



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, our council provides program information through weekly motivational emails, our council popcorn webpage, social media, trainings, and district teams.

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2023 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 the leader dashboard:

- Training Videos
- Unit Program Planner
- Kernel Guide
- Unit Kickoff Presentation
- Print at home materials
- Plus many more unit materials and Scout resources

KEYS TO SUCCESS

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

1. REVIEW THIS GUIDE

2. 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 2023 program and an absolute must DO

3. GET TRAINED

- Log into your Trail's End account to view training materials and videos – Trail's End has many short clip videos and a few longer that teach you everything you need to know in navigation the Trail's End system, managing inventory, motivating your Scouts and families, plus closing the sale.
- Check the [Capitol Area Council Popcorn webpage](#) for updates and read your weekly "3 Steps" informational emails.

4. RECRUIT A PARTNER

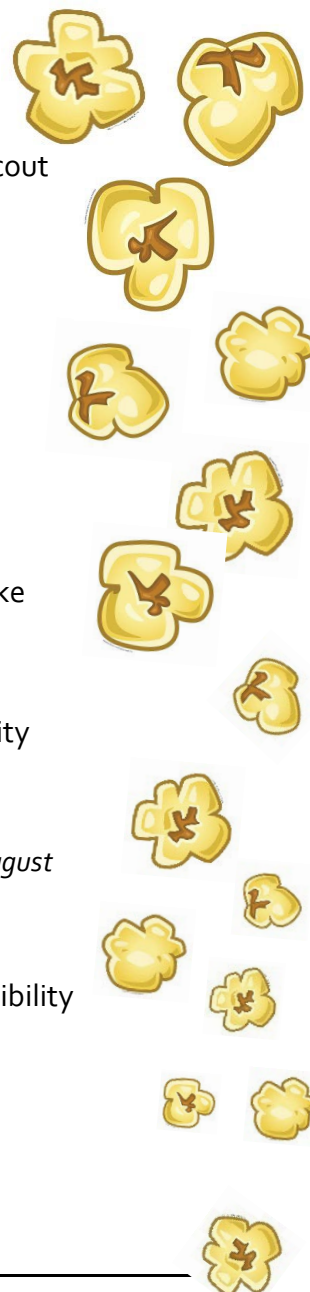
- Have you heard "it only takes an hour a week"? If you take all the hours a popcorn kernel works and divide it by all the weeks you have Scouting, this may be true, but you don't have to do this alone. Find another parent you have a good relationship with and ask for a partner. A great unit popcorn program has more than one leader guiding Scouts towards their goals.

5. 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.
- Communicate Why, When, and How
 - Why are we raising funds?
 - Big trips, unit gear, or funding their annual program.
 - If funding their annual program – what percentage do they earn from their hard work?
 - When
 - Share dates and don't forget to include any already scheduled unit or district activities
 - How
 - All Scouts can participate online and in-person. No Scout should ever be told they cannot sell the way they are most comfortable. All units should support every Scout with online, door-to-door and storefront booths.

POPCORN PROGRAM CALENDAR 2023

May and June	Register for the sale at www.bsacac.org/popcorn
August 1	Take Order and Online Sale open
August 12	Popcorn Fair 10am to 3pm at the Frank Fickett Scout Center
August 13, 11PM	Initial order due in Trail's End Popcorn System
August – September	Hold your unit's kickoff event
August 26	Booth selections open
August 30	Popcorn distribution day at Ward NA
September 2	Blitz Day – load your wagons and visit local neighborhoods
September 9	Booth sales begin
October 22	Last day for all in-person sales (booth, wagon, take order)
October 28	Big final day..... <ul style="list-style-type: none"> • Online sales close for council prize eligibility • Unit to unit transfers • Return to council request <i>(Return to council cannot exceed 5% of your original August order)</i>
October 29	Take Order due in Trail's End popcorn system
October 31	Last day to track Scout sales for council prize eligibility
November 15	Popcorn distribution day at Ward NA
November 30	Unit payment deadline



