



2023
POPCORN
GUIDEBOOK

2022 TOP SELLING SCOUTS

1. Kyle S.	Jamboree	\$11,017
2. John (JJ) B.	Pack 12	\$9,121
3. Landon G.	Pack 12	\$7,978
4. Austin M.	Pack 818	\$7,299.83
5. Thomas A.	Pack 12	\$6,739
6. James S.	Pack 4321	\$6,536
7. Wyatt M.	Pack 12	\$6,071
8. Chase C.	Troop 1134	\$5,224
9. Matthew J.	Troop 661	\$4,729.50
10. Chase A.	Troop 568	\$4,458

2022 TOP SELLING UNITS

1. Pack 12	El Camino Real	\$58,780
2. Pack 818	Saddleback	\$58,504
3. Pack 700	El Camino Real	\$45,530
4. Pack 850	Canyons	\$33,087
5. Pack 689	Saddleback	\$26,225
6. Pack 506	Pacifica	\$23,676
7. Pack 727	Saddleback	\$22,363
8. Pack 4321	Saddleback	\$19,187
9. Pack 217	Canyons	\$18,397
10. Pack 654	Rancho San Joaquin	\$17,677

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2023 POPCORN KEY DATES

Monday, July 17	"Early Bird" Order due online
Thursday, August 3rd	Popcorn Kick-off
August/Early September	Conduct an exciting kick-off in your unit. Make the kickoff fun and informative for your Scouts. They should have everything they need to start selling after this meeting. Conducting your kick-off near the start of the sale will generate the most excitement for your sale.
Saturday, August 5	"Early Bird" Distribution—OC Food Bank
Monday, August 28	"Show and Sell" Online Order Deadline
Saturday, September 16	"Show and Sell" Popcorn Pickup—OC Food Bank
Monday, October 9	"Replenishment" Order due online
Saturday, October 21	"Replenishment Order Pickup—OC Food Bank
Monday, October 30	"Final Order" due Online
Saturday, November 4	"Show & Sell" Return Order Deadline
Saturday, November 18	"Final Order" Popcorn pickup—Location TBD Final Payment Due
Sunday, December 3	Last day for storefronts Council Prize Requests due
January/February	Ducks Club Game—Honda Center Ducks and Council rewards given out (Ducks Club Game)

2023 POPCORN COMMISSION

Commission Structure	Description	%
Base	Standard Commission for every unit that sells popcorn.	30%
Scouts Honor Bonus	Adhere to the Code of Conduct, follow all deadlines, attend kickoff, make all payments and turn in all forms on-time and sell more than 80% of the total product checked out from council and/or transferred from other units during the sale.	2%
10K Bonus	Sell a minimum of \$10,000 and sell more than 90% of total product checked out from council and/or transferred from other units during the sale.	2%
\$1 More Bonus	Increase your sales over 2022 by \$1.	2%
TOTAL		36%
Online Sales	Separate from regular sales commission.	35%

Trail's End®

Fund Your Entire Year!

You Can Sell Over \$1,000* in Under 8 Hours
& Earn More with Trail's End Rewards

Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY



Download on the
App Store



GET IT ON
Google Play

It only takes ONE MINUTE to register an account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Kid Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.

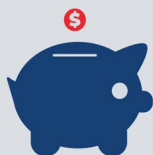


Record ALL of Your
Sales in the App,
Even Take Order Sales!

Fundraising with Popcorn Helps Kids



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger

JOIN THE TRAIL'S END PARENT FACEBOOK GROUP

GET ANSWERS TO QUESTIONS AND TIPS ON SELLING

Text PARENTFB to 62771 to join!

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*Based on national averages. Individual Scout sales may vary.

