



*Honoring our Hometown*  
**HEROES!**

# 2020 POPCORN







Dear Popcorn Selling Unit:

**Thanks so much** for investing the time and energy into being a leader for your Scouting unit. You are an essential part of why families in your unit are able to enjoy the fun and excitement of Scouting. Many of the awards, ranks, trips, and family memories for your group are made possible by the time you spend in

Scouting. As a leader, I personally know the benefits of the program but I also know that each group cannot have these experiences without financial cost.

The 2020 Middle Tennessee Council's popcorn sale will kick off **August 17!** This year's popcorn theme, **"Honoring our Hometown Heroes!"** The 2019 marketing plan has big incentives that include: "Blitz Club" prizes, gift cards and top salesman prizes. The Popcorn sale teaches Scouts life lessons, goal setting, money management, and public speaking. It also helps Scouts have more opportunities in Scouting experiences such as: camping, field trips, overnight events and the Pinewood Derby!

For more information or to sign your Scout unit up to sell popcorn this fall, please go to [www.mtcbsa.org](http://www.mtcbsa.org) under the "Special Events" tab to fill out the 2020 Unit Commitment Form. If you have questions, inquire about "best selling" practices, or need assistance please feel free to contact myself at [Andrew.n.effinger@gmail.com](mailto:Andrew.n.effinger@gmail.com) or Kevin McMurrian, Director of Finance Services, at [kmcmurrian@mtcbsa.org](mailto:kmcmurrian@mtcbsa.org) or (615) 383-9724.

Thank you for all that you do for Scouting in your community and for honoring our hometown heroes!

Keep on Popping!

Andrew Effinger

2020 Council Popcorn Volunteer Chair



# 2020 POPCORN SALE IMPORTANT DATES

## July

July 11 – Council Popcorn Kickoff/Orientation 10:00 a.m.

July 18 – Council Popcorn Kickoff/Orientation 10:00 a.m.

