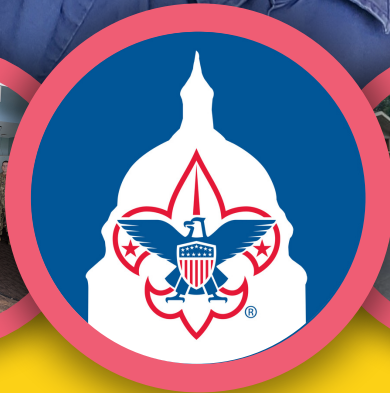


2023 POPCORN GUIDEBOOK



FUNDRAISER

The best proven Scouting fundraiser to finance your Scouting adventures for the year!

DEVELOPMENT

Scouts gain countless skills as they learn how to communicate and strive for goals!

IMPACT

Create the Scouting program of your dreams while benefiting Scouting in our region!

Order Date:

Aug. 4 →
 Sept. 8 →
 Oct. 6 →
 Nov. 3 →

Distribution Date:

Aug. 18/19
 Sept. 23
 Oct. 21
 Nov. 17/18



www.ncacbsa.org/popcorn

082popcorn@ncacbsa.org



National Capital Area Council, BSA

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THANK YOU!

Scouters,

The annual popcorn campaign is one tradition that our communities look forward to each year. For many, as they think about Scouting, the fall is synonymous with Scouts selling popcorn door-to-door or in front of storefronts. This long-time tradition is so well regarded because of its ability to provide Scouts with a year's worth of adventures and its success in connecting Scouting to the community. Thank you for taking part in the 2023 Popcorn Program this year and for giving your Scouts the opportunity to get engaged in this important legacy and tradition.

Over the last year, the NCAC popcorn team, along with Trail's End, has worked hard to make this program easier than ever and to give you the best tools available to make the program a success. If you have any questions throughout the season, our team of District Kernels, District professionals, NCAC support staff, and the Trail's End customer service team are all dedicated to helping your unit achieve success with the 2023 Popcorn Program!

On behalf of NCAC, thank you for participating in this year's Popcorn Program. The funds raised will not only make all of your unit's greatest plans and dreams possible, but they will also significantly contribute toward local Scouting in the NCAC to support and strengthen our Scouting programs and properties for the nearly 34,000 youth that we serve. Thank you!

Morgan H. Sullivan
Council President

Julia Mae-Shen Lesko
Council Commissioner

Mario A. Pérez
Scout Executive

NCACBSA.ORG/POPCORN

082POPCORN@NCACBSA.ORG

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TESTIMONIALS FROM NCAC UNITS



From Pack 159

"Pack 159 has benefitted from popcorn sales over several years and this fundraising has enabled us to offer a program filled with activities for our scouts at an annual rate that would not otherwise be possible. Our unit dues are currently around \$100 annually and cover 2 camp outs, rocket building, Pack T shirts, Pinewood Derby cars, all required rank adventures and many optional ones with very few pay-as-you-go activities. It is vital to our program to deliver a high-caliber Scouting experience at a substantial value compared to most extracurricular activities in our region. Additionally, fundraising has also enabled our Scouts to connect with Scouts in the community; several local Eagle Scouts have shared their love of Scouting and discussed Eagle projects with our cubs, inspiring our Pack members to think of how they can serve our communities in the future. Popcorn fundraising has been an enjoyable and rewarding experience for Pack 159 and we're looking forward to another successful year!"

From Pack 1307

"This Scouting season we did way better than expected with our popcorn sales. The proceeds were divided into two amounts. The amount that we expected to have for proceeds was used to help fund activities like our Pinewood Derby and Blue and Gold Banquet. For example for the Blue and Gold, the proceeds covered the cost of catering the event. For the amount that we exceeded our expectations, our leadership committee is still deciding on what to do with that portion. Ideas include buying class 'B' shirts for Scouts or funding extra outings. Another is to cover the new NCAC 'participation' fee for members of our pack to avoid passing that fee onto our members."



