



2024 POPCORN GUIDEBOOK

2023 TOP SELLING SCOUTS

1. John (JJ) B. #164	Pack 0012	\$10,717
2. Chase A.	Troop 0568	\$8,107
3. Matthew J.	Troop 0661	\$7,072
4. Peter R.	Pack 0818	\$6,303.50
5. Tobey J.	Pack 0703	\$6,205
6. Nathaniel R.	Pack 4321	\$5,270
7. Lucien G.	Troop 0661	\$5,161
8. James F.	Pack 0850	\$4,610
9. James S.	Pack 4321	\$4,367
10. Landon G.	Pack 0012	\$4,215

2023 TOP SELLING UNITS

1. Pack 0818	Saddleback	\$41,924
2. Pack 0850	Canyons	\$40,108
3. Pack 0775	Canyons	\$39,050
4. Pack 0700	El Camino Real	\$34,367
5. Troop 1238	Valencia	\$30,670
6. Pack 0012	El Camino Real	\$29,187
7. Pack 0506	Pacifica	\$23,962
8. Pack 0689	Saddleback	\$21,965
9. Pack 0817	Valencia	\$21,714
10. Troop 0568	Pacifica	\$21,536

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NEW IN 2024

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2024 POPCORN KEY DATES

Thursday, April 25	Draft Day Dinner for new popcorn selling units
May 11, 16, 21, 27	Preseason Popcorn Kernel Training—May 11 @ University of Scouting, all others on zoom
July 20 - 23	Storefront Reservations Open
Monday, July 29	Orders due for Opening Day
Saturday, August 10	Opening Day Popcorn Kick-off and Distribution
August 10 - September 8	1st Period of Popcorn Sale
Monday, August 26	1st Intermission orders due
Sunday September 8	1st Intermission Distribution—OC Food Bank
September 8 - October 6	2nd Period of Popcorn Sale
Monday, September 23	2nd Intermission orders due
Sunday, October 6	2nd Intermission Distribution—OC Food Bank
October 6 - November 2	3rd Period of Popcorn Sale
Sunday, November 3	Trade Deadline (Returns due back to Council, Playoff orders due)
Saturday, November 9	Playoffs (Final popcorn distribution, can include individual bags)
Thursday, November 14	Finals (Closeout your popcorn balance at District Roundtables)
Sunday, December 1	Victory Parade Planning—council/ducks prize requests due
Sunday, January 5	Victory Parade!! Ducks Club Game—Honda Center Council rewards given out (Ducks Club Game and Roundtables)

2024 POPCORN COMMISSION

Commission Structure	Description	%
Full Strength	Standard Commission for all that participate. 20% cap on returns.	30%
Face-off Challenge	Increased Commission rate for those that are going to take the challenge and keep returns under 10%.	35%
Power Play	Even more increased Commission for those that are going to make a power play move and not have any returns. (They will still be able to donate popcorn in their inventory equal to the H&H popcorn sold.)	40%
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

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It only takes ONE MINUTE to register an account!



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Cards for FREE!
No Reader Required.



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

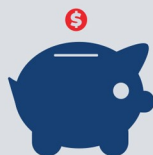


Record ALL of Your
Sales in the App,
Even Take Order Sales!

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!

4

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

Popcorn Sale Products

\$15



\$15



\$20



\$25



\$25












\$25



Heroes & Helpers sales will be combined to donate the equivalent value in popcorn bags to the Joint Forces Training Base at Los Alamitos or the organization of the unit's choice.

2024 Trail's End Case Data

PRODUCT	IMAGE	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING	PRODUCT RETURNS
Sweet & Salty Kettle Corn 3.5 oz		\$15	\$180	12:1	Bag	Yes
Popping Corn 28 oz		\$15	\$135	9:1	Jar	Yes
White Cheddar Cheese Corn 6 oz		\$20	\$240	12:1	Bag	Yes
Salted Caramel 14 oz		\$25	\$300	12:1	Bag	Yes
Unbelievable Butter 12 Pack		\$25	\$150	6:1	Box	Yes
NEW in 2023 S'mores Popcorn 7 oz		\$25	\$300	12:1	Bag	Yes
Gold Heroes & Helpers Donation		\$50	--	--	--	N/A
Silver Heroes & Helpers Donation		\$30	--	--	--	N/A
Heroes & Helpers Donation		\$1+	--	--	--	N/A

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash



more info here



2024 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
 - To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method -
 - One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

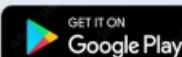
POINTS

GIFT CARD

17,500+	10% of Points
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!

