gmail.com swansonjeanine@gmail.com
Sacred Springs	Tracy Schupbach	(512) 567-4880	tschupbach2@gmail.com
San Gabriel	Nikki Deleon	(512) 569-9311	nikki@troop4050.org
Thunderbird	Diana Castro	(512) 585-8703	scoutmomproudx3@gmail.com
Waterloo	Position Open – Contact Area Executive, Paola Rodriguez		

Council Popcorn Executive
Melanie Crawford
(512) 627-0313
Melanie.Crawford@Scouting.org

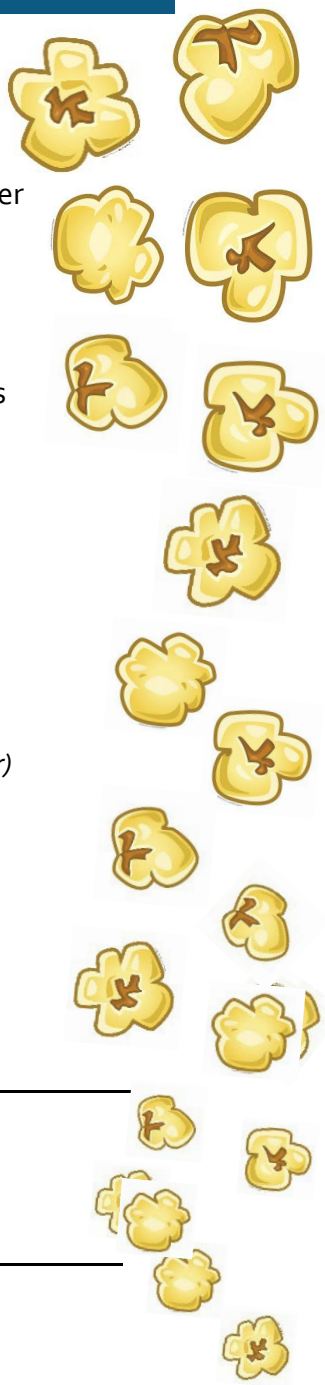
Council Kernel
Randall Goltzman
(512) 632-7490
randall@pickrandall.com

Capitol Area Council Site
www.BSACAC.org/popcorn

Trail's End Site
http://www.trails-end.com/

POPCORN PROGRAM CALENDAR 2022

June	Register for the sale at www.bsacac.org/popcorn
August 1st	Take Order & Online Sale open
August 6th	Popcorn Fair 10am to 3pm at the Frank Fickett Scout Center
August 11th	Intial order due in Trail's' End Popcorn System
Aug - Sept.	Hold your Unit's Kickoff event
August 31st	Popcorn Distribution Day at Ward NA
September 3rd	Blitz Day – load your wagons and visit local neighborhoods
September 10th	Booth Sales begin
October 26th	Last day for all in-person sales (booth, wagon , take order)
October 31st	Big Final Day..... • Online sales close for council prize eligibility • Unit to Unit transfers • Track Scout Sales • Return to Council request *(Return to Council cannot exceed 5% of your original August order)*
November 1st	Take Order due in Trail's End Popcorn System
November 16th	Popcorn Distribution Day at Ward NA
November 30th	Unit Payment Deadline



My Unit Kick Off _____

My Unit End of Sale Celebration _____

2022 PRODUCT LINE

SHOW & SELL / DELIVER

Kettle & White Cheddar Gift Box	$45 each / case
Salted Caramel 16 oz. bag	$30 each / $360 case (12)
Unbelievable Butter 12 pack microwave	$25 each / $150 case (6)
White Cheddar Cheese pre-popped 9 oz. bag	$23 each / $184 case (8)
Blazin' Hot Cheddar pre-popped 8 oz. bag	$23 each / $184 case (8)
Kettle Corn pre-popped 6 oz. bag	$25 each / $300 case (12)
Popping Corn 28 oz. jar	$15 each / $135 case (9)
Caramel Corn 9 oz. bag	$15 each / $180 case (12)
Heroes and Helpers Donation	Any dollar amount through the App

TAKE ORDER

Kettle & White Cheddar Gift Box	$45 each
Milk Chocolate Pretzels 12 oz. bag	$30 each
Salted Caramel 20 oz. bag	$30 each
Unbelievable Butter 12 pack microwave	$25 each
White Cheddar Cheese pre-popped 9 oz. bag	$23 each
Blazin' Hot Cheddar pre-popped 8 oz. bag	$23 each
Kettle Corn pre-popped 6 oz. bag	$25 each
Popping Corn 28 oz. jar	$15 each
Caramel Corn 9 oz. bag	$15 each
Heroes and Helpers Donation	Any dollar amount through the App
Heroes and Helpers Donation – Silver Level	$30 / $30
Heroes and Helpers Donation – Gold Level	$50 / $50

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

UNIT ORDERS & RETURNS

Initial Order

Capitol Area Council does not require and will not ask for advanced payment from our Units.

