



2024 POPCORN Guidebook

ORDER DISTRIBUTION

Aug. 2 —> Aug. 16/17

Sept. 6 —> Sept. 21

Oct. 4 —> Oct. 19

Nov. 1 —> Nov. 16

 www.ncacbsa.org/popcorn

 082popcorn@ncacbsa.org

NATIONAL CAPITAL AREA COUNCIL, BSA

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THANK YOU! & NCAC TRAININGS

Scouters,

The fall is such a wonderful season for Scouting. We welcome in our recently recruited new youth, enjoy fun fall Scouting outings, and the popcorn program is launched to fund our adventures for the year. We often hear from the community about how much they enjoy getting to interact with Scouts as they sell popcorn door-to-door and outside of store-fronts. This program is an important legacy and tradition that builds skills, responsibility and confidence in our Scouts!

Last year's popcorn program was a huge success with sales increasing 15% over the previous year. That raised an additional over \$100,000 in funds directly for our units! the NCAC popcorn team, along with Trail's End, has worked diligently to make this program better than ever, with improved online management tools and storefront selling locations and opportunities. If you have any questions throughout the program, our team of District Kernels and NCAC staff, along with Trail's End customer support, are all dedicated to helping your unit achieve success this year!

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 33,000 youth that we serve. Thank you!

Morgan H. Sullivan
Council President

Jae Englebrecht
Council Commissioner

Mario A. Pérez
Scout Executive

Trainings (start at 6:30PM)

| | |
|--------------------|--|
| Tuesday, June 25 | Marriott Scout Service Center 9190 Rockville Pike, Bethesda, MD 20814 (refreshments served) |
| Wednesday, June 26 | Zoom registration:  |
| Wednesday, July 27 | Zoom registration:  |
| Tuesday, August 6 | Location in Virginia TBD (refreshments served) |

TESTIMONIALS FROM NCAC UNITS



From Pack 493

Making Scouting accessible to all regardless of family income is a core value in Pack 493. One of our goals is to afford our families a dues-free Scouting experience by funding the entire program year through fundraising. For the 2023-24 through the popcorn fundraiser, this goal was exceeded and powered by popcorn! The popcorn fundraiser covered our participating Scouts' Council fees, national registrations,

and Pack dues. This included, but not limited to: all Pack events and meetings...Class B t-shirts, awards, trophies, belt loops and pins, handbooks, adult leader registrations, BALOO trainings, den leader supplies, Pack meeting supplies, and additional Scouting supplies to support our Pack. In addition, five of our Scouts were eligible for the Council's camp voucher by achieving \$4,000+ in sales.

Through the Council's annual popcorn fundraiser, our Scouts learned about perseverance, public speaking, teamwork, and most importantly the Cub Scout Motto, "Do Your Best." ...Our Pack saw this in every Scout that signed up for a storefront shift, walked their neighborhood with a wagon, or made a video to share with friends and family on social media. Some Scouts' "best" was seen as being Friendly and Helpful as they stayed extra shifts with new Scouts at storefronts to show them tips and build their confidence. Others' "best" was being Brave and Trustworthy while trying something new, practicing their pitch, and talking to potential supporters. No single Scout made this fundraiser a success for our Pack; it required the collaborative effort of our Cheerful Scout families in our Pack to make it happen. This past year, 100% of our returning Scout families and 95% of our new Scout families participated in the popcorn fundraiser.

From Troop 179

"By Selling popcorn, our Scout has earned his way way to two Philmont trips, Sea Base Florida, and National Jamboree! This fall, he will be earning his way to Sea Base Bahamas 2025!"




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

Trail's End books many storefronts, available in the app! 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.



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 reserve/book as many sites as 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.

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

**Orders at the beginning of sale are by the case. You may return unsold/unopened cases according to policy (page 21).*

STEP 3: Pick up your storefront popcorn

You can find your district's pick-up location on page 19. Unit orders over \$10,000 are eligible for NCAC provided 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. Using the Trail's End app, have a schedule ready for your storefront sales and work with parents on reserving their storefront shifts. 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 (not placed through the app), 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 the beginning of the sale when you ordered by case.