My unit kick off _____

My unit end of sale celebration _____

2023 PRODUCT LINE**STOREFRONT LINE-UP*****MUST BE ORDERED IN FULL CASES***

Sea Salt – 28 count snack packs	\$50 each / \$50 case (1 per case)
S'mores pre-popped 10 2/3 cup bag (7 oz)	\$25 each / \$300 case (12 per case)
Salted Caramel 6 2/3 cup bag (14 oz)	\$25 each / \$300 case (12 per case)
Unbelievable Butter 12 microwave bags	\$25 each / \$150 case (6 per case)
White Cheddar Cheese pre-popped 16 ¾ cup bag (6 oz)	\$20 each / \$240 case (12 per case)
Kettle Corn pre-popped 6 cup bag (3.5 oz)	\$15 each / \$180 case (12 per case)
Popping Corn 28 oz. jar	\$15 each / \$135 case (9 per case)
Heroes and Helpers Donation	Any dollar amount through the App

ITEMS AVAILABLE FOR NOVEMBER DELIVERY***CAN BE ORDERED BY THE PIECE (FULL CASE NOT REQUIRED)***

In addition to all items listed above.....

Milk Chocolate Pretzels 12 oz. bag	\$30 each
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In addition to the products above, Trail's End offers a variety of other products through the Online Sale at 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 to receive 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 our council please see

<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, our council can provide a suggested order based on historic sales in your area.

At least two weeks prior to the order deadline, units that have registered for the 2023 popcorn program will receive a suggested order based on their historic sales. The suggested order will be emailed to the registered Unit Kernel.

Reorders

Many units find that during the sale they need more product. This can happen due to growth in membership, Scout goals increasing, heightened community support, 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 our council:
 - > Orders must be entered by 11PM on Sunday to be fulfilled the following Wednesday
 - > Unit invoices will list out each order separately for easy viewing
 - > Pick up for reorders will be distributed 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 Wednesday you wish to pick up your additional product
 - Complete the order form and click submit
 - > Go to the [Sign Up page](#) to choose 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 third weekend of booths.

Council's Return Policy and Procedures

NO LATE RETURNS ACCEPTED

- Before any returns are made, complete the transfer request form at www.bsacac.org/popcorn to find 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 or one case if 5% is less than one full case value.

Once the return has been approved you will receive an email with when and where to take the product.

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 picture
- 2) Go to www.bsacac.org/popcorn click the REPORT DAMAGES link
 - > Up to three 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) Our 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 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

Storefronts Booths

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

Locations are secured by our council's Popcorn Kernel team. Unit leaders and individuals may not secure locations. If you have a location that you wish to add, please reach out to the Council Popcorn Executive providing the company name, address, and contact information. If this is a new location, the unit providing the contact will receive first choice on selections.

Trail's End Storefront System

Prior to storefront selections, adjust the unit settings in Trail's End. Under Unit Info select Storefront Settings. Here, units can determine how many Scouts may be at each shift, how long each shift will be, what day Scouts can begin to select their locations, and how the sales will be split.

Storefronts for unit selection are set up as shifts that may be two hours or up to eight hours long depending on the locations approved hours. After the shift selection is confirmed, larger shifts will automatically be divided up per the unit settings following the step above.

For more information on how to use manage storefront booths, please go to the Training section in Trail's End.

2023 Storefront Selection Dates & Guidelines

The number of storefronts that may be selected is based on the size of the unit's initial order. Units should make their premium booth selections on the first three days listed below. Many Scouts and leaders consider Lowes, Randall's, REI, Sam's Club, and Walmart as premium locations. However, there are no guarantees that these locations are the best for each Scout. A well-versed Scout can do just the same or better at a restaurant or neighborhood shop.

Back-to-back shift selections at the same location are not permitted during the first five days of selections. If a unit makes a back-to-back selection during that time, one of those selections will be deleted without warning.