## August

August 3 – Popcorn Online Sales Period Starts

August 17 – Popcorn Sale Starts

August 19 – All Unit S & S Orders Due in Trail's End system

## September

September 12 – Show & Sell Product Distribution

September 19 – October 5 – \$450 Popcorn Blitz Sales Period

September 19-20 – Kroger Selling Locations Weekend #1

September 26-27 – Kroger Selling Locations Weekend #2

## October

October 3-4 – Kroger Selling Locations Weekend #3

October 16 – Popcorn Sale Ends

October 16 – All Show & Sell monies due

October 19 – All Take Orders and Prize Orders Due in Trail's End system

## November

November 6 – Take Order Popcorn Distribution

November 7 – Take Order Popcorn Distribution

November 30 – Popcorn Online Sales Period Ends

November 30 – All popcorn monies due

# TRAIL'S END 2020 Product Mix

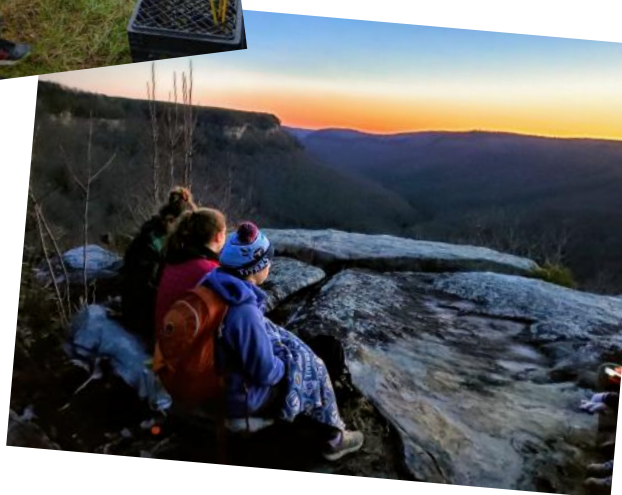
	<b>\$10</b> <u>Classic Caramel Corn (9oz)</u> A traditional favorite full of rich caramel corn		<b>\$25</b> <u>Salted Caramel Popcorn (20oz)</u> A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt
	<b>\$15</b> <u>Popping Corn Jar (28 oz)</u> Trail's End plain kernels for those who like to make popcorn from scratch		<b>\$20</b> <u>Blazin' Hot Popcorn BIG BAG (8oz)</u> Bold and cheesy flavored popcorn with the perfect zing in every bite.
	<b>\$20</b> <u>White Cheddar Cheese Popcorn BIG BAG (9oz)</u> The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite		<b>\$35</b> <u>Chocolatey Caramel Crunch (16oz)</u> Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate  <b>Online Direct Only</b>
	<b>\$35</b> <u>Cheese Lover's Collection</u> White Cheddar Cheese (5oz) Blazin' Hot Cheddar (5oz)		<b>\$70</b> <u>Chocolate Lover's Collection Tin</u> 2 Dark Chocolate Salted Caramels (10.5oz) 1 Chocolatey Caramel Crunch (16 oz)  <b>Online Direct Only</b>
	<b>\$35</b> <u>Cheese Lover's Bundle</u> White Cheddar Cheese Popcorn (9oz) Blazin' Hot Popcorn (8oz) <b>Online Direct Only</b>		<b>\$65</b> <u>Chocolate Lover's Bundle</u> 2 Dark Chocolate Salted Caramels (10.5oz) 1 Chocolatey Caramel Crunch (16oz) <b>Online Direct Only</b>
	<b>\$15</b> <u>Unbelievable Butter Popcorn BIG BAG (7oz)</u> The perfect ready-to-eat combination of popcorn, oil, salt and butter.		<b>\$30</b> <u>Dark Chocolate Salted Caramels (10.5oz)</u>  <b>Online Direct Only</b>
	<b>\$30 / \$50</b> <u>Military Donations</u> <b>POPCORN FOR OUR TROOPS</b> Send a gift of popcorn to our military men and women, their families and veteran Organizations.		<b>\$30</b> <u>Chocolatey Caramel Crunch (16oz)</u>  <b>Online Direct Only</b>
	<b>\$25</b> <u>Unbelievable Butter Popcorn (12 Pack microwave)</u>  <b>Online Direct Only</b>		<b>\$60</b> <u>Campfire Blend K-Cups (32 count)</u>  Classic all-American, medium roast  <b>Online Direct Only</b>





# SELLING THE SCOUTING PROGRAM

## Remember to Sell your Fun & Adventure!



Remember we are selling the Scouting Program, along with the popcorn. Selling popcorn as a fundraiser enables a unit to have the funds to deliver their "program". We are selling Scouting, and people will buy if asked.

☐ 82% of the public has never been asked to buy popcorn from Scouts.

### SELLING POPCORN ENABLES YOUR SCOUTS:

- ☐ To build communication skills
- ☐ To promote leader skills
- ☐ To receive credit towards Merit Badges & Den Advancements
- ☐ To increase their confidence level
- ☐ Opportunity to help each other

### PEOPLE NEED TO KNOW WHY SCOUTS ARE SELLING POPCORN... WHAT IS THE REASON?

- ☐ Volunteer leaders should inform Scouts, and their parents, how the popcorn sale directly benefits their unit program and directly benefits individual Scouts and their families.
- ☐ A printed calendar and unit budget will help educate parents and Scouts on "plans for the upcoming year".
- ☐ Surveys show that people will purchase from a Scout, if asked, and if they hear "how it will benefit the Scout" who is selling.

☐ This is a unit fundraiser...not a "bargain sale". Again, it is not about popcorn, it is about the program! **You are selling the Scouting program!**

☐ Many units find the "Popcorn Sale" and "Camp Card Sale" are adequate for both their unit and individual Scout's annual needs. Parents appreciate not having to come up with funds (dues) every week, month, etc.

### HOW DO I START MY SALE?

Begin with your immediate family members:

- ☐ Mom, Dad, Brothers & Sisters, Cousins, Grandparents, Aunts & Uncles
- ☐ Utilize the online selling platform.
- ☐ Close Neighbors, etc...
- ☐ Who purchased from you last year

You can do this as soon as you receive your "take order forms"... then canvas your neighborhood, friends, etc...those who may support your unit's popcorn sale. And remember, tell everyone about your unit's (pack or troop) program and why you are selling popcorn...82% of the public is never asked to buy, and they will, if they know why you are selling.

# THE TRAIL'S END APP

Available in the Apple and Google Play Store  
Text APP to 62771 to download.

Required to register:

Council: \_\_\_\_\_ District: \_\_\_\_\_ Unit: \_\_\_\_\_



## 1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

## 2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

### Multiple Scouts?

- Each Scout must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the Scout name dropdown at the top of the screen.

## ACCEPTING CREDIT CARDS

Every Scout can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader) - Type in the customer's card information.

Magstripe Reader (Android) - Swipe reader plugs into headphone jack.

Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

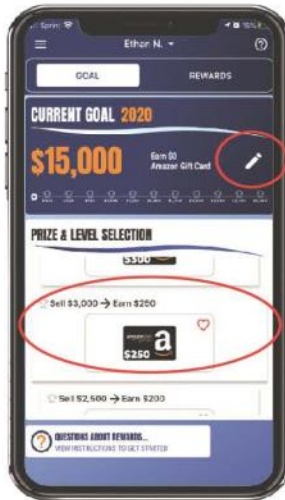
Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC (contactless) cards, and Magstripe cards.



**When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.**



## TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to get your Amazon.com claim code.



## HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

**Online Direct:** Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Or, share your page with customers via email, text, and social media.

**Wagon:** Door-to-door, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

**Storefront:** Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

## HAVE QUESTIONS? GET ANSWERS.

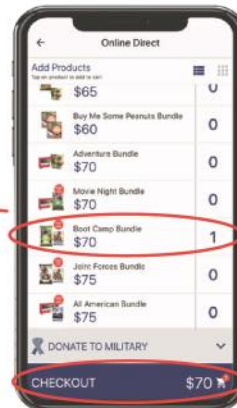
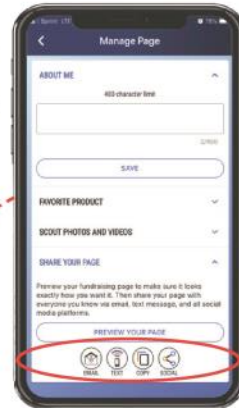
- Email [support@trails-end.com](mailto:support@trails-end.com)
- Visit the Support Portal of FAQs at [support.trails-end.com](http://support.trails-end.com)
- Get peer support 24/7 in the Scout Parents Community [www.facebook.com/groups/TEScoutParents/](http://www.facebook.com/groups/TEScoutParents/)

*\*Screenshots subject to change*

## ONLINE DIRECT: SHIP TO CUSTOMER

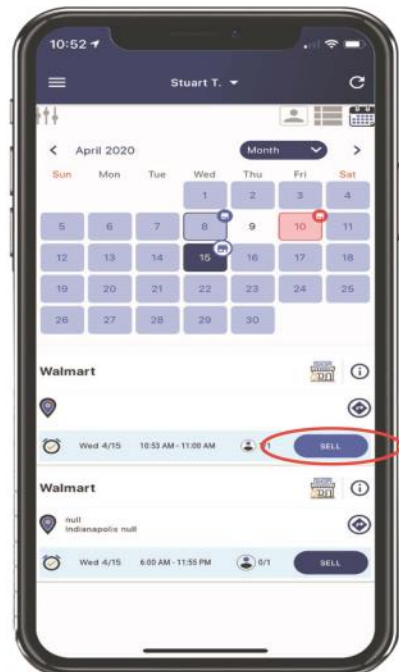
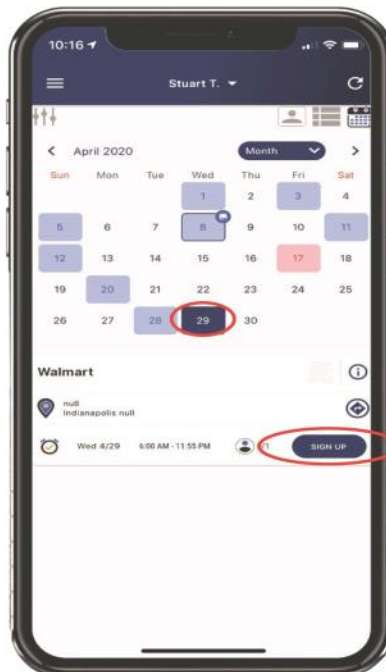