Download the App today



Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms
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2024 Council Individual 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 and donated to the Joint Forces Training Base at Los Alamitos. Customers can 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 Individual Rewards

\$ of Popcorn Sold

Reward

\$1000

Become a member of the 2024 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.

2024 Council New Unit Incentives



Units who did not participate in 2023 will have the opportunity to earn 100% commission on their first 3 cases of popcorn. The unit will get 1 case of: Kettle, Cheddar, and Microwave. If they book a storefront that is worked by a scout and record all of the popcorn sold through the app, then they will keep 100% of the money that was collected from those sales (\$570).



It is expected that the popcorn would last about 3 hours in front of a store. If a unit would like to continue to sell, they will continue to earn commission at the same rate that is listed on Page 3. For the first 3 cases, if they are not sold and the unit would not like to continue, they can return 100% of the product left to the council and receive 30% commission on the product that was sold.

2024 Council Returning Unit Incentives

Units who sold in 2023 will be eligible for a growth incentive based on the increase over last year's sales. They can pick from Pinewood Derby Package, Lights and More, Camping, or Scout Shop Gift Card.

UNIT GROWTH OVER LAST YEAR	\$2,500	\$5,000	\$7,500	\$10,000
	QTY	QTY	QTY	QTY
PINEWOOD DERBY PACKAGE				
Participation Ribbons/10pk	2	4	6	8
Pinewood Decorations	2	3	4	5
Derby Cards	24	48	72	96
Pinewood Trophy - Small	3	6	10	12
Pinewood Trophy - Medium	3	6	10	12
Pinewood Trophy - Large	3	6	10	12
LIGHTS AND MORE				
Twin LED Lanterns	2	3	5	6
70qt Cooler	1	2	2	3
5 gallon Beverage Cooler	1	2	3	3
Cast Iron Dutch Oven	0	1	2	3
CAMPING				
Two Burner Camp Stove	1	1	2	2
Stainless Troop Cookset	0	1	1	1
Flat Top Griddle	0	1	1	1
Cast Iron Griddle	0	0	0	2
Cast Iron Skillet	1	0	0	2
SCOUT SHOP GIFT CARD	\$200	\$400	\$600	\$800

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.

This year's hockey theme would not be possible without the support from the Duck's 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 January 5 @5pm.
- On ice experience
 - Slapshot challenge before the hockey game (around noon)
- Scout Night patch

Top 10 Sellers

- The Ducks may choose to have additional offerings for scouts such as Zamboni rides and intermission activities based on availability.
- Scouts that sell the most popcorn will have 1st choice in the available activities.

Unit Prizes:

Top Unit (if available)

- 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 determined by having the most scouts in the Ducks Popcorn Club.

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 during the sale, if applicable.
- Ideally, each popcorn booth will be one scout and one parent. If there are two scouts, then YPT policies apply and you will need 2 registered leaders present.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that adult volunteers 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.

Donations and Customer Receipts

Heroes and Helpers Donations:



Orange County Council partners with the Joint Forces Training Base at Los Alamitos to donate popcorn to the military and their families. We make this donation in late November or early December and usually is around their Christmas Tree lighting ceremony. The heroes and helpers donations get tallied all together and are used to purchase the popcorn that is donated to them.

If your unit would like to donate its heroes and helpers popcorn to a different organization in your community, please reach out to Randall Aldrich to coordinate that delivery. There is some paperwork that is involved in the donation process and will need to come out of the council's inventory so will need to be separated out from the rest of our supply.

Cash Donations:



BSA Policy on fundraising: "Youth members shall not be permitted to serve as solicitors for charter organizations, for the local council, for the National council, for Corporate Sponsors, or in support of other organizations. Adult members and youth members shall not be permitted to serve as solicitors in support of personal or unit participation in local, national or international events."

