



BOY SCOUTS OF AMERICA
**LONGHORN
COUNCIL**

Trail's End®

2023 TOP SELLING LONGHORN COUNCIL UNITS

Unit	Total Sales	District
1. Pack 1910	\$75,803.00	Mustang
2. Pack 76	\$56,504.00	Brazos Valley
3. Pack 60	\$40,978.00	Frontier Trails
4. Pack 367	\$38,134.00	Orion
5. Pack 931	\$36,191.00	Mustang
6. Troop 437	\$34,063.00	Orion
7. Troop 1225	\$32,784.00	Orion
8. Pack 554	\$31,636.00	Trinity Trails
9. Pack 211	\$30,664.00	Leon Valley
10. Pack 60	\$30,660.00	Frontier Trails

2023 TOP SELLING LONGHORN COUNCIL SCOUTS

Scout	Total Sales	Unit	District
1. Raymond S.	\$16,240.75	Troop 192-B	Frontier Trails
2. Braden W.	\$12,963.38	Pack 1910	Mustang
3. Nickolas W.	\$12,750.00	Troop 589	Mustang
4. Lucy R.	\$12,500.00	Troop 380-G	Arrowhead
5. Elliott M.	\$10,995.83	Pack 76	Brazos Valley
6. Aaron S.	\$10,105.50	Pack 192	Frontier Trails
7. River W.	\$7,503.67	Pack 76	Brazos Valley
8. Legend L.	\$7,485.00	Pack 367	Orion
9. Grayson K.	\$6,999.00	Troop 60	Frontier Trails
10. Kayleb G.	\$6,785.00	Troop 226-B	Orion

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POPCORN CALENDAR

Saturday, June 22.....	Popcorn Kickoffs: North 9 am and South 2 pm
August 1.....	Virtual Best Practices Q&A
Sunday, August 4.....	Initial Show & Sell Orders due by 11:59 PM
August 22 & 23	Show & Sell Distribution
August 25-September 30.....	Weekly Replenishment Orders due by 11:59 PM each Sunday
August 30-October 11.....	Weekly Popcorn Replenishment Pick-up
Sunday, October 13	Take Orders due by 11:59 PM
November 1.....	Take Order Distribution
Tuesday, November 12	Popcorn Money Due (Prizes when the account is zero)

POPCORN SALES COMMISSION

34% Base Commission for all units (30% for Online Sales)

36% Commission for units with total sales of \$10,000-\$17,499

38% Commission for units with total sales of \$17,500+

Please note, only Show & Sell and Take Order sales count toward your unit total sales. All online sales have a 30% commission. Commission percentages will not be adjusted until final invoices are distributed.

2024 POPCORN SALE MIX



**UNBELIEVABLE
BUTTER
MICROWAVE
POPCORN**
\$25



**SALTED
CARAMEL
CORN**
\$30



**S'MORES
POPCORN**
\$30



**WHITE
CHEDDAR
POPCORN**
\$25



**POPPING
CORN**
\$20



**SWEET &
SALTY
KETTLE
CORN**
\$15



FUND YOUR ADVENTURES
**LONGHORN
COUNCIL**

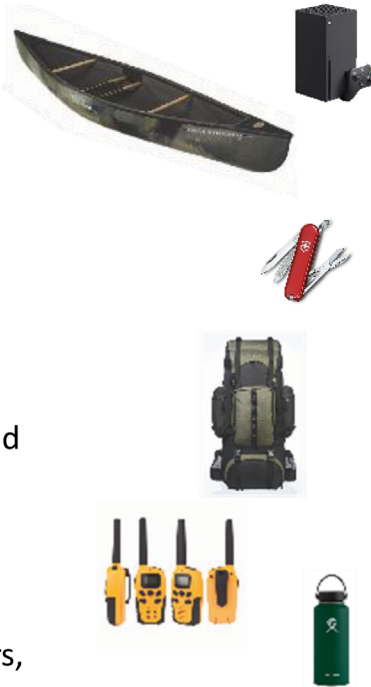
2024 Product Ordering Info

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	ITEM PACKAGING	PRODUCT AVAILABILITY	
					SHOW & SELL	TAKE ORDER
Salted Caramel Corn	\$30	\$360	12:1	Bag	YES	YES
S'mores Popcorn	\$30	\$360	12:1	Bag	YES	YES
Unbelievable Butter Microwave	\$25	\$150	6:1	Box	YES	YES
White Cheddar Popcorn	\$25	\$300	12:1	Bag	YES	YES
Sweet & Salty Kettle Corn	\$15	\$180	12:1	Bag	YES	YES
Popping Corn	\$20	\$180	9:1	Jar	YES	YES
Gold Heroes & Helpers Donation	\$50	--	--	--	YES	YES
Silver Heroes & Helpers Donation	\$30	--	--	--	YES	YES
Heroes & Helpers Donation	\$1+	--	--	--	YES	YES