WHY PARTICIPATE IN THE POPCORN PROGRAM?

The Popcorn Program is an important part of Scouting. The program has the potential to generate enough revenue to financially support your Scouting program for the entire year!

Some of the great benefits of selling popcorn include:

- NO up-front costs to your unit
- A built-in prize program to support the unit and individual Scout goals
- Participating in the Popcorn Program can complete requirements for rank advancement and multiple merit badges
- Popcorn is supported by the local community
- Supports military and first responders through donations of popcorn
- Builds invaluable confidence and public speaking skills in our Scouts
- Scouts can earn a free week at a NCAC camp of their choice!

More importantly, participating in the Popcorn Program teaches Scouts the value of earning their own way, setting goals, and supporting their unit program budget. This is an essential part of the character development learned through Scouting.

These skills can't be taught by parents writing checks.

WHAT THE POPCORN PROGRAM MAKES POSSIBLE

The Popcorn Program uniquely supports programming and support for all NCAC youth while simultaneously providing a funding opportunity for Scouts in every program level!

Benefits provided to units through the Popcorn Program:

Awards	Pinewood Derbies
Camp Fees/Gear	Books & Neckerchiefs
Courts of Honor	Camporees
Program Materials	High Adventure Bases
Rain Gutter Regattas	Training Expenses
Blue & Gold Banquets	National/World Jamborees

Anything your Unit decides!



How NCAC supports units through the Popcorn Program:

- Maintaining camp properties for year-round camping and outdoor events
- Providing scholarships or “camperships” for Scouts who need assistance due to financial hardship
- Program, training, and recruiting resources
- Planning and conducting various Council-wide activities and events like Scouting for Food
- Support from a full-time professional staff and Service Center available to help all NCAC members!
- Accident, sickness, and liability insurance for chartered organizations, members, and leaders

All popcorn program commissions supports local Scouts!

POPCORN SELLING METHODS



Storefront Sales

Unit Kernels place an order for bulk popcorn in advance. Units set up a display at a store front or in their neighborhood. Scouts sell popcorn and hand it to customers at time of purchase. **Trail's End books many storefronts, available in the app!**



Wagon Sales

Scouts take bulk product ordered at the beginning of the sale door to door to sell individually. Payment and product is immediately exchanged removing the necessity for follow up delivery.



Take Order

Scouts accept an order for future delivery via the product order form. Forms are then collected and one order is placed for the popcorn sold by the entire unit. Scouts deliver remaining product to their customers.



Online Sales

Scouts can sell popcorn to out-of-town family and friends online. Each Scout will have the ability to set their own sales page, goal, and video highlighting their sale.

www.sell.trails-end.org



HOW TO RUN THE POPCORN PROGRAM



STEP 1: Find locations for your sale:

Beginning this summer book as many sites possible to host your sale. Get permission from local businesses, churches, gas stations, banks, malls, restaurants or other locales to set up a table and sell popcorn on their property.

**Trail's End has booked hundreds of storefronts with thousands of available hours. Check the app first, and then with your District Kernel, before independently securing storefronts.*

STEP 2: Order popcorn in advance for storefront sales.

Pre-order with no money due upfront your wagon and storefront inventory. Orders will be distributed locally and additional product will be available during the sale.

**Orders at beginning of sale are by the case. You may return unsold/unopened cases according to policy (page 14).*

STEP 3: Pick up your storefront popcorn

You can find your district's pick-up location on page 19. Orders over \$10,000 are eligible for home delivery. Continue to promote to your Scouts that 6 to 8 hours of storefront sales can average \$1,000 in sales!

STEP 4: Host a Unit Kickoff and share excitement

At a unit meeting, enthusiastically share the Popcorn Program. Highlight incentives, Trails-End App, ways to sell, deadlines, and goals. See page 9 for kickoff ideas.

STEP 5: Hold your sale

Scouts can start accepting orders door to door immediately after your unit kickoff. Have a schedule ready for your storefront sales and work with parents to layout the storefront shift schedule. Communicate often with families on upcoming opportunities.



