



BOY SCOUTS OF AMERICA®
GREAT RIVERS COUNCIL



AND

**BURGERS'
SMOKEHOUSE.**

2020

FUNDRAISING

SALE GUIDE



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WHY ARE WE DOING THIS?

We know unit fundraising is time and effort you'd rather spend Scouting. No parent signs up their kids for an activity so they can ask friends and family to buy stuff. But the cost of youth activities continues to increase.

Scout units who create a budget that provides a quality program for your unit, including all fees and camp costs, can communicate the true cost of scouting to parents. Whether the support for Scouting comes fully from the parent or is covered by fundraising is up to each unit.

Scouts who fundraise learn valuable:

- Communication skills
 - Planning skills
 - Goal setting skills
 - Public speaking skills
- Earn their own way skills

Fundraising is an important part of a Scout Units time. It helps pay for

- Registration Fees
- Camp fees
- Awards
- Rank Advancements
- Outings
- Camping equipment

Unit Commission (what Units keep) on this Council Supported Fall Products Sale Fundraiser.

50% = HALF!





WHAT YOU NEED TO DO AS THE UNIT KERNEL

Communicate, Inspire, Organize and Lead your Unit in a successful product sale that meets the unit's planned funding needs.

Specific Responsibilities:

1. Become familiar with the following **web sites** for sales support and ideas:
 - a. <http://www.bsa-grc.org/popcorn/42753> (selling tips, local prizes, updated forms and more)
 - b. <http://sell.trails-end.com> and <https://www.trails-end.com/training> (Trail's End product information, sales tips, and ideas)
2. With the Unit Committee create a unit budget that provides a quality program for your unit.
3. **Attend Trails End Unit leader webinar** <https://www.trails-end.com/webinars>
4. **Attend your Council Orientation/Kick-off Sales Training.**
5. With your unit committee, **schedule, promote, and conduct a Unit Kickoff.**
6. Ensure families understand the unit's plan for selling products, including the Unit sales goal and Scout sales goal.
7. Promote all methods of selling *including App* and Online Sales to all Scout families in the Unit.
8. With Unit Committee, create Unit incentive plan to encourage Scouts throughout the sale.
9. Arrange with other volunteers to **pick up products for delivery.**
10. Read all email communications from the Council and District to stay updated on the sale.
11. **Utilize the Trail's End app and portal to make your order.** Encouraging use of the Trail's End app will make this much easier to manage.
12. **Collect Burgers orders from each Scout** and input the information into the Burgers' Ordering System by the due date.
13. **Collect all money due** from each Scout.
14. **Make payment of funds due** to the Great Rivers Council by the due date with one Unit check.
15. Contact your District Kernel or the Council for help and ideas. ***They're here to support you.***

Webinars <https://www.trails-end.com/webinars>

Over 200 webinars will be offered this summer and fall for councils, units and Scout parents to learn about the sale. Over 50 webinars are already sold out and we anticipate leaders from over 10,000 units will participate. Highly successful unit leaders (\$50,000+ and multiple years as leaders) and Scout parents will lead these interactive webinars where every question will be answered. Units participating in webinars in 2019 grew 11.2%!

A \$20 Amazon.com gift card will be given to the first 5,000 top-selling units (who sold \$7,500+ in 2019) who register and participate in a Webinar.

Facebook <https://www.facebook.com/groups/TEPopcornCommunity/>

Facebook support is being enhanced in 2020 through the help of 15 successful unit leaders and parents serving as moderators and influencers. Last year, over 18,000 unit leaders and Scout parents utilized the Scout Popcorn Facebook support, and a significant increase in participation is expected this year.





The Impact of COVID-19 on the Sale

As I'm sure you know, Girl Scout cookie sales came to an abrupt stop in March due to the sudden surge of COVID-19 cases. In many states, girls were not permitted to sell in front of storefronts, and many parents did not want their daughters going door-to-door. As a result, Girl Scout councils and units found themselves sitting on a large inventory of unsold cookies. The same situation could face Scouting if there is a resurgence of COVID-19 this fall.

Also, there are concerns over whether units and Scout families will have the same commitment to sell this fall and whether retail stores will permit sales at their stores.

COVID-19 could also impact our traditional way of distributing product this fall. Warehouses may be reluctant to have volunteers accessing their property, and many of our District and Unit Scouters and staff may be hesitant to work at distribution sites while handling cardboard boxes and interacting with the public.

Given these potential challenges, we feel that 2020 may be the best time for the Scout Popcorn Sale to move from a predominantly storefront and door-to-door sale to one that emphasizes an Online Direct Sale that ships product directly to consumers, reducing the risk of health concerns as well as the risk of handling large quantities of inventory.

The best way to address these uncertainties is to build a plan that addresses the specific needs and conditions of each unit. We know the same plan will not work for all Scout units. As such, your district kernel and executive will work with you to develop the plan that is best, makes the needed changes and achieves your sale goals.





KEY DATES

| | |
|---|--|
| Product Sales Key Dates 2020 | Updated 6/24/2020 |
| Wednesday, July 1 | Online & Direct Sales begin for Trail's End |
| Tuesday, July 7 | Unit Kernel Sales Training 6:00 PM, Lake of the Ozarks Scout Reservation |
| Tuesday, July 14 | Unit Kernel Sales Training –Video Conference (Zoom) FR |
| Thursday, July 16 | Unit Kernel Sales Training – Video Conference (Zoom) OT |
| Thursday, July 16 | <i>Kinderhook Initial Order Due</i> |
| Thursday, July 23 | Unit Kernel Sales Training – Video Conference (Zoom) BL |
| Thursday, August 6 | Unit Kernel Sales Training - BD/MT American Legion, Shelbina 6PM |
| <i>Thursday, August 6</i> | <i>Kinderhook Product Arrives</i> |
| Friday, August 7 | Units report their kick-off date and location to Council |
| Thursday, August 13 | Unit Kernel Sales Training – Grand Prairie |
| August/September | Unit or District Kick offs (Pep Rally) for Scouts Host unit kick-off and provide incentives for the Scouts |
| Tuesday, September 1 | Initial Orders Due (Show & Deliver and 1st take order) Online at http://scouting.trails-end.com and Burger's website |
| Friday or Saturday, September 18 or 19 | Initial Product Distribution Day Appointments required with your District Kernel. |
| Saturday, September 19 | Show & Deliver and Show & Sell begins Continue to sell take order! |
| Monday, Oct 26 through Wednesday, Oct 28 | Popcorn Returns (District Specific) Check with your DE for Time and Location. No returns allowed for Burgers' products |
| Wednesday, Oct 28 | Initial Order Invoice Due |
| Wednesday, Oct 28 | Final Orders Due for both Trail's End (take order) and Burger's products Online at http://scouting.trails-end.com and Burger's website |
| Friday or Saturday, November 13 or 14 | Final Product Pick-up and Final Invoice due Appointments required with your District Kernel. |
| Friday, November 20 | <u>GRC Incentive Form</u> Due |

THESE ARE HARD DEADLINES WHICH MUST BE FOLLOWED TO ENSURE PRODUCT FROM OUR VENDORS IS ON TIME AND COMPLETE. IT IS SUGGESTED UNITