



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](http://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](http://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	<a href="mailto:lisalavie@gmail.com">lisalavie@gmail.com</a>
Bee Cave	Venus Morales Andrew Miller	(512) 573-3966 (512) 297-0326	<a href="mailto:venusmorales73@yahoo.com">venusmorales73@yahoo.com</a> <a href="mailto:andrewgmiller@sbcglobal.net">andrewgmiller@sbcglobal.net</a>
Blackland Prairie	Deborah Ortiz Amie King	(512) 660-4246 (512) 784-8924	<a href="mailto:nreka@yahoo.com">nreka@yahoo.com</a> <a href="mailto:king_m_e@yahoo.com">king_m_e@yahoo.com</a>
Chisholm Trail	Patricia Cruz	(512) 228-9189	<a href="mailto:cruz.scouting@gmail.com">cruz.scouting@gmail.com</a>
Colorado River		Position Open – Contact Area Executive, Bill Kohl	
Hill Country		Position Open – Contact Area Executive, Bill Kohl	
Live Oak		Position Open – Contact Area Executive, Ed Grune	
North Shore	Kristi Palm Nick Rietsch Jeanine Swanson	(512) 750-0696	<a href="mailto:kamcintosh@gmail.com">kamcintosh@gmail.com</a> <a href="mailto:nick.rietsch@gmail.com">nick.rietsch@gmail.com</a> <a href="mailto:swansonjeanine@gmail.com">swansonjeanine@gmail.com</a>
Sacred Springs	Tracy Schupbach	(512) 567-4880	<a href="mailto:tschupbach2@gmail.com">tschupbach2@gmail.com</a>
San Gabriel	Nikki Deleon	(512) 569-9311	<a href="mailto:nikki@troop4050.org">nikki@troop4050.org</a>
Thunderbird		Position Open – Contact Area Executive, Bill Kohl	
Waterloo		Position Open – Contact Area Executive, Paola Rodriguez	

### Council Popcorn Executive

**Melanie Crawford**

(512) 627-0313

[Melanie.Crawford@Scouting.org](mailto:Melanie.Crawford@Scouting.org)

### Capitol Area Council Site

[www.BSACAC.org/popcorn](http://www.BSACAC.org/popcorn)

### Council Kernel

**Randall Goltzman**

(512) 632-7490

[randall@pickrandall.com](mailto:randall@pickrandall.com)

### Trail's End Site

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

# POPCORN PROGRAM CALENDAR 2022

June	Register for the sale at <a href="http://www.bsacac.org/popcorn">www.bsacac.org/popcorn</a>
August 1 <sup>st</sup>	Take Order & Online Sale open
August 6 <sup>th</sup>	Popcorn Fair 10am to 3pm at the Frank Fickett Scout Center
August 11 <sup>th</sup>	Initial order due in Trail's End Popcorn System
Aug - Sept.	Hold your Unit's Kickoff event
August 26 <sup>th</sup> – 30 <sup>th</sup>	Booth selections open (watch August emails for instructions)
August 31 <sup>st</sup>	Popcorn Distribution Day at <a href="#">Ward NA</a>
September 3 <sup>rd</sup>	Blitz Day – load your wagons and visit local neighborhoods
September 10 <sup>th</sup>	Booth Sales begin
October 16 <sup>th</sup>	Last day for all in-person sales (booth, wagon, take order)
October 31 <sup>st</sup>	Big Final Day..... <ul style="list-style-type: none"> <li>• Online sales close for council prize eligibility</li> <li>• Unit to Unit transfers</li> <li>• Track Scout Sales</li> <li>• Return to Council request</li> </ul> <p><i>(Return to Council cannot exceed 5% of your original August order)</i></p>
November 1 <sup>st</sup>	Take Order due in Trail's End Popcorn System
November 16 <sup>th</sup>	Popcorn Distribution Day at <a href="#">Ward NA</a>
November 30 <sup>th</sup>	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](http://www.trails-end.com).

**All donations received must be tracked as Heroes and Helpers donations.**

BSA Units may not solicit donations from non-members. The Capitol Area Council gives Units the opportunity received donations in their community through the popcorn program. All monies received must be tracked by each Scout as a popcorn product or Heroes and Helpers donations. For more information on unit financial policies in the Capitol Area Council please go to <https://www.bsacac.org/resources/unit-finance/>.