To better prepare your Scouts, Units should determine either a Unit goal or Scout goals to assure you have enough product to reach your fundraising needs. If a Unit and/or Scouts do not have a goal, we recommend ordering $500 per Scout in the Unit to get started. The Trail's End ordering system can help to determine what to order based on a retail amount. Additionally, the Capitol Area Council Popcorn Executive can provide a suggested order based on historic sales in your area.

At least 2 weeks prior to the order deadline, Units that have registered for the 2022 Popcorn program will receive a suggested order based on their historic sales. The suggested order will be emailed to the registered Unit Kernel.

New in 2022 – Reorders

Many Units find that during the sale they are in need of more product. This can happen due to growth in membership, Scout goals increasing or simply Scouts outperforming their own expectations.

The Capitol Area Council is dedicated to having excess product locally to fulfill reorders every week during at least the first three weeks of the program.

- Orders must be submitted by 6am Monday morning to be fulfilled in the same week.
- The size of the order will be compared to the amount of tracked sales.
- Scouts must have sold over 50% of the Unit's inventory to be approved.
- Unit Kernel will receive approval notice with pick up location, day and time.
  - Pick up day will occur only once per week.
  - All picks up will be at Ward NA.
- Orders may be fulfilled using Unit to Unit transfers when available.
  - District Kernels and Council Teams will look for options after 2nd weekend of booths.

- To place a reorder go into the Trail's End leader dashboard
  - Click ORDER POPCORN
  - Click drop down for Choose Delivery
  - Select correct option for your order date
  - Complete the order form and click submit

- Unit invoices will list out each order separately and combine for your total.

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 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.

New in 2022 - Reporting Damages

Production is not always perfect. Every year we see where the production line might have moved a bit faster than the machines or people maintaining them. Units are not financially responsible for product damaged during production.

Instruct your Scout families to report any damages to their Unit Kernel and to take the appropriate photos. Unit Kernels can report damages from manufacturers default using the steps below.

1) Take some pics with your phone
   > One clear photo of the entire item that visibly shows the damage
   > One of the lot code /expiration date on the back if it is not visible on the first pic
2) Go to www.bsacac.org/popcorn click the REPORT DAMAGES link
   > Up to 3 items can be reported per form submission
   > If multiple pieces are affected in the same case, take one picture of all items together
3) Log into the leader dashboard in Trail's End
   > Create Unit to Unit transfer for the damaged items to:
   District > Council Use Only
   Unit > Damages
4) Council will match image uploads to the Unit to Unit transfer prior to approval
   > Once matched and approved, the product will be removed from the Unit's invoice and inventory
   > Units can view pending and approved transfers in Trail's End under Transfers & Returns
   > Allow up to one week for damage processing

Below are some examples of what is considered a damage caused by production.

- Split seams on bags
- Product that has not been properly sealed
- Bags that have busted open inside a sealed case

IN-PERSON PROGRAM

New in 2022 - Booth Selections

Popcorn booths promote Scouting. It is the only time of the year the public will see Scouts & Leaders in uniforms all across our Council bringing Scouting awareness to our communities. Every year booths represent over 70% of the total popcorn program as well as over 70% of the money earned by Scouts. Scouts have reported great support from their patrons, interest from youth & parents, and lessons they have learned in public speaking & social skills. Popcorn booths provide the most skills learned and money earned compared to any other Scouting fundraiser.