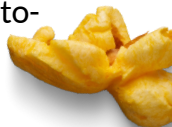


STEP 8: Sort popcorn and distribute to Scouts

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 21-26, per the Return Policy which is detailed on page 21. 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 Rewards (5 min.)

- Distribute rewards flyer and discuss levels and options
- NCAC patch and free camp rewards

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.

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

Logos: Square, VISA, Mastercard, Trail's End



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.



The screenshot displays the Trail's End online sales dashboard. At the top, there are social media sharing options and a 'Download Our App' button. The main content area is divided into several sections: 'ONLINE SALES' showing a total of \$0.00, 'ONLINE ORDERS', 'AVERAGE ORDER' also at \$0.00, 'SALES OVER TIME' with a line graph, 'TOP SELLING ONLINE PRODUCTS' with a 'No data available' message, and 'CUSTOMER LOCATIONS' with a map of the United States. A bottom section for 'ONLINE ORDERS' includes date filters and a search bar, also showing 'No data available'. A sidebar on the left contains navigation links for Dashboard, Training, My Page, and more.



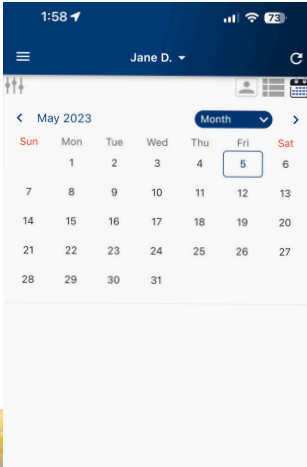
Contact: support@trails-end.com
for online/app support, questions, and help



TRAILS' END APP FEATURES



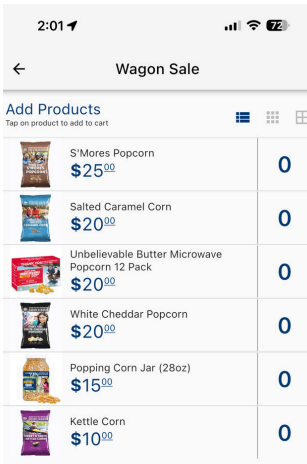
Storefront Scheduling



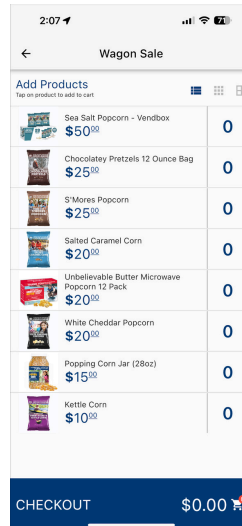
Sale Tracking



Point of Sale



Payment



Contact: support@trails-end.com

for online/app support, questions, and help

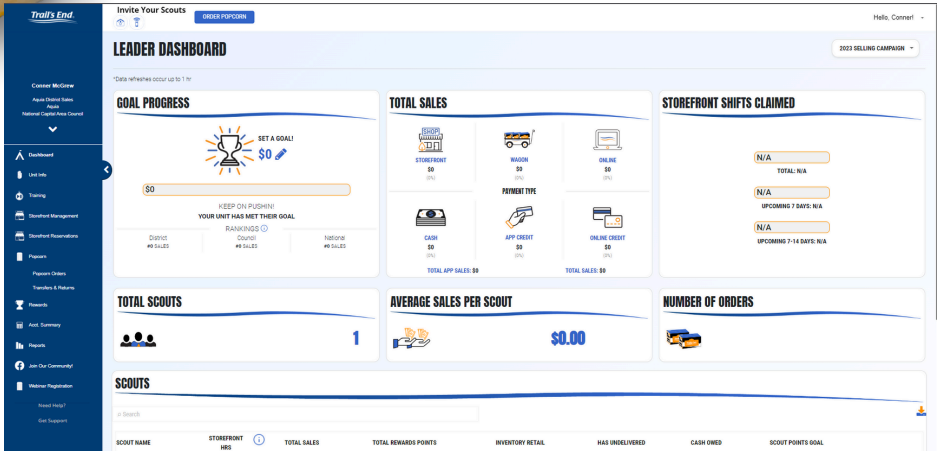
TRAILS' END ONLINE MANAGEMENT SYSTEM



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

UNIT COMMISSION



35%

Total Commission available for traditional sales in 2024: 35%

- Traditional sales are storefront, wagon, and take order methods
- All units will receive a 35% commission this year!
- No Requirements or criteria to earn this high commission rate!

Online Commission: 30% of online sales

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

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

Commission Payouts:

Once a unit has received more in credit from Trail's End in either app credit card sales 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.

REWARDS FOR SCOUTS



Trail's End.

2024 SCOUT REWARDS

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

Cash to Credit™ (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 and their parent 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
All third-party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third-party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks.

NCAC POPCORN PATCH REWARDS



Participant Patch

The participant patch will be available for sale for \$3.50* each. Units can purchase as many of these patches as they would like! Patches can be purchased from: <https://councilstuff.com/082> and will be available at the end of the popcorn campaign.

*Price subject to change



Achiever Patch

The special limited edition Council Shoulder Patch will be awarded to every Scout who has logged \$650 or more in sales through the Trail's End app by December 1. These patches will be delivered to units after the program is concluded and the unit's balance due to Council is settled.

Patch designs are subject to change.

NCAC FREE CAMP REWARD

Scouts who sell \$4,000 or more 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 2025 camping season.



ORDERS & DISTRIBUTION

- August:** Orders Due; Friday, Aug. 2
Distribution: Fri/Sat, Aug. 16/17 (Aug. 16 at Two Men only)
- September:** Orders Due: Friday, Sept. 6
Distribution: Saturday, Sept. 21
- October:** Orders Due: Friday, Oct. 4
Distribution: Saturday, Oct. 19
- November:** Orders Due: Friday, Nov. 1
Distribution: Saturday Nov. 16 (2 Men and MSSC only)



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.



NCAC Provided Free Home Delivery:

- Units who order \$10,000 or more in product, for a distribution, will be eligible for free home delivery.
- A representative from Moyer's and Sons will arrange with the primary unit contact (as indicated in the unit's Trail's End Leader's Portal) on coordinating delivery the week of the distribution.

Storing popcorn and distributing to your unit:

- Find a large, clean, cool, and dry location to organize orders. 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. 16 - 5:30 - 7:30pm
Aug. 17, Sept. 21, Oct 19, Nov, 16 - 9:00 - 11:00am

4 Mile Run (Chain Bridge)
Accotink Bay (Colonial)
Burke Lake (Patriot)
Prince George's (Patuxent)
Washington DC
Wolf Trap (George Mason)



Moyer and Son's
13050 Shawnee Lane
Clarksburg, MD

Aug. 17, Sept. 21, Oct 19 - 8:00 - 10:00am
Nov. 16 - CLOSED: pick-up at MSSC - 8:00 - 10:00am

Frederick (Francis Scott Key)
Potomac
Seneca
White Oak



Cargo Transport
44190 Mercure Circle
Dulles, VA

Aug. 17, Sept. 21*, Oct 19* - 8:00 - 10:00am
Nov. 16 - CLOSED: pick-up at Two Men and a Truck

Loudoun (Goose Creek)
Cub Run (Sully)
Difficult Run (Powhatan)
Piedmont
Prince William

Stafford County Airport
95 Aviation Way
Fredericksburg, VA

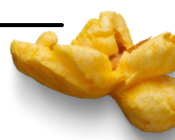
Aug. 17, Sept. 21*, Oct 19* - 8:00 - 10:00am
Nov. 17 - CLOSED: pick-up at Two Men and a Truck

Aquia
Mattaponi

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

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

Western Shore



* Location could be closed on that date. You will be communicated with in advance if your location will be closed and re-routed to another site.

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 2 → Pick-Up: Sept. 7

Order by: Sept. 30 → Pick-Up: Oct. 5

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.