HOW TO RUN THE POPCORN PROGRAM



STEP 6: Collect the Scouts' orders

Set a deadline to turn in orders a week before you place your unit's order. This gives you time to follow up with missing orders and to tally the total order. You do not need to collect payment for the popcorn at this time. Utilize the product left from storefront sales to fill order form requests before placing the last order.

STEP 7: Place your unit's last popcorn order

Order popcorn according to the schedule on the front cover. Order the exact amount of popcorn by container needed to ensure no excess inventory. This is different than bulk order at beginning of the sale when you ordered by case.

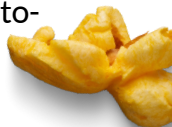


STEP 8: Sort popcorn and distribute to Scouts

Find a space for your unit's popcorn, and divide it up for each Scout. Scouts will then deliver the popcorn to their customers and collect payment. Checks should be made out to your unit. If you need more popcorn than ordered, contact your District Kernel or 082popcorn@ncacbsa.org.

STEP 9: Close out your Scout's popcorn inventory

You may return unsold UNOPENED cases of popcorn on October 16-19, per the Return Policy which is detailed on page 14. OPENED cases are your unit's responsibility. You can use excess popcorn to fill Take Order sales, try to sell it door-to-door or set up additional storefront sales.



STEP 10: Pay for your popcorn

Close out your popcorn account by sending a check to NCAC or through your District Executive. Accounts must be cleared before units can submit the order for their rewards.



KICK-OFF TEMPLATE

LOGISTICS

- Location
- Date & Time
- Send invitations!
- Recruit Help

ATMOSPHERE

- Theme
- Games & Activities
- Music
- Decorations

CONTENT

- Media
 - Training videos
 - Motivational videos
- Printed Materials
 - Family Guides
 - Program Calendar
 - Parent Handouts
 - Unit-Specific Literature
- Presentation
- Product Samples
- Rewards / Incentives

1. Explain how the Popcorn Program Benefits (5 min.)

- Your unit: Can fund your entire year of Scouting by paying for special activities, registration fees, badges, equipment, and summer camp.
- Your Scouts: Builds personal sense of responsibility, sales and leadership skills, develops confidence and communication skills.
- Your Council: Supports program for at-risk youth, investment in camp properties, supports council wide activities like Scouting for Food.

2. Review Sales Goals and Ways to Sell (10 min)

- Distribute forms and discuss 4 ways to sell

3. Review Prizes and Incentives (5 min.)

- Distribute prize brochure and discuss levels and options
- Free camp incentive and scholarship opportunities

4. Review Delivery and Collection Process (10 min)

- Encourage upfront payment through Trails-End app
- Make checks payable to unit

5. Close with a Big Finish and Excitement. (5 min)

TIPS FOR A GREAT STOREFRONT SALE



Here are some tips to make your booth stand out:

- When you confirm your location, ask if they need a copy of the Council's insurance coverage. If yes, you can request one using a form available from your District Executive.
- Allow 1 or 2 Scouts and parents to work the booth in hour long shifts. Recommend no more than 3 consecutive hours per Scout.
- Stack the product neatly to create an appealing display
- Have the Scouts wear their field uniform during the sale.
- Stand in front of the table to engage with the customers.
- Be polite and speak in a loud, clear voice.
- Track sales, manage inventory, and accept credit card payments by using the Trail's End app.

A display of various popcorn products including "FRESH GLOSS", "REARWARDS", "SWEET & SALTY", "POP CORN", "POPCORN LEADERS", "WHITE CHOCOLATE", "CARAMEL CORN", "CHOCOLATE", and "28".

CREDIT CARD PREFERRED
OVER 70% STAYS LOCAL
Trail's End.

Icons for Square, VISA, and Mastercard.



ONLINE SALES

Your Scouts can sell popcorn online anytime! For online sales, the customer orders popcorn through each Scout's personal page. Product is shipped directly to the customer.