Starting in 2022 all Districts, Units and Scouts will use the Trail's End Storefront Reservations system to select/assign booths. **More details about number of selections allowed, golden ticket locations and more will be announced and updated in the document by August 5th.**

- Booth selections will take place during the week of August 21st through August 27th.
- Using Trail's End Storefront Reservations - Units will select booths from their District
    - Booths loaded into the Unit's TE profile – no data entry needed
    - Unit Kernels can assign booths to Scouts
    - Or Unit Kernels can set guidelines for Scouts to pick booths using the app
- Units will have visibility of all locations in their District for the 2022 season at least 2 weeks before the booth selection window to pre-plan
- Check out the Storefront Claiming Guide in the Training section of Trail's End to see the process

Neighborhood Blitz

September 3rd, 2022

Load up the wagons, put on the uniforms and make Scouting seen in your local neighborhoods. A blitz can be a great jumpstart to a popcorn fundraiser. Scouts can sell straight from the wagon, take pre-orders to deliver at a later date, or expand their products using the Online Direct portion in the Trail's End app and have the product shipped directly to the customer.

Gather your Scouting families and lets show all of the Capitol Area Council service area our Scout Strength & Pride on September 3rd, 2022. Take some pics of your Scouts in action on Blitz day and share on the Capitol Area Council facebook page at https://www.facebook.com/groups/597387654454262/.

SCOUT PRIZES

Trail's End Rewards

SCOUTS EARNED IT – SCOUTS PICK IT

Scouts will earn Amazon.com gift cards just by using the Trail's End app during the popcorn program. At the end of the sale, Unit Kernels should make sure all sales have been properly credited to Scouts and can release their gift card in the TE system under Rewards. After processing by TE and Amazon, Scouts can view their gift card code in the Trail's End app to apply to their Amazon order.

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

How much can Scouts earn?
Gift card amounts are based on a point system.
The chart to the rights shows the gift card amount for the number of points earned.
Less cash means more rewards!!

- 1 point earned for every $ sold online
- 1 point earned for every $ tracked as cash in the app
- 1.25 points earned for every $ tracked as credit/debit in the app

Capitol Area Council Bonus Prizes

Who is eligible: **All Scouts** who sell popcorn during the 2022 popcorn 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.

- Only sales tracked in the Trail's End system by 10/31 are eligible
- Prizes are each Trail's End user account:
  - Multiple Scouts on one account will be only receive one prize, not one prize per Scout on the account.
- Scouts with multiple in different Units can be combined for Council Level Prizes

2022 COUNCIL BONUS PRIZE LEVELS

CAC Scout level $500 tracked sales	New Scout designed Council Shoulder Patch Winning design will be announced on August 6th at the Popcorn Fair
Green Dickson level $1,000 tracked sales	CAC Scout level prize plus ***coming July 15, 2022***
Smilin' V level $2,500 tracked sales	Green Dickson level prize plus ***coming July 15, 2022***
Lost Pines level $5,000 tacked sales	Smilin V level prize plus ***coming July 15, 2022***

***images shown may not be exact prizes*

2022 UNIT COMMISSION STRUCTURE

Online and Online Direct

30% Commission – no bonus options

Storefront and Wagon

30% base but with option to earn up to 35% commission *(app usage required)*

- \+ 1% Loyalty Bonus – Any Unit that participated in 2021
- \+ 1% Unit Growth Bonus
  - grow retail by 25% over last year of in-person sales (*must reach minimum $2,500*)
- \+ 1% Scout Growth Bonus
  - 25% more Scouts reach $500 over last year of in-person sales (*required minimum of 4 Scouts*)
- \+ 1% Super Unit Growth Bonus
  - grow retail by 50% over last year of in-person sales (*must reach minimum $5,000*)
- \+ 1% Super Scout Growth Bonus
  - 50% more Scouts reach $500 over last year of in-person sales (*required minimum of 7 Scouts*)

All Units registered for the 2022 program will receive an email showing the Unit's target for each bonus level above. This notification will also show the commission that could be earned when each target is reached and how to reach it with the new pricing. Watch for the Unit's customed plan in July.

Special Commission Opportunities

New Units

50% commission will be offered for one year only to:

- Brand new Scouting Units created in 2022
- Units that have not participated in the Council Popcorn fundraiser since 2015

Jamborees – Earn your own Way

50% commission will be offered to any Scout that is registered for the 2023 National Jamboree or 2023 World Jamboree.