**Tip:** Click Share to text the cart to the customer to complete the purchase on their phone.



**Tip:** There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

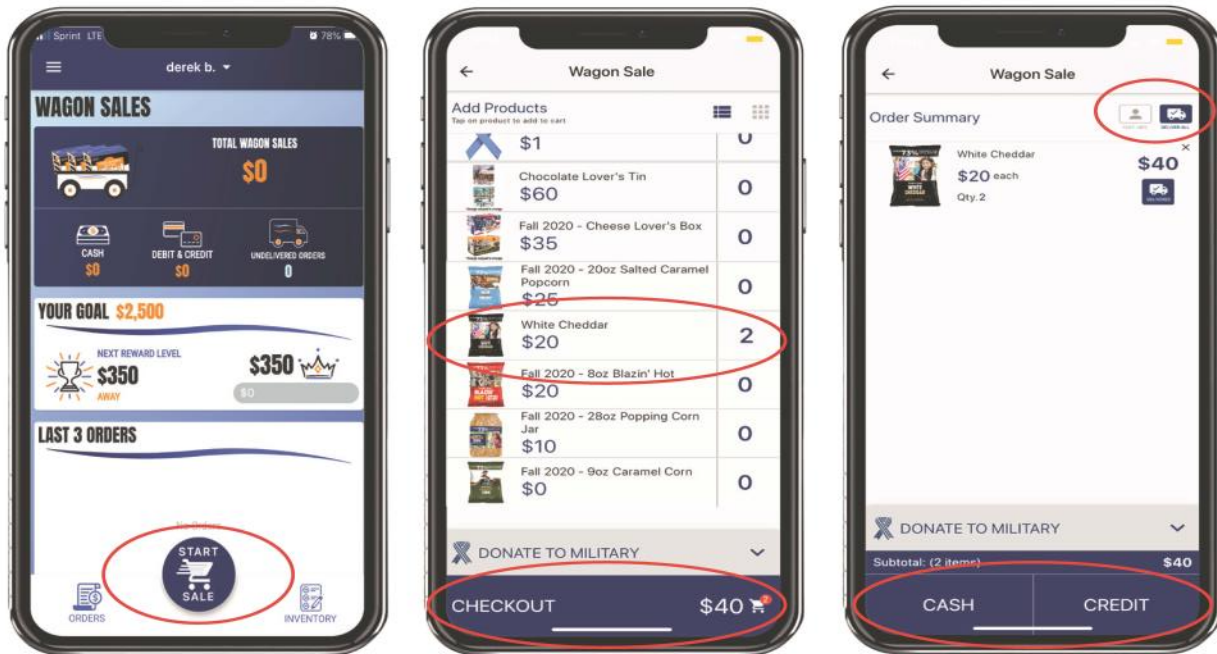
## SIGN UP FOR A STOREFRONT SHIFT



**Tip:** Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.



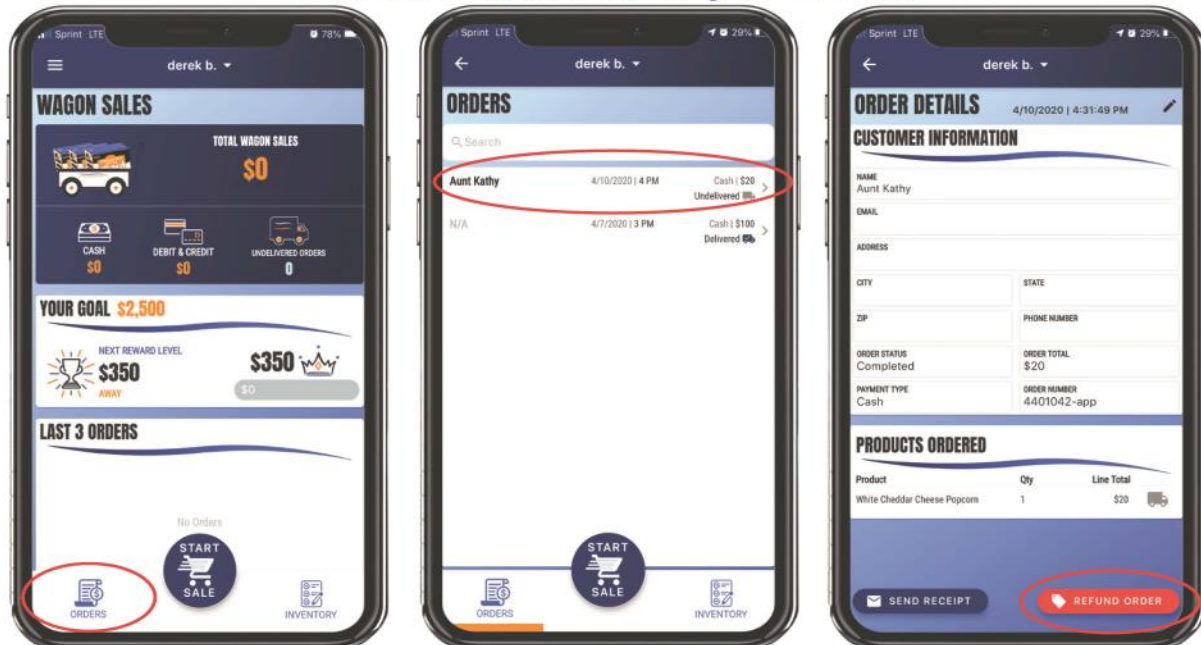
## RECORD A WAGON SALE



**Tip:** Marking an item as “Undelivered” means you plan to return with product later. Don’t forget to update the status when delivered!