- Personalize an email to family and friends across the country.
- Record a video message highlighting your sales goal and favorite products.
- Share and track online sales through desktop platform of Trail's End App.
- All online sales count towards all prize levels
- Online Direct available in the app allows for direct to customer shipping from door to door or storefront sales.



Trail's End

Share Your Page: [Facebook] [Twitter] [LinkedIn] [Email] [Download Our App]

Hello, Janet!

2023 SELLING CAMPAIGN

ONLINE SALES

ONLINE SALES \$0.00

ONLINE ORDERS

AVERAGE ORDER \$0.00

SALES OVER TIME

TOP SELLING ONLINE PRODUCTS No data available

CUSTOMER LOCATIONS

ONLINE ORDERS

Start Date: mm/dd/yyyy End Date: mm/dd/yyyy Type to search...

No data available



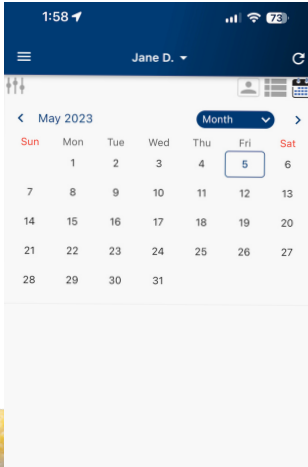
Contact: support@trails-end.com
for online/app support, questions, and help



TRAILS' END APP FEATURES



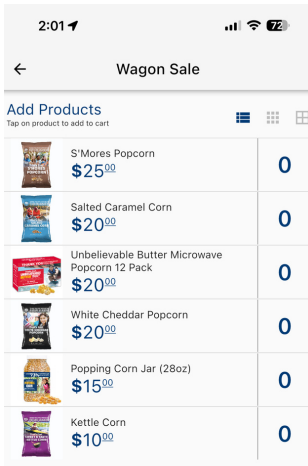
Storefront Scheduling



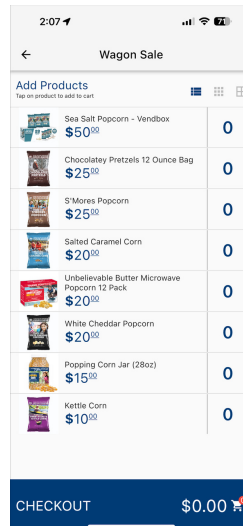
Sale Tracking



Point of Sale



Payment



Contact: support@trails-end.com

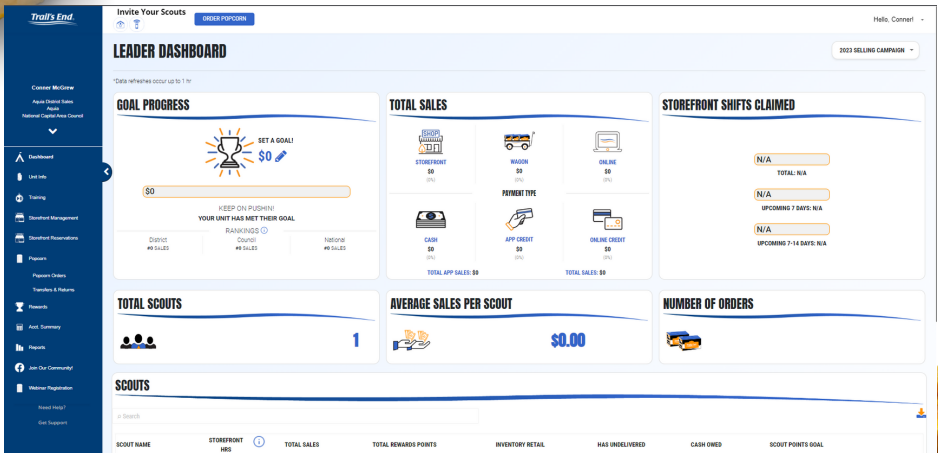
for online/app support, questions, and help

TRAILS' END ONLINE MANAGEMENT SYSTEM

You will manage your unit's program at:

www.sell.trails-end.com

- Sign-up to participate in the Popcorn Program
- Place orders with Trail's End
- Set sales goals and schedule storefront shifts
- Manage credit card sales and request commissions when available.
- Communicate with Scouts and families during sale.