Show & Sell / Final Order Mix

\$15



\$15



IMPROVED FLAVOR

\$20



\$25



NEW

\$25



IMPROVED

\$25



NEW

\$50



2023 Trail's End Product Mix

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING	PRODUCT AVAILABILITY			PRODUCT RETURNS
					Early Bird	Show & Sell	Final Order	
Sweet & Salty Kettle Corn <i>3.5 oz</i>	\$15	\$180	12:1	Bag	Yes	Yes	Yes	Yes
Popping Corn <i>28 oz</i>	\$15	\$135	9:1	Jar	Yes	Yes	Yes	Yes
White Cheddar Cheese Corn <i>6 oz</i>	\$20	\$240	12:1	Bag	Yes	Yes	Yes	Yes
Salted Caramel <i>14 oz</i>	\$25	\$300	12:1	Bag	Yes	Yes	Yes	Yes
Unbelievable Butter <i>12 Pack</i>	\$25	\$150	6:1	Box	Yes	Yes	Yes	Yes
NEW S'mores Popcorn <i>7 oz</i>	\$25	\$300	12:1	Bag	Yes	Yes	Yes	Yes
NEW Sea Salt Popcorn Box <i>28 Individual Bags</i> <i>0.65 oz each</i>	\$50	--	1:1	Box	Yes	Yes	Yes	Yes
Gold Heroes & Helpers Donation	\$50	--	--	--	Yes	Yes	Yes	N/A
Silver Heroes & Helpers Donation	\$30	--	--	--	Yes	Yes	Yes	N/A
Heroes & Helpers Donation	\$1+	--	--	--	Yes	Yes	Yes	N/A

Trail's End™

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

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



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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*Based on average Council program. May vary in your Council.

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**

Price & colors may vary. Examples of the types of prizes available on Amazon.

2023 Council Incentives

Popcorn Participation Patch

All Scouts who sell a minimum of one item of popcorn will receive this year's participation patch.

How Scouts Earn the Heroes & Helpers Patch

Last year over \$31,000 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount from \$1 to \$250 towards Heroes & Helpers and it is presented to local Heroes in our own communities. Each Scout that collects a minimum of \$200 in Heroes & Helpers donations will receive this year's Patch. For every 3 Scouts that earn the patch, a leader will also earn a patch.

****All of these donations count towards Unit & Scouts Total Sales, Reward Points, and Unit commissions.**



More Council Rewards

\$ of Popcorn Sold

Reward

\$1000

Become a member of the 2023 Duck's Popcorn Club

- Limited Edition Duck's Popcorn Club T-shirt with all members listed on the back (First name, Last initial)

\$3000

Ducks Hat of scouts choice from the Team store

\$5500

Standard Ducks home jersey

\$8000

Customize your jersey with a name and number.

DUCKS AND OCBSA PARTNERSHIP

The Ducks have been long time partners with Orange County Council. They sponsored a new Quad Zip-Line and equipment at the Outdoor Education Center after a wild-fire went through and burnt portions of the camp. They have for many years sponsored prizes for our popcorn celebration. Please help show your support for the Ducks this season the same way they help support scouting in OC.

You will be receiving information this year on how your unit can get great group ticket prices to take your scouts to select hockey games this season. These games are special Scout Nights to honor scouting in Orange County. They will have pre-game activities that the scouts can participate in at the Puck Drop Patio.

This year's hockey theme would not be possible without the support from the Duck's and is also the Duck's 30th anniversary celebration so please consider an outing with your unit to a Duck's game and help support our local NHL team!

DUCK'S SPONSORED PRIZES

Individual Prizes:

\$1000+ sellers

- 2 Tickets to a Popcorn Celebration Game
- On ice experience
 - 1 hour broomball session at the Honda Center before or after the game for the 30th anniversary celebration
- 30th Anniversary themed Scout Night patch

Top 10 Sellers

- Top seller receives a signed Ducks jersey and a Zamboni ride during the Popcorn Celebration game
- 2nd place receives a player-signed limited edition wooden stick
- 3rd place, 4th place, 5th place receive signed pucks
- 6th - 10th place receive a signed photo

Unit Prizes:

Top Unit

- Color Guard for the Ducks Celebration Game
- They will be on-ice during the opening ceremonies for the game
- There are 4 spots for scouts to be on the Color Guard
- The Top Unit is the unit with the most scouts that sold over \$1000

Code of Conduct

(FOR STORE FRONT / BOOTH SALES)