## 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.

- Placing orders for additional product from Council:
  - > Orders must be entered by 11PM on Sunday to be fulfilled the following Tuesday
  - > Unit invoices will list out each order separately for easy viewing
  - > Pick up for reorders will happen at Ward NA
  - > Orders will be compared to current Unit inventory and tracked sales
  - > **Go into the Trail's End leader dashboard**
    - Click ORDER POPCORN
    - Click drop down for Choose Delivery
      - Select the option dated for the Tuesday you wish to pick up your additional product
    - Complete the order form and click submit
  - > Next go to <https://signup.com/go/YKVMUnT> to schedule your pick up time
- Orders may be fulfilled using Unit to Unit transfers when available.
  - > District Kernels and Council Teams will look for options after 2<sup>nd</sup> weekend of booths.

## 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](http://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 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. **Guidelines will be emailed to those Units with approved orders on August 12<sup>th</sup>.**

- Booth selections will take place during the week of August 26<sup>th</sup> through August 30<sup>th</sup>.
- 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 be able to view locations under Storefront Reservations for the 2022 season at least 1 week 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

### 2022 Storefront Selection Dates & Guidelines

#### Rounds

Each round will open at noon and will reset the at the start of the next round

Round 1:	Friday, August 26 <sup>th</sup>	Opens at 11:00am
Round 2:	Saturday, August 27 <sup>th</sup>	Opens at 11:00am
Round 3:	Sunday August 28 <sup>th</sup>	Opens at 11:00am
Round 4:	Monday, August 29 <sup>th</sup>	Opens at 11:00am
Round 5:	Tuesday, August 30 <sup>th</sup>	Opens at 11:00am
Open District Round:	Thursday, September 1 <sup>st</sup>	Opens at 11:00am
Open Council Round:	Sunday, September 18 <sup>th</sup>	Opens at 11:00am

#### Guidelines

Storefronts are set up as shifts that may be 2 hours or up to 7 hours. Shifts will be divided into 2 hour blocks within your Unit for Scout selections.



Back-to-back shift selections at the same location are not permitted during Rounds 1 thru 5. If a Unit makes a back-to-back selection during Rounds 1 through 5, one of those selections will be deleted by the Council. This rule will not be reinforced starting September 1st.

Order Size	Premier Storefronts per round	Standard Storefronts per round
Up to \$1,500	0	2
\$1,501 to \$4,000	1	1
\$4,001 to \$7,500	1	2
\$7,501 to \$12,000	2	2
\$12,001 to \$17,000	2	3
\$17,001 +	3	3

### Premier Storefront Locations

The following locations will be limited per round. However, any remaining spots will be free to any Unit when NO Limit opens. Lowes, Randalls, REI, Sam's Club, Walmart

### Neighborhood Blitz

September 3<sup>rd</sup>, 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 3<sup>rd</sup>, 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.

How much can Scouts earn?

Gift card amounts are based on a point system.

The chart to the right 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



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

### 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 31<sup>st</sup>. 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

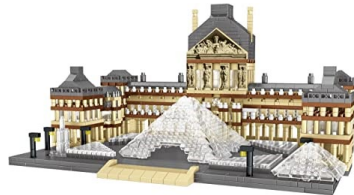
\$500 tracked sales

New Scout designed Council Shoulder Patch  
Winning design will be announced on August 21<sup>st</sup>.

### Green Dickson level

\$1,000 tracked sales

CAC Scout level prize plus:  
**Historic landmark building sets**  
*Assortment will vary depending on availability*

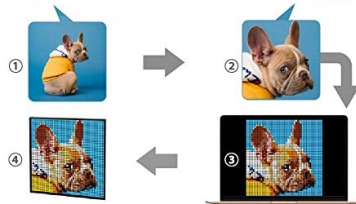


### Smilin' V level

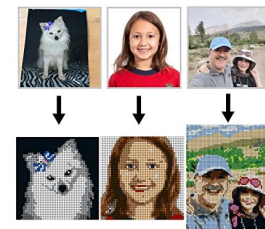
\$2,500 tracked sales

Green Dickson level prize plus  
**Custom personal photo building block set**

Qualifying Scouts will receive a link for a pre-paid building block set. Upload a picture of yourself, favorite pet or something cool you did in Scouting. Your pic will be turning into a building block set that you can build.



Custom Mosaic Art from Photos



### Lost Pines level

\$5,000 tracked sales

Smilin V level prize plus  
**Large LEGO building set**

*Below are examples, options may vary depending on availability. Final options will be sent to Scout on November 2<sup>nd</sup> for selection.*



*\*\*images shown may not reflect 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 customized plan in July.

### Special Commission Opportunities

#### New Units

50% commission on in-person sales 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 on all sales 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
- Scouts participating in the Jamboree special commission structure are not eligible for bonus prizes or top seller recognition offered by the Capitol Area Council.

### 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](http://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 1<sup>st</sup>
- 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**