## ISSUE A REFUND

Available SAME DAY only for Scouts.



**Tip:** You can also edit customer information and re-send a receipt from this screen.

*\*Screenshots subject to change*



## New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.\*

*\*Unit must be registered to sell by no later than August 15, 2020 to qualify.*

**COMMIT NOW:** [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)

### FROM YOUR UNIT SITE GO TO:

**Unit Info:** This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

**GO TO: Unit Team Members:** View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

The image shows a screenshot of the Trails End website interface. On the left is a sidebar menu with the following items: Unit's Goal, Scout Roster, Storefront Sales Calculation Method, App Settings, Unit Team Members (highlighted with a red circle), About My Unit, and Manage Unit Bank Account. A red arrow points from 'Unit Team Members' to a dropdown menu. This dropdown menu contains the following options: Set Primary, Edit Leader, DeleteLeader (highlighted with a red circle), and Resend Login. Another red arrow points from 'DeleteLeader' to the 'Actions' section at the bottom of the sidebar. The 'Actions' section contains a dropdown menu with 'Delete Leader' selected and a blue 'GO' button. On the right is the 'Editing a Unit Leader' form. The form has the following fields: Leader Title (dropdown menu), First Name (text input), Last Name (text input), Username (text input), Email (text input), Confirm Email (text input), Primary Phone (text input), Address Line 1 (text input), Address Line 2 (text input), City (text input), State (dropdown menu), Zip (text input), and Country Code (dropdown menu). At the bottom of the form are two buttons: 'SAVE' and 'CANCEL'.



# ONLINE POPCORN KERNEL TRAININGS

**UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019**



## Register to attend one of the webinars:

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

\*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

**TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:**  
[www.trails-end.com/webinars](http://www.trails-end.com/webinars)

## FACEBOOK COMMUNITIES

**A COMMUNITY OF SUPPORT FOR LEADERS**

**Get your questions answered** and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

**JOIN TODAY AT** [www.facebook.com/groups/TEPopcornCommunity](http://www.facebook.com/groups/TEPopcornCommunity)



# HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

## BUDGET WORKSHEET EXAMPLE

<div>\$9,800</div> <b>Annual Budget</b>	/	<div>28</div> <b>Number of Scouts</b>	=	<div>\$350</div> <b>Budget Per Scout</b>
<div>\$350</div> <b>Budget Per Scout</b>	/	<div>35%</div> <b>Average Commission</b>	=	<div>\$1,000</div> <b>Scout Sales Goal</b>

Scouts can fund their entire year of Scouting in only 8 - 10 hours (on avg).

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## BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:  
**Sales-Minded, Detail-Oriented, and Outgoing Personality.**

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**





# SUPPORT LOCAL SCOUTING



**Prepared. For Life.**

## PROVIDE AN ADVENTURE

### Be Safe!

**A Scout is Safe.** When conducting your popcorn sale, it is vital to ensure proper safety measures especially when children are involved. Below are some popcorn general safety and sales tips.

- ▶ When selling popcorn in your neighborhood always have an adult or buddy with you.
- ▶ ALWAYS wear your uniform. Everybody loves to support a Scout in uniform.
- ▶ Remember to always have 2 pens with you and make sure you keep your Take-Order Form as neat as possible.
- ▶ Never enter a stranger's house.
- ▶ Keep checks and cash in a separate envelope with your name on it.
- ▶ ALWAYS walk on the sidewalk and driveway. NOT through the yard. Watch for traffic.
- ▶ Never sell at night.
- ▶ Make sure you know the date when you will be delivering the popcorn to your customers.
- ▶ Not every house will buy so do not become discouraged.
- ▶ The more people you ask – the more people will buy.
- ▶ Put popcorn sale articles in your school, church, and community bulletins/newsletters.
- ▶ ALWAYS act like a Scout. Be polite and courteous. Wear a smile and introduce yourself.
- ▶ Most importantly, when you are selling popcorn tell the people what the money goes for.

### Tips for a Successful Sale

#### Show 'N' Sell

Things to help make your unit's Show 'N' Sell Popcorn sale successful.

- ▶ Boys need to clean area before and after sale.
- ▶ Boys need to work the Show 'N' Sell location, and stay outside of the store during their shifts.
- ▶ Remember to have something on hand to drink during the shifts.
- ▶ THERE ARE NO TIPS, "Keep the change" or "You keep the popcorn" are considered donations.
- ▶ Allow the Scouts to sell the Popcorn, give the boys room to grow.
- ▶ Do not use chairs or tables at the location as they take up a lot of room and work against the sale.
- ▶ Do not allow horse play.
- ▶ ALWAYS WEAR YOUR UNIFORM!
- ▶ Attend one of the Unit Popcorn Trainings!
- ▶ Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.