Guidelines for Scouts & Leaders Selling Popcorn

- Each unit is responsible for following all current CDC and the State of California safety guidelines regarding Covid-19 during the sale, if applicable.
- Ideally, each popcorn booth will have a minimum of 4 people present at all times. That includes two adults (2 deep leadership) and two Scouts.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that at least one adult volunteer of the two deep leadership also be in Field uniform or unit t-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay 8-10 feet away from the door or at a distance as designated by the store manager.
- If by chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront. Reach out to a District or Council contact if needed.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking, and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS that units receive during store front sales will be put towards their Heroes & Helpers donations collected.**

ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES,
INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.

CREDIT SALES ARE BEST

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- **Bigger Rewards** - Earn 1.25pts per \$1 sold in the Trail's End App
- **Safer** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - Accept credit/debit with Square readers or manual entry

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.

ONLINE DIRECT

Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from
the safety of
home.



Product Variety
Even MORE products
to choose from.



No Handling
Products ship directly
to your customers.



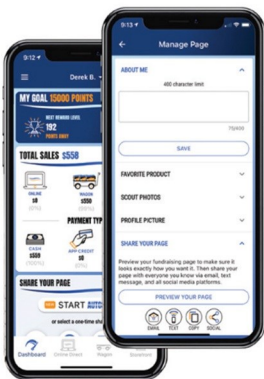
Trail's End Rewards*
Earn MORE when
you sell Online Direct.

*Council participation in Trail's End Rewards may vary.

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)
"Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!

Ordering and Payment Info

Order Deadlines

On or before August 28, 2023: "Show & Sell" Popcorn orders are due. Again, orders are to be placed online through the Trail's End Leader Portal. Order by the case for "Show & Sell" sale. All units will have their order reviewed by the Council Popcorn Staff Advisor prior to final approval. "Final Orders" are due by October 30. Order the exact amount by container.

Forms to submit to Council

Submit all popcorn orders through the Trail's End leader portal. There will be google forms sent to the popcorn kernels if there is any information needed for the scouts to get their council rewards. A link to the google forms will also be made available at ocbsa.org/popcorn.

Payment

With the majority of money collected in the app, if you have a final balance after the sale is completed, it is due in full by December 1st. If anything is owed, you will receive a billing statement shortly after your final popcorn pickup or return. Payments should be made if possible in the form of one check from the unit for the total amount due. You keep your commission up front! Any excess payment of popcorn to the Orange County Council will be deposited into the unit's account at the Council Service Center. You can request a check through your District Executive. Bounced checks processed by the council will be charged back to unit accounts as well as any bank fees.

Payouts

If a unit has more credit card sales and online sales than their balance due to council for the popcorn that was ordered, then they will be eligible for a payout from Trail's End. This is typically achieved by a unit who has at least 70% of their sales be paid by credit card. In your leader portal there is the option to request a payout if this applies to your unit. Please make sure to enter your unit's banking information to request a direct deposit. You may also request that the money get sent directly to council and we will deposit it into the unit's account. If the payout is not requested by January 31, 2024, Trail's End will automatically send it to Orange County Council and we will credit the unit's account.

If you would like more information on how to avoid paying council for popcorn, contact Randall Aldrich at randall.aldrich@scouting.org or 714-343-7339

Cub Adventures/Merit Badges

Cub Scout Advancement Opportunities



TIGERS

	Curiosity, Intrigue and Magical Mysteries	Create a secret code to use during your Popcorn Sale (Req. 3)
	Stories in Shapes	Create an art piece advertising your Popcorn Sale (Req. 3)
	Tiger Tales	Create your own Tall Tale about your Popcorn Sale (Req. 2)



WOLVES

	Howling at the Moon	Show you can communicate in at least two different ways (Req. 1) and create a Popcorn Skit (Req. 2)
	Paws on the Path	Tell what the Buddy System is and why you need to use it during your Popcorn Sale (Req. 2)



BEARS

	Roaring Laughter	Create your own short story about popcorn fundraising (Req. 3)
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WEBELOS & ARROW OF THE LIGHT