What that means is that scouts cannot ask for or accept cash donations. They can accept cash/loose change that will be used to purchase heroes and helpers popcorn donations since they are selling a product (popcorn) that is just being donated to a community partner instead of the customer.

Want to increase your income and support our troops??? Put out a donation canister to collect change from purchases, loose change, and money from those not interested in supporting scouting through purchasing popcorn. Most people will support scouting while also supporting our troops if they do not want the popcorn for themselves. Don't forget to enter the Heroes and helpers money collected in the app at the end of each shift.

Customer Receipts:

Make sure to ask every customer if they would like their receipt after every transaction. There will be a prompt at the end of each sale where the customer would like their receipt sent (text or email). 73% of any product purchased and 100% of all heroes and helpers donations are potential tax deductions.

Storefronts

2023 Results

Scouts on Shift	Shift Hours	% of Shift Hours	Scout Hours	% of Scout Hours	Rev/Hr/Shift	Rev/Hr/Scout	Total Rev
1	1,822	70%	1,793	51%	\$138	\$138	\$251,113
2	718	27%	1,436	41%	\$169	\$84	\$121,139
3	68	3%	204	6%	\$149	\$50	\$10,103
4+	13	0%	96	3%	\$107	\$14	\$1,386
Total	2,621	100%	3,529	100%	\$146	\$109	\$383,742

Above is a table showing how the storefront shifts did last year based on how many scouts were at the storefront shift. On a per scout basis, the best results were scouts that were at storefronts by themselves. Adding another scout to the shift increased the sales by only \$31 per hour. There were plenty of unclaimed storefront hours available to split up the scouts to each have their own storefront. By giving each scout their own storefront, it reduces the amount of time they need to sell in order to reach their goal.

The top locations from last year were:

Store Name	Address	City	Storefront Sales	Sales/Hour
Walmart	951 Avenida Pico	San Clemente	\$16,272	\$166.04
Ralph's	32555 Golden Lantern	Dana Point	\$14,079	\$204.04
Albertsons	1800 W Whittier Blvd	La Habra	\$13,617	\$189.13
Vons	2684 N Tustin St	Orange	\$13,455	\$160.18
Pavilions	27320 Alicia Pkwy	Laguna Niguel	\$13,324	\$187.66
Albertsons	13270 Newport Ave	Tustin	\$12,604	\$274.00
Village Center	20445 Yorba Linda Blvd	Yorba Linda	\$12,237	\$359.91
Pavilions	26022 Marguerite Pkwy	Mission Viejo	\$11,098	\$186.52
Stater Bros. Markets	3325 E Chapman Ave	Orange	\$9,115	\$162.77
Stater Bros. Markets	1741 North Kellogg Dr.	Anaheim	\$8,480	\$223.16

There are more locations coming this next year including Bass Pro Shops in Irvine.

The schedule to claim Storefronts is based on last year's sales:

- Saturday, July 20 - \$20k+ Units, 4 reservation blocks within District
- Sunday, July 21 - \$15k+ Units, 3 reservation blocks within District
- Monday, July 22 - \$10k+ Units, 2 reservation blocks within District
- Tuesday, July 23 - All Units, unlimited reservation blocks within Council

For units that did not sell last year and are taking part in the New Unit Incentive, please reach out to your District/Council contact to schedule one storefront reservation that is able to be secured before the above schedule.

Ordering and Payment Info

Order Deadlines

On or before July 29, 2024: Popcorn orders are due for the opening day distribution. Orders are to be placed online through the Trail's End Leader Portal. Order are by the case for all orders except for the final order (see page 6 for case qty). All units will have their order reviewed by the District/Council Popcorn Staff prior to final approval. Final "Playoff" orders are due in the system by October 21, but can still be requested by submitting them via email to Randall Aldrich by November 3. The Final order can be individual qty (not case qty).

Forms to submit to Council

Submit all popcorn orders through the Trail's End leader portal. There will be an email sent to the unit kernels and other unit leaders the week of November 9 asking for information about prizes and confirmation of names/emails. Replies are due by December 1. If they are not submitted by December 1, they may not be guaranteed to have a shirt/patch as a reward as they will need to be ordered at that time for a timely distribution.