On September 5, all remaining storefront booths within our council will open for any unit to choose. This can be very beneficial to Scouts who live along district boundary lines, have multiple households, or have activities that take them to different areas within our council. Scouts cannot make selections from the council calendar. We recommend Unit Kernels to ask Scouts if any locations outside the district are needed and/or wanted. Additionally, all limits to the number of selections and back-to-back rules will be removed September 5.

Phase One – grab premium spots

Dates	Initial Order Size	Number of Spots per Day
Saturday, August 19 Sunday August 20 Monday, August 21	TBA	0
	TBA	1
	TBA	2
	TBA	3
	TBA	4

Phase Two – grab any remaining premiums and fill up the schedule

Dates	Initial Order Size	Number of Spots per Day
Tuesday, August 22 Wednesday August 23 Thursday, August 24 Friday, August 25 Saturday, August 26	TBA	1
	TBA	2
	TBA	3
	TBA	4
	TBA	5
	TBA	6
	TBA	7

Phase Three – expand

Dates	Initial Order Size	Number of Spots per Day
September 5 through end of sale	TBA	No limits

Unclaimed Storefront Booths

Unit storefronts that have not been selected by Scouts within a unit should be released back to our council pool. We suggest Unit Kernels check the upcoming weekend shifts each Monday, send out a reminder to the Scouts, and release unclaimed shifts by Wednesday evening. Please allow other units and Scouts the opportunity to select unwanted booths allowing all to reach or exceed their goals.

Neighborhood Blitz

September 2, 2023

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 let's show all of Central Texas our Scout strength and pride on September 2, 2023. Take some pics of your Scouts in action on blitz day and share them at www.bsacac.org/popcorn.

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 Leaders 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

BONUS PRIZES

2023 POPCORN SALE

Who is eligible: All Scouts who sell popcorn during the 2023 popcorn season. Levels are cumulative and calculated using sales tracked in Trail's End through the app or online by October 31. Eligibility is determined by individual tracked sales.

CAC SCOUT LEVEL - \$500 TRACKED SALES

Capitol Area Council "Earned My Way" neckerchief slide

GREEN DICKSON LEVEL - \$1,000 TRACKED SALES

CAC Scout Level prize plus choice of:



SMILIN V LEVEL - \$2,500 TRACKED SALES

Green Dickson Level prize plus choice of:



LOST PINES LEVEL - \$5,000 TRACKED SALES

Smilin V Level prize plus choice of:



- Only sales tracked in the Trail's End system by October 31 are eligible
- Prizes are for each Trail's End user account (Multiple Scouts on one account will only receive one prize, not one prize per Scout on the account)
- Scouts with multiple accounts in different units can be combined for council-level prizes
- Images shown may not reflect exact prizes



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2023 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 2022
- + 1% Unit Growth Bonus
 - grow retail by 20% over last year of in-person sales *(must reach minimum \$2,500)*
- + 1% Scout Growth Bonus
 - 20% more Scouts reach \$500 over last year of in-person sales *(required minimum of 3 Scouts)*
- + 1% Super Unit Growth Bonus
 - grow retail by 35% over last year of in-person sales *(must reach minimum \$5,000)*
- + 1% Super Scout Growth Bonus
 - 35% more Scouts reach \$500 over last year of in-person sales *(required minimum of 5 Scouts)*

All units registered for the 2023 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 custom 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 2023
- Units that have not participated in our council popcorn fundraiser since 2015

Jamborees – Earn your own Way -

- a) 50% commission on all sales will be offered to any Scout (including IST and CMT) that is registered for upcoming National or World Jamborees for the popcorn season prior to the event. **No events are eligible for the 2023 popcorn season.**

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 any changes to national annual membership fees will be updated by September 1, 2023.*

- 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 2023, commission will be 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 Trail's 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

Over 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 our 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 2022 popcorn program, less than 20% of units had a balance due to our 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 our council please follow the steps below:

- View the unit invoice after November 1
- Print your Trail's End unit invoice
- Review the Trail's End unit invoice for accuracy. Contact Will Gregorcyk 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
our council