	Art Explosion	Create a Popcorn Sale poster on a computer (Req. 3f) or a T-shirt or hat (Req. 3g) for display at your Show 'n' Sell
	Build It	Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you've used for the first time (Req. 3)
	Movie Making	Create a story about your Popcorn Sale and do ALL requirements for Movie Making (Req. 1-3)

Merit Badge Opportunities



Art

For requirements 5a – Produce a Popcorn Sale poster for display



Communication

For requirement 2b – Make a Popcorn Sales presentation to your counselor
For requirement 6 – Show your counselor how you would teach others to sell Popcorn



Digital Technology

For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn



Graphic Arts

For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster



Journalism

For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale



Movie Making

For requirement 2 – Create a storyboard and video designed to show how to sell popcorn



Personal Management

For requirements 9 – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities



Photography

For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)



Plant Science

With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed (Requirements 8, Option 1, E1a–E1c)



Public Speaking

For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop



Salesmanship

All requirements for this merit badge may be completed through the Popcorn Sale



Truck Transportation

For requirement 2 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

Unit Kernel Job Description

Job Title: Unit Popcorn Kernel

Position Concept: To give leadership to the unit popcorn sale.

Principal responsibilities:

1. Follow 2023 Popcorn Dates and schedule for Unit Leaders.
2. Attend the Popcorn Kickoff (Team Training/Orientation) on August 3rd. (All materials will be distributed).
3. Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Show & Sell, Final Order, Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per "Key Dates" calendar including Ducks Club members.
5. Prepare handouts for Unit Kick-off meeting for leaders, Scouts, and parents. Handouts could include:
 - Timeline showing sales dates, date orders are due, time and place for pick-up.
 - Unit goal and per-scout sales goal.
 - Parent's letter, to explain the importance of the sale to parents, Scouts, Unit & Council, the Ducks Club, and the Heroes & Helpers Patch.
 - Order forms, prize flyer, and money envelope.
6. **Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!**
7. Submit your unit's popcorn orders by Monday, August 28 for "Show & Sell" products and by Monday, October 30th for "Final Order" products.
8. Establish a system for checking out/in popcorn to your Scouts if your unit is participating in "Show & Sell".
9. Make arrangements to pick up popcorn at the scheduled time and day at the pickup site. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Check throughout the sale to see how your Scouts are doing. When you are doing Wagon Sales, if you find Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling a lot.
12. Collect and tally money/popcorn by unit due date - "Show & Sell" units will bring a check along to pay for the popcorn.
13. Submit: Ducks Popcorn Club Google Forms by December 3.

Popcorn Contacts

Position	Name	Email
Council Staff Advisor	Randall Aldrich	Randall.aldrich@scouting.org
Council Popcorn Kernel	Sandra Middleton	slmeedbird3@gmail.com
Council Popcorn Support	Roslyn Ortiz	rosortiz@scouting.org
Canyons Popcorn Co-Kernel	Michelle Aldrich	maldrichbsa@gmail.com
Canyons Popcorn Co-Kernel	Michelle Murphy	mrxcmurphy20030603@hotmail.com
Canyons District Executive	Randall Aldrich	Randall.aldrich@scouting.org
El Camino Real Field Director	Anthony Geukens	anthony.geukens@scouting.org
Golden West Popcorn Kernel	Kathy Hight	khight314@gmail.com
Golden West District Executive	Sarah Whittenberg	SarahW@ocbsa.org
Pacifica Popcorn Kernel	Sandra Middleton	slmeedbird3@gmail.com
Pacifica District Executive	Travis Bush	Travis.Bush@scouting.org
Rancho San Joaquin District Executive	Matthew Daugherty	Matthew.Daugherty@scouting.org
Saddleback Popcorn Kernel	Michael Ulibarri	mgu@erarthlink.net
Saddleback District Executive	Peter Jensen	Peter.Jensen@scouting.org
Valencia Popcorn Kernel	Chad Klinger	chad@kk-enterprises.com
Valencia Senior District Executive	Todd Lassig	Todd.Lassig@scouting.org

LET'S GO
SCOUTS!