Payment

A majority of money can be collected in the app, if you have a final balance after the sale is completed, it can be turned in at the November roundtable on 11/14/24. Shortly after your final popcorn pickup or return, an invoice will be sent electronically to the popcorn kernel. It is available to view at anytime through the leader portal. Payments should be made if possible in the form of one check from the unit for the total amount due. After 11/14/24, they can be mailed to/dropped off at the Council Service Center. Please reach out to your District/Council contact if you have questions on where that is. If there are any overpayments, they will be deposited into the unit's account at the Council Service Center. You can request a check for overpayments 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 commission 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 60-70% of their sales paid by credit card. Credit card payments can be done by the parent or customer. 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.

Return Information

Council Popcorn Orders:

The popcorn OCBSA orders from Trail's End cannot be returned to Trail's End so it becomes the property of the Council, and then property of the unit when checked out. Returned popcorn is used to fill Final Orders and as part of our Military Donations taken to Joint Forces Training Base at Los Alamitos. Unit returns should be no more than 10% of your product that was checked out, but are limited to 20% of the product that you check out.

Returns and Commission:

Every unit will earn at least 30% commission for the sales of their popcorn. The expectation is that unit returns should be limited to 10% of what they checked out. If a unit meets that expectation, then their commission rate will be 35%. It is common for those scouts that advertise the Heroes and Helpers options and record all donations as Heroes and Helpers sales to be close to 10% of their total sales. If a unit is able to limit their returns to only what they were able to collect in Heroes and Helpers Donations (effectively no returns), then they will have a commission rate of 40%.

How to reduce your returns:

OCBSA has a popcorn pantry facebook page to connect you with other leaders to exchange popcorn between units. Order popcorn based on 2023 sales with a little growth and based on any changes in your membership. Order 70% of your goal in the first order and then 30% as replenishment orders. There will be 2 dedicated replenishment orders with additional distributions as needed on an emergent basis. Ask families to not personally fulfill their own orders first as that can be fulfilled at the end of the sale freeing up popcorn for inventory at store-fronts. Check product levels in the Leader Portal weekly.

Weekly Communication

There is a Weekly update throughout the sale that usually comes out on Monday/Tuesday. It will include a snapshot of the top scouts/units/districts, what is selling (% of products by flavor), and a look at what is coming up (deadlines, processes, etc.). This communication is vital to a unit's success in the sale. If you are selling or thinking about selling, please register for this communication by going to <https://portal.trails-end.com/unit-registration>, select council name Orange County Council, then your district and unit. If you are having issues, reach out to Randall Aldrich.

***For the latest information, please go to OCBSA.org/popcorn**

Unit Kernel Job Description

Job Title: Unit Popcorn Kernel

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

Principal responsibilities:

1. Follow 2024 Popcorn Dates and schedule for Unit Leaders.
2. Attend the Popcorn Kickoff (Team Training/Orientation) on August 10th. (All materials and popcorn will be distributed).
3. Work with your unit committee to develop a unit sales goal. Decide what storefronts you would like to reserve for the scouts.
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, July 29 for "Kickoff" distribution and by Sunday, November 3 for Final "Playoff" 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 other Scouts that are selling a lot.
12. Collect money and turn in by November 14th in-person or mail by December 1 to pay any balance due for the popcorn.
13. Submit: Prize requests by December 1 by replying to an email received the week of November 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 District Executive	Peter Jensen	Peter.jensen@scouting.org
Golden West Popcorn Kernel	Kathy Hight	khight314@gmail.com
Golden West District Director	Matt Daugherty	Matthew.daugherty@scouting.org
Pacifica Popcorn Kernel	Sandra Middleton	slmeedbird3@gmail.com
Pacifica District Executive	Todd Lassig	Todd.Lassig@scouting.org
Rancho San Joaquin District Executive	Sarah Whittenberg	sarahw@ocbsa.org
Saddleback Popcorn Kernel	Michael Ulibarri	mgu@erarthlink.net
Saddleback District Executive	Vacant	
Valencia Popcorn Kernel	Adrienne Phoenix	Adrienne@mouseandsquirrel.com
Valencia Senior District Executive	Travis Bush	Travis.bush@scouting.org

LET'S GO
SCOUTS!