TRAIL'S END (TE) REWARDS

- Scouts buy the prizes that THEY want!
- Scouts redeem Amazon.com gift cards in app, saving time for unit leaders/council.
- No approving, receiving, distributing, or replacing prizes.
- Saves an average of 6+ hours for Unit Leaders.
- Scouts get their gift cards faster than ever before, and get more value and choice
- Uncapped levels to incentivize top sellers to sell at unprecedented levels.
- Over 70% of households are Amazon Prime Members, Prime rewards ship free!



1.25 PTS PER \$1 SOLD
APP CREDIT / DEBIT CARD & ONLINE DIRECT (WAGON AND STOREFRONT)

1 PT PER \$1 SOLD
CASH



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
300	\$5

STOREFRONT PROGRAM

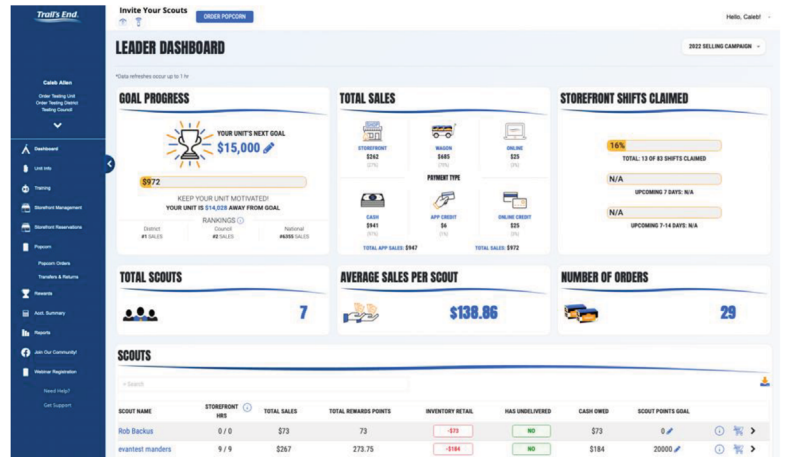
Storefront Program

- We will book the best times at premium locations.
 - TE now has data on storefront sales, not only on TE popcorn, but on merchandise being sold inside the store.
 - TE also has data on foot traffic.
- TE is securing locations that will generate 1 sale every 3 minutes.
- UL Dashboard will show “hot-spots” or key locations that generate over \$250 per hour.
- Premium “unclaimed” hours will be highlighted within the system for Leaders and Scouts.
- **Saturday, July 20 - \$20k + Units, 4 reservation blocks**
- **Sunday, July 21 - \$15k+ Units, 3 reservation blocks**
- **Monday, July 22 - \$10k+ Units, 2 reservation blocks**
- **Tuesday July 23 – All Units, unlimited reservation blocks.**



UNIT LEADER PORTAL

- 92% of LHC Sales were logged in TE tech.
- Manage entire sale from one place.
- Leaders sales progress towards your goal.
- Accept credit cards via the TE App.
- Transfer product to other Units.
- Sell more with less time and less effort.



SPECIAL BONUSES

Risk Free Sale / Free Money for New Selling Unit Offer

- Unit did not sell last year
- Receives 3 cases of product (White Ched./Microwave/Kettle)
- \$630 retail value
- Must sign up for 2 storefront shifts
- Unit keeps all commission (100%) of the first \$630 in product
- Subsequent product orders unit gets standard commission %

Scout Participation Growth

- Goal is to boost the number of selling Scouts in participating units
- Bonus commission in play. To qualify: Unit must get 75% of registered Scouts to sell
- Each Scout must sell a minimum of \$250
- All sales count (Show and Sell / Take Order / Online)
- 2% bonus commission awarded if Unit has 75% of their Scouts sell a minimum of \$250 each.