#### Take Order Sale

- ▶ Ask your parent to be the first to buy popcorn.
- ▶ Ask your relatives to buy popcorn. (Brothers and sisters)
- ▶ Ask your neighbors to buy popcorn.
- ▶ Ask the parents of your friends (not in Scouts) to buy popcorn.
- ▶ Take a popcorn order form to your place of worship and ask people during coffee/ fellowship hour to buy popcorn (get permission first).
- ▶ Ask your parents if they can take a popcorn order form to work and ask their co-workers to buy popcorn. (They may need to get permission first.)
- ▶ Ask a parent or fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
- ▶ Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
- ▶ ALWAYS WEAR YOUR UNIFORM!



# MULTIPLE WAYS FOR SCOUTS TO SELL

<b>ONLINE DIRECT</b>	Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page 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 Scouts can fundraise year-round!
<b>WAGON SALES</b> <b>Take Order</b>	Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.
<b>WAGON SALES</b> <b>Door to Door with Product</b>	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 Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.
<b>STOREFRONT SALES</b>	Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) 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.

## ONLINE DIRECT PROMOTIONS

- **Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15\***
  - \*Unit must be registered to sell by no later than August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Pledge**
  - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
  - Make the pledge: <https://www.surveymonkey.com/r/6MKNHGB>
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
  - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
  - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader





## How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

### Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.\*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

### How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
  - Share their personalized fundraising page via Social Media, Email, Text and more.
  - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

#### STEP

1

#### Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
  - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%\*\* unit commission.

#### STEP

2

#### For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
  - 4 hours: 15+ orders from friends & family.
  - 4 hours: 15+ orders from their local neighborhood(s).

#### STEP

3

#### Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
  - How the money raised benefits each Scout family
  - Unit & Scout sales goals
  - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
  - Everyone downloads the Trail's End App! Text APP to 62771.
  - Trail's End Rewards
  - Unit specific promotions (optional)
  - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

#### STEP

4

#### Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

*\*Unit must be registered to sell by no later than August 15, 2020 to qualify. \*\*Online Direct commission varies by council.*

# POPCORN KERNEL STEPS FOR SUCCESS

## Attend the Unit Popcorn Training

- Attend one of the Council Trainings where all forms and materials will be distributed.
- This training covers a multitude of new information for 2020.

## Explain popcorn program to your adult leaders:

- Develop Unit Sales Goal.
- Divide Unit Goal into "Per Boy" goal.

## Prepare handouts for Unit Kick-Off meeting for Leaders, Parents & Scouts:

- Timeline showing sale dates, date orders due, time & place for pickup, and distribution.
- Unit goal and per boy sales goal.
- One order form/prize flyer per boy (money envelope given with popcorn).
- Show 'N' Sell sign-up sheets with date, time and locations.
- If available distribute last year's sales records/take order forms.

Conduct a Unit Popcorn Sale Kick-off Meeting, for your unit. Review sales goals, explain Prize & Incentive Program, discuss sales techniques, money collection and safety suggestions.

## Working with District Popcorn Kernel coordinate Show 'N' Sell Sales.

- Schedule Show 'N' Sell dates with families.
- Place Show 'N' Sell order for your unit
- (NO chocolate products can be ordered).

## Arrange to pick-up popcorn at Averitt Express on September 12

On the same day, conduct a special meeting of all Scouts and their parents at your unit's meeting site to distribute popcorn, the Scout's Take Order Forms and Money Envelopes.

## Remind your Scouts of unit's money due dates. Make sure checks are made payable to the unit itself.

- You will receive an invoice by mail about 3 weeks before the money due deadline. Check your invoice over to make sure the commission percentage is correct based on if your unit is getting prizes or not. Collect and tally money from Scouts and submit one check payable to the council for "Total Amount Due" by Monday, November 30, 2020 at the Council Service Center. Don't forget to take out the unit's commission before you write the "TOTAL AMOUNT DUE" check to council.

## Organize and Distribute Prizes at an Important Unit Meeting.

- Ensure that Scouts receive all prizes earned.

## LEADING YOUR UNIT TO THE BEST YEAR OF SCOUTING

### IMPORTANT INSTRUCTIONS FOR SELLING POPCORN AT KROGER

#### DO NOT contact Kroger to set up a date / time to sell.

Please use the Kroger registration link the Council provides starting on Monday July 20.