- Participation is at the Scout level – no Unit liability or coordination
- Scout must register and track all sales in Trail's End app under
  - District > Jamboree ONLY
  - Unit > Select National 2023 or World 2023
- Sales tracked under any other District/Unit will not be transferred and are not eligible for the Jamboree 50% commission structure
- Scout may earn the full Jamboree registration amount
  - Scout may sell up to $7,200 for National Jamboree - *$3,600 earned*
  - Scout may sell up to $12,200 for World Jamboree - *$6,100 earned*

        - IST and CMT may sell up to $4,600 - *$2,300 earned*
- Any cash collected must be reconciled using the Pay Now feature in the app
- In December 2022 commission will be distributed by Capitol Area Council
    - Balance owed will go directly to Jamboree registration
    - Scout will receive reimbursement for deposits paid prior to popcorn participation

Membership – Earn your own Way for all

50% commission will be offered to any Scout or Leader that wishes to earn their 2023 national annual membership fee. Fees for 2023 will be $75 per Scout and $45 per adult plus $1 for liability insurance coverage. *Please note that the adult fee may go up a few dollars, we will be notified in August 2022.*

- Participation is at the Scout or Leader level – no Unit liability or coordination
- Applies to Online, Online Direct and Take Order only
- No Scout/Leader will receive product in advance of sales
- Scout/Leader must register and track all sales in Trail's End app under
    - District > Membership ONLY
    - Unit > Select your primary Unit
- Sales tracked under any other District/Unit will not be transferred and are not eligible for the Membership 50% commission structure
- Scout/Leader may earn the full national annual membership and insurance fee
    - Scout may sell up to $152 - *$76 earned*
    - Leader may sell up to $92 - *$46 earned*
- Unit dues are not eligible
- Any cash collected must be reconciled using the Pay Now feature in the app
- In November 2022 commission will transferred to the Unit registration account at the Frank Fickett Scout Center
    - The participant and Unit Committee Chair will receive notification of funds deposited and amount applied for each participating Scout/Leader
    - No funds will be distributed to the participant
- Visit www.bsacac.org/popcorn4membership for more details and updates

FINANCIAL BOOKKEEPING

Invoices

Units with Scouts participating in any in-person sales will have an invoice viewable in Trails End under the Account Summary section. Unit invoices will be broken down into each order placed by the Unit: Show & Sell, Reorders and Take Order. Unit invoices can be found in the Trail's End leader portal under Account Summary

Managing Customer Payments

During the course of the program Scouts will receive payment in the form of cash, checks, credit cards and online sales credit.

- Checks
  - Made payable to the receiving Unit
  - Deposited into the Unit bank account
  - Capitol Area Council will not accept personal checks for the popcorn program
- Cash
  - Deposited into the Unit bank account
  - Ask Scouts to use the Pay Out feature in the Trail's End app to reduce Unit Kernel/Treasurer workload
- Credit Cards and Digital Payments platforms like Apple Pay or Samsung Pay
  - Taken in the app during in-person sales
  - Processed by Square and deposited to Trail's End
  - Trail's End applies full dollar value as a credit against the Unit invoice
    - Viewable on invoice under Transactions
    - Viewable online under Account Summary
- Online Sales credit
  - Trail's End applies 30% of retail amount as a credit against the Unit invoice
    - Viewable on invoice under Transactions
    - Viewable online under Account Summary

Collecting Commission

Every year the amount of cash decreases as credit card or digital payments go up. This creates an overpayment to Trail's End for the Unit popcorn accounts. Units may begin to request a payout from Trail's End after their Balance Due Council reads $0.00.

When the Unit is balanced with the Council, Unit commission is in the form of cash and checks received by the Unit plus any Unit Payouts owed by Trail's End. To view the Unit's balance to Council and Payout available view the Account Summary section in the Trail's End Leader Portal.

Payments can only be received from Trail's End after the Unit has set up the Unit Bank Account information in the leader portal. Go to Unit Info > Manage Unit Bank Account to add or edit the Unit's account.

Council Payment

During the 2021 popcorn program, less than 20% of Units had a balance due to Council. You can remove the balance due by encouraging Scouts to accept credit cards in the app and using the Pay Now feature for cash they receive.

If the Unit does have a balance due to Council please follow the steps below:

- View the Unit invoice after November 1st
- Print your Trail's End Unit invoice
- Review the Trail's End Unit invoice for accuracy. Contact Melanie Crawford immediately if you find a discrepancy.
- Submit ONE check from the Unit bank account payable to the Capitol Area Council.
- Mail invoice and check to:
  Capitol Area Council – Popcorn
  12500 N IH 35
  Austin, TX 78753
- Capitol Area Council cannot accept credit cards or over the phone payments for popcorn invoices.

THANK YOU FOR SUPPORTING

YOUR SCOUTS

YOUR UNIT

YOUR COUNCIL