Contact: support@trails-end.com
for online/app support, questions, and help

RETURN POLICIES



Only full, unopened cases of popcorn may be returned.

Units are allowed to return up to 10% of its entire retail order (all orders combined). Additional product will be available throughout the sale to replenish unit inventory.

Fill take orders from unit inventory before returning popcorn to the council.

Returns will be accepted on:



October 16th to 19th:

Marriott Scout Service Center
9190 Rockville Pike
Bethesda, MD 20814
1:00pm to 4:00pm

No returns will be accepted after October 19th.

Unit returns are used to make the military donation to a local instillation. In 2023, military donation will be going to military location within our council.



UNIT COMMISSION



Total Commission available in 2023: 35%

- Base Commission: 31%
- Attend an in-person Popcorn training: +2%
- Have growth in overall sales from 2022: +2%*

** Units who did not participate in the popcorn program in 2021 and 2022 can substitute this bonus with a total sale of at least \$5,000 in 2023.*

Online Commission- 30% commission of online sales

- Online Commission appears on invoice as a credit to the cost of product until the balance is paid. Once balance is zero a payout will become available from Trail's End.



Free shipping to customer at a level to be determined by Trail's End.

Online Commission Payouts:

Once a unit has received more in credit from Trail's End in either app credit card sale or online sales, that will generate a payout option directly from Trail's End.

Units can choose to receive that payout in two ways:

1. Pay directly to the unit via ACH transaction into unit bank account.
2. Pay through NCAC. Trail's End will complete the ACH transaction to NCAC who will then cut a check to the unit. Send a follow up email to NCAC to notify of the incoming payout so we can watch for the transaction.



FREE NCAC CAMP INCENTIVE

Scouts who sell \$4,000 or more in sales will receive a voucher for one week at a NCAC summer camp!

Vouchers will be valid towards a District Day Camp, Goshen Scout Reservation, Camp William B. Snyder, Camp Catoclin, or NYLT.

Vouchers are non-transferable and must be used during the 2024 camping season.



ORDERS & DISTRIBUTION

- August:** Orders Due; Friday, Aug. 4
Distribution: Fri/Sat, Aug. 18/19 (depending on location)
- September:** Orders Due: Friday, Sept. 8
Distribution: Saturday, Sept. 23
- October:** Orders Due: Friday, Oct. 6
Distribution: Saturday, Oct. 21
- November:** Orders Due: Friday, Nov. 3
Distribution: Fri., Nov. 17 (2 Men) or Sat. Nov. 18 (Moyers)

On the distribution date:

- Pick up your order at your district's assigned location (see pages 19 and 20 for details). Be prepared with enough cars and volunteers.
- For planning purposes, here is how much you can reasonably expect to fit in an empty vehicle:
 - Car: 20 cases
 - SUV/Minivan/small Truck: 30-40 cases
 - Full Size Van/large Truck: 50-70 cases
- Check your entire order at the distribution site to ensure no products are damaged and that your order is complete. If any products are damaged, exchange it before you leave or email 082popcorn@ncacbsa.org.
- Sign your unit's delivery slip to show that you received your complete order.



Storing popcorn and distributing to your unit:

- Find a clean, cool, dry location large enough to separate orders by patrol, den, or Scout. Avoid hot, humid, or damp areas where popcorn might melt or be damaged.
- Have an accounting for each patrol, den, or Scout to verify the amount of product they received. The Trail's End app can help you track the inventory needed by each Scout.

DISTRIBUTION LOCATIONS



Two Men and a Truck
5918 Farrington Avenue
Alexandria, VA 22304

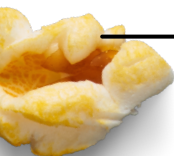
Aug. 18 & Nov. 17 - 5:30pm-7:30pm
Aug. 19, Sept. 23, Oct 21 - 9:00am to 11:00am

Chain Bridge
Colonial
George Mason
Old Dominion
Patriot
Washington DC

Moyer and Son's
13050 Shawnee Lane
Clarksburg, MD

Aug. 18 & Nov. 17 - by appointment only
Aug. 19, Sept. 23, Oct 21, Nov. 18 -
8:00am to 10:00am

Francis Scott Key
Patuxent
Potomac
Seneca
White Oak



Cargo Transport
44190 Mercure Circle
Dulles, VA

Aug. 19, Sept. 23, Oct 21 - 8:00am to 10:00am
Nov. 17 - CLOSED: pick-up at Two Men and a Truck

Goose Creek
Piedmont
Powhatan
Prince William
Sully

Stafford County Airport
95 Aviation Way
Fredericksburg, VA

Aug. 19, Sept. 23, Oct 21 - 8:00am to 10:00am
Nov. 17 - CLOSED: pick-up at Two Men and a Truck

Aquia
Mattaponi

Solomon's Firehouse
13150 H.G. Trueman Road
Solomon's, MD

Aug. 19, Sept. 23, Oct 21 - 8:00am to 10:00am
Nov. 17 - CLOSED: pick-up at Two Men and a Truck

Western Shore



REPLENISHMENTS

Limited additional product will be available at certain times throughout the sale. Units are encouraged to place replenishment orders in the Trail's End system to support inventory needs.

Units who did not place an order in the Trail's End system for replenishment will be asked to wait until all units who did place orders have picked-up their product.

Replenishment order and Pick-up dates:

Order by: Sept 6 → Pick-Up: Sept. 9th

Order by: Oct. 4 → Pick-Up: Oct. 7th

Pick-up location:

Two Men and a Truck
5918 Farrington Avenue
Alexandria, VA 22304

9:00am to 11:00am

Product can not be guaranteed through replenishments and will be available on a first come; first serve basis, with priority to those units who placed a replenishment order in the Trail's End system. There may be limited additional product available at the MSSC. Contact the popcorn team and your District Executive to inquire.

Pick-up does not need to be a unit kernel. Work with your parents/leaders to help assist with additional product pick up when necessary.

PAYING YOUR BALANCE



Units can check invoice status online under their unit dashboard.

Reminder: credit card transactions will come through as credits to invoice. This will cause your balance due to Council to decrease during the sale. **Unit invoices will need to be closed prior to the submission of your Amazon Rewards.**

Checks should be made payable to “NCAC-BSA”. Unit accounts need to be settled by **Dec. 1** by mailing a check to:

**National Capital Area Council
9190 Rockville Pike
Bethesda, MD 20814**

How to claim a payout from Trail's End if available.

1. Confirm unit bank account information under Unit Info section in the Trail's End system
2. Go to Acct. Summary and click request payout

If your unit is unavailable to link you unit bank account information you may select your payout to come from Council. This is will generate an ACH transaction to NCAC and a check request to be submitted. Please contact the popcorn leadership team to inform them of this choice.



POPCORN TEAM



NCAC Popcorn Team

Todd Bolick	Staff Adviser	NCAC
Bobby Walker	Asst. Staff Adviser	DC-VA Central Service Area
Kristy Freeman	Asst. Staff Adviser	VA South Service Area
Max Schaeffner	Asst. Staff Adviser	MD Service Area



District Kernels

Aquia	Melynda Moran	(512) 281-6830	aquiaweb2scout@gmail.com
Chain Bridge			
Colonial	Nicole Gray	(703) 507-1053	bsapopcorn2017@gmail.com
Francis Scott Key	Talisha Kellogg	(571) 422-2776	fskpopcorn@gmail.com
George Mason			
Goose Creek	Ben Shewbridge	(540) 822-0645	mrshew2012@gmail.com
Mattaponi	Kelly Carniol	(540) 621-5495	popcornkernel.mattaponi@gmail.com



POPCORN TEAM



District Kernels

Old Dominion	Jennifer Eybel	(803) 397-3752	jen.eybl@gmail.com
Patriot			
Patuxent			
Piedmont			
Potomac	Bruce Shapiro	(301) 651-5575	bhshapiro@verizon.net
Powhatan	Vince Grotticelli	(703) 216-1314	vgrott@yahoo.com
Prince William			
Seneca	Erin Clegg	(301) 385-4920	emclegg@gmail.com
Sully	Andrea Schuetz	(703) 407-7638	andrea@dasnet.org
Washington D. C.	Doug Menorca	(202) 271-2899	doug.menorca@gmail.com
Western Shore	Mary Kennedy	(630) 222-5408	mary.mckenna12@gmail.com
White Oak	Alicia Kwait-Blank	(240) 682-0414	alicia.kwaitblank@gmail.com

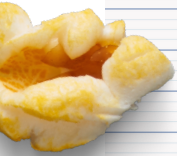


UNIT KERNEL CHECKLIST

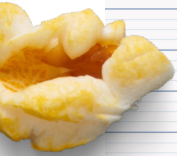


TIMELINE	TASKS
JUNE	<ul style="list-style-type: none"> ○ Unit popcorn kernel recruited ○ Sign-up to participate in the 2023 Popcorn Program at: www.ncacbsa.org/popcorn ○ Reserve Show & Sale sites through the Trail's End Leader's portal ○ Prepare unit budget and popcorn fundraising goals
JULY/AUGUST	<ul style="list-style-type: none"> ○ Attend Popcorn Training seminar ○ Hold a Popcorn kick-off for your unit ○ Log-in and get familiar with the ordering system at: sell.trails-end.com ○ Have the Scouts create accounts through the Trail's End app. ○ Contact local stores/churches/restaurants to find additional show & sell locations not already reserved by Trail's End or your district
THROUGHOUT SALE	<ul style="list-style-type: none"> ○ Encourage Scouts to participate in online sales ○ Promote incentives and keep Scouts focused on a sales goal ○ Provide and fill as many store front sales opportunities as possible ○ Keep in contact with your Scouts and their parents/guardians regarding deadlines and information
AUGUST	<ul style="list-style-type: none"> ○ Scouts start take-order sales! ○ Place first order by Aug. 4 ○ Pick-up first order on Aug. 18/19 (Check the Popcorn Guidebook for locations, dates, and hours) ○ Show & Sales start ○ Wagon sales start
SEPTEMBER	<ul style="list-style-type: none"> ○ Place second order by September 8 (distribution on Sept. 23) ○ First Inventory replenishment opportunity on Sept. 9 (order by Sept. 6)
OCTOBER	<ul style="list-style-type: none"> ○ Place third order by Oct. 6 (distribution on Oct. 21) ○ Second Inventory replenishment opportunity on Oct. 7 (order by Oct. 4) ○ Review inventory and complete popcorn returns from Oct. 16-19 ○ Encourage military donations sales
NOVEMBER	<ul style="list-style-type: none"> ○ Place final order by Nov. 3 (distribution on Friday, Nov. 17 at 2 Men and a Truck and Nov. 18 at Moyer and Son's sites only) ○ Review online dashboard and review invoice ○ Collect Scout's money with checks made out to your unit ○ Pay any balance due to NCAC
ON OR BEFORE DECEMBER 1	<ul style="list-style-type: none"> ○ Double check Scout totals and submit rewards order in the Trail's End system. ○ Celebrate a successful popcorn program!

NOTES



NOTES





**NATIONAL CAPITAL AREA COUNCIL
BOY SCOUTS OF AMERICA**

MARRIOTT SCOUT SERVICE CENTER (MSSC)
9190 ROCKVILLE PIKE
BETHESDA, MD 20814

NCACBSA.ORG/POPCORN
FACEBOOK.COM/NCACPOPCORN