Sales Growth for Current Sellers

- Unit Increase sales by \$5,000 over 2023 final sales total and they will receive an additional 1% commission bonus

POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

WAYS TO SELL

SHOW & SELL

Arrange Show & Sell locations at local storefronts, chartered organizations or community gatherings. A table, some popcorn, and smiling Scouts will draw in customers to buy their popcorn. Plan and communicate dates and locations with your pack or troop.

TAKE ORDER

This is the door-to-door sale with your paper Order Form or using the Trail's End Take Order feature in the app on your phone. Scouts can use this simple script to build their confidence and salesmanship!

Hello my name is _____.
I am a Scout with Pack/Troop ___ in_____.
We are selling gourmet popcorn to raise money for our unit to attend camp. Will you help support my Scouting adventures?

WAGON SALES

Direct sales to family, friends, and neighbors use on-hand products from the unit's Show & Sell order (with adult supervision).

ONLINE

It's easier than ever with the new Trail's End popcorn page. Head over to www.trails-end.com, register your Scout, and then they can begin setting up their own personal web page. "Share" the page with the handy links through all social media and email. It's a snap!

POPCORN SALES TIPS

1. Set a sales goal.
2. Sign-up for a Show-N-Sell at a local storefront.
3. Use the App to accept card payments
4. Don't ask people to buy popcorn, ask them to support Scouting!
5. Ask your relatives, neighbors, and non-Scout parents to support you by buying popcorn.
6. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
7. Ask your parents if they can take a popcorn order form to work and ask their coworkers to support your popcorn sale
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they would like to give out popcorn as a gift during the holiday season.
10. Always wear your uniform and say THANK YOU!

POPCORN FACEBOOK GROUP

Join our Facebook Group:
Popcorn- Longhorn Council
Connect with other Kernels,
ask questions, and find units for popcorn transfers



PRODUCT PICKUP & DISTRIBUTION

August 22 & 23: Show & Sell Distribution

August 25-September 30: Weekly Replenishment Orders due by 11:59 PM each Sunday

August 30-October 11: Weekly Popcorn Replenishment Pick-up

Sunday, October 13: Take Orders due by 11:59 PM

November 1: Take Order Distribution

Northern units will pick up products at Driveline Retail Merchandising. Hours to be determined.

Driveline Retail Merchandising
700 Freeport Pkwy
Coppell, TX 75019

Southern units will pick up products at the Waco Council Service Center or Central Transportation Systems. Times will be coordinated by Southern Area Scouting professionals.

Waco Council Service Center
300 Lake Air Dr.
Waco, TX 76710

Central Transportation Systems
4800 Roy J. Smith Dr.
Killeen, TX 76543

SPOTTED FUNDING THEIR ADVENTURES

Throughout the sale, we want to feature photos of your Scouts while they fund their adventures.

Photos can be sent to Kevin Wassie, Longhorn Council Communications & Marketing Director:
Kevin.Wassie@Scouting.org



Scan to follow
Longhorn Council
on Facebook &
Instagram



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LONGHORN COUNCIL

KERNEL TO-DO-LIST

- Attend or participate virtually the popcorn sales Prep Rally / Planning Conference.
- Formulate a popcorn sales plan that includes the three methods of selling popcorn: Take Order Form, Show & Sell and Online.
- Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due. Be sure to consider the calendar on Page 5.
- Download the Trails End App.
- Have Scouts create an online selling account
- Load your unit Show & Sell Shifts into the Trail's End App.
- Hold a unit kick off meeting for parents to inform and motivate them to help with your unit's sale.
- Prepare hand-outs for your unit kick off meeting for both leaders and Scouts.
- Promote corporate popcorn sales with your parents. They can take an order form to work and help boost their Scout's sales.
- Complete the unit product order form and submit online. Keep photocopies of your Scouts' take order forms so they can be used the following year.
- Coordinate your unit's popcorn pick-up and distribution.
- Distribute prizes upon receipt in a timely manner.
- Celebrate your unit's success and use the money raised to provide awesome program opportunities for your Scouts to enjoy!

CONTACT INFORMATION

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For a complete list of District Popcorn Kernels, please visit our website: longhorncouncil.org/popcorn