- Ask for a member of management when arriving
- Store management will direct you to a set up location
- Sales times are Saturdays 9am to 2pm and 2pm to 7pm and Sundays 12pm to 3pm and 3pm to 6pm
- Please be respectful of other units selling either before or after you
- Make sure all Scouts are in full Field Uniform
- DO NOT BLOCK DOORS
- Please clean up your area of all trash before you leave the store
- If you have any questions contact Kevin McMurrian at 615-516-9065

Thank you in advance for following these important instructions and have fun selling. Visit council website at [www.mtcbsa.org](http://www.mtcbsa.org) to sign up for 2020 Kroger Selling Dates & Times.

"Being a good popcorn kernel means being with lots of energy. It also means being creative and helping when needed."





## 2020 Middle Tennessee Council POPCORN COMMISSION STRUCTURE

### Unit Prize Program (units select their own prizes)

- Base Commission Starts At: 33%
- Attend 1 popcorn orientation/kickoff on July 11 or July 18 and submit your units completed "Fund Your Adventure" budget—(your unit budget) earn additional 2%.
- 50% Scouts participate, meet all deadlines including payment—earn additional 2%

**2020 total possible unit commission—37%**

### Trail's End Prize Program (prizes done thru Keller Marketing)

- Base Commission Starts At: 28%
- Attend 1 popcorn orientation/kickoff on July 11 or 18 and submit your units completed "Fund Your Adventure" budget— (your unit's budget) earn additional 2%.
- 50% Scouts participate, meet all deadlines including payment—earn additional 2%

**2020 total possible unit commission—32%**

**NOTE: All commission plans require on-time payment**



# UNIT POPCORN KICK-OFF AGENDA: 50 MINUTES

## Conducted by Unit Kernel

- I. Gathering:  
(Have popcorn for everyone to eat, display popcorn samples, and Scout items for people to look at)
- II. Opening (5 minutes)
  - A. Pledge of Allegiance
  - B. Welcome Parents
- III. Why Popcorn? (5 minutes)
  - A. Make the case for popcorn, why is our unit selling popcorn this year.
    - 1. To reduce the number of fundraisers we do each year.
    - 2. Money for new equipment.
    - 3. So parents don't have to write a check for everything their son does.
    - 4. So your son can learn to earn his way.
    - 5. To go to camp, field trips, and other activities.
  - B. Make sure every family has a copy of the Unit Calendar & Unit Budget
- IV. So What's the Plan (5 minutes)
  - A. Review popcorn timeline
    - 1. Use Popcorn Timeline for dates to communicate
    - 2. Popcorn Orders & Prize Requests back to Unit Kernel
    - 3. Unit Popcorn Distributions (set after Popcorn is picked up from Warehouse)
    - 4. Money due to Unit Kernel (set enough time to make payment to Council on time)
- V. So What's our Goal? (5 minutes)
  - A. Our unit goal is \$\_\_\_\_\_ in total sales
  - B. Our per Scout goal \$ \_\_\_\_\_
- VI. Prizes (review prize brochure) (10 minutes)
  - A. Review prize plan
  - B. Ask each Scout to pick what prize they want to earn
  - C. Review Top District/Council Sales Prizes
  - D. Review Keller Marketing Prize Plan





# PICK UP LOCATIONS

## **MURFREESBORO**

Old Samsonite Building  
1800 Middle Tennessee Blvd  
Murfreesboro, TN 37130  
Friday, September 11 from 3-8 PM

## **HENDERSONVILLE**

MGM Industries—Bldg C  
387 Free Hill Road  
Hendersonville, TN 37075  
Friday, September 11 from 12–6 PM

## **DICKSON**

Tennesco—Plant 6  
124 Jackson Brothers Blvd  
Dickson, TN 37055  
Friday, September 11 from 1– 8 PM

## **FRANKLIN**

Huskey Truss & Building Supply  
424 Lewisburg Ave.  
Franklin, TN 37064  
Friday, September 11 from 3-5 PM  
Saturday, September 12 from 8-11 AM

## **NASHVILLE – SOUTH**

Averitt Express  
1 Averitt Express Drive  
Nashville, TN 37211  
Saturday, September 12 from 8-11 AM

## **LEBANON**

PFG Lester Company  
825 Maddox Simpson Pkwy  
Lebanon, TN 37090  
Friday, September 11 from 3-8:30 PM

## **COLUMBIA**

Pepsi Bottling Group  
2204 Oakland Pkwy  
Columbia, TN 38401  
Friday, September 11 from 5-9 PM

## **PULASKI**

Cardin Distributing  
1219 West College  
Pulaski, TN 38478  
Friday, September 11 from 4-6 PM

## **TULLAHOMA**

Business Incubator  
400 Wilson Avenue  
Tullahoma, TN 37388  
Friday, September 11 from 3-8 PM

## **CLARKSVILLE**

Budweiser of Clarksville  
2059 Wilma Rudolph Blvd  
Clarksville, TN 37040  
Friday, September 11 from 3-6 PM  
Saturday, September 12 from 8-10 AM

## **COOKEVILLE**

Averitt Express  
1199 Salem Road  
Cookeville, TN 38501  
Friday, September 11 from 5–7 PM

## **GALLATIN**

Red River Valley Whse  
513 Red River Road  
Gallatin, TN 37066  
Friday, September 11 from 9 AM—7 PM



# POPCORN SALE KEY CONTACT LIST

## Council Staff Director

Kevin McMurrian

(615) 383-9724

kmcmurrian@mtcbsa.org

## Popcorn Administrator

Felicia Sudmeier

(615) 463-6311

fsudmeier@mtcbsa.org

## Council Popcorn Kernel

Andrew Effinger

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andrew@effinger.family

## DISTRICT POPCORN CHAIRS

<u>District</u>	<u>Name</u>	<u>Phone</u>	<u>E-mail</u>
<b>Black Fox</b>	Kayla Rogers	931-212-5597	sklrogers@hotmail.com
<b>Cherokee</b>	Casey Higgins	620-755-4157	cmlb84@yahoo.com
<b>Cogioba</b>	Crissy Myers	931-220-0070	scmyers13@msn.com
<b>Dan Beard</b>	Gina Conrad	615-516-8781	g4yanks@gmail.com
<b>David Crockett</b>	Charity Glass	931-374-0248	Charity_glass@yahoo.com
<b>Duck River</b>	Callie Rae Smith	731-446-5267	callierae5267@gmail.com
<b>Elk River</b>	Wendy LeBas	615-974-5211	wlebas@gmail.com
<b>Hermitage</b>			
<b>Highland Rim</b>	Mary Pentecost	615-892-0633	mary.pentecost@yahoo.com
<b>James E. West</b>	Ginger Nalley	615-298-7147	ginger.nalley@att.net
<b>Nashboro</b>			
<b>Natchez Trace</b>	Kimberly Elder	615-651-2150	kgawthor@hotmail.com
<b>Trail of Tears</b>	Shirley Arnell	208-520-4064	shirleyarnell@gmail.com
<b>Upper Cumberland</b>	Christina Cookson	931-539-1217	christina.cookson@gmail.com
<b>Walton Trail</b>	Cheryl Merritt	615-410-0145	cherylmerritt21@gmail.com
<b>Warioto</b>	Angie Shumate	615-587-8323	aws3008@gmail.com



# POPCORN SALE KEY CONTACT LIST

## District Executives

<u>District</u>	<u>Name</u>	<u>Phone</u>	<u>E-mail</u>
Black Fox	Taylor Honea	931-409-4032	thonea@mtcbsa.org
Cherokee	Jacob Mosely	479-903-0997	jmoseley@mtcbsa.org
Cogioba	Brandon Neal	931-337-8316	bneal@scouting.org
Dan Beard	Candy Ruiz	615-598-0207	cruiz@mtcbsa.org
David Crockett	Eben Sanders	205-446-9590	esanders@mtcbsa.org
Duck River	Garrett Ladd	931-237-6258	gladd@mtcbsa.org
Elk River	Derek Maness	256-601-2078	dmaness@mtcbsa.org
Hermitage	Andrew Combs	618-420-7114	acombs@mtcbsa.org
Highland Rim	Clint Tucker	662-416-5253	ctucker@mtcbsa.org
James E. West	TJ Preston	901-569-2082	tpreston@mtcbsa.org
Nashboro	Warren Sawyers	615-482-8992	warren.sawyers@scouting.org
Natchez Trace	Austin McKain	931-206-2367	austin.mckain@scouting.org
Trail of Tears	Phillip Heikkinen	931-581-3894	pheikkinen@mtcbsa.org
Upper Cumberland	Jeremy Belk	931-252-5306	jbelk@mtcbsa.org
Walton Trail	Andrew Dilliner	704-776-1375	Andrew.dilliner@scouting.org
Warioto	Andrew Weisbrot	772-285-9160	aweisbrot@mtcbsa.org