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 from **October 21-26**.

Return Location:

Marriott Scout Service Center (MSSC)
9190 Rockville Pike
Bethesda, MD 20814

Return Times:

October 21 to 25 - 1:00pm to 4:00pm

October 26 - 9:00AM to 11:00AM

No returns will be accepted after October 26th.

Unit returns are used to make the military/first responder donations to a local installation. In 2024, donations will be going to locations within our council.

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. 2** 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 |
| Emily Stewart | Administrator | NCAC |
| Andrew Kaplan | Asst. Staff Adviser | Blue Service Area |
| | Asst. Staff Adviser | Green Service Area |
| Kristy Freeman | Asst. Staff Adviser | Red Service Area |
| Max Schaeffner | Asst. Staff Adviser | Yellow Service Area |



District Kernels

| | | | |
|----------------------------------|-------------------|----------------|-------------------------------|
| 4 Mile Run (Chain Bridge) | | | |
| Accotink Bay (Colonial) | Nicole Gray | (703) 507-1053 | bsapopcorn2017@gmail.com |
| Aquia | Melynda Moran | (512) 281-6830 | aquiaweb2scout@gmail.com |
| Burke Lake (Patriot) | Bob Sweeney | (202) 271-1740 | robertsweeney2@gmail.com |
| Cub Run (Sully) | | | |
| Difficult Run (Powhatan) | Vince Grotticelli | (703) 216-1314 | popcorn@powhatan-scouting.org |
| Frederick (Francis Scott Key) | Talisha Kellogg | (571) 422-2776 | fskpopcorn@gmail.com |



POPCORN TEAM



District Kernels

| | | | |
|-------------------------------|--------------------|----------------|-----------------------------------|
| Loudoun (Goose Creek) | Ben Shewbridge | (401) 572-1674 | mrshew2012@gmail.com |
| Mattaponi | Kelly Carniol | (540) 621-5495 | popcornkernel.mattaponi@gmail.com |
| Piedmont | | | |
| Potomac | Bruce Shapiro | (301) 651-5575 | bhshapiro@verizon.net |
| Prince George's (Patuxent) | Ty Mongal | (202) 677-9150 | tymongal@live.com |
| Prince William | | | |
| Seneca | Erin Clegg | (301) 385-4920 | senecapopcorn@gmail.com |
| Washington D. C. | Doug Menorca | (202) 271-2899 | doug.menorca@gmail.com |
| Western Shore | Michele Ekis | (301) 814-6466 | mlekis@comcast.net |
| White Oak | Alicia Kwait-Blank | (240) 682-0414 | alicia.kwaitblank@gmail.com |
| Wolf Trap (George Mason) | John Kilduff | (732) 610-4284 | johnkilduff42@gmail.com |

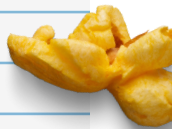


UNIT KERNEL CHECKLIST



| TIMELINE | TASKS |
|-------------------------|--|
| JUNE | <ul style="list-style-type: none"> ○ Unit popcorn kernel recruited ○ Sign-up to participate in the 2024 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. 2 ○ Pick-up first order on Aug. 16/17 (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 6 (distribution on Sept. 21) ○ First Inventory replenishment opportunity on Sept. 7 (order by Sept. 2) |
| OCTOBER | <ul style="list-style-type: none"> ○ Place third order by Oct. 4 (distribution on Oct. 19) ○ Second Inventory replenishment opportunity on Oct. 5 (order by Sept. 30) ○ Review inventory and complete popcorn returns from Oct. 21-26 ○ Encourage military/first responder donation sales |
| NOVEMBER | <ul style="list-style-type: none"> ○ Place final order by Nov. 1 (distribution on Saturday, Nov. 16 at 2 Men and a Truck and Marriott Scout Service Center (MSSC) only) (Check the Leader's Guide for your distribution site) ○ 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





NATIONAL CAPITAL AREA COUNCIL BOY SCOUTS OF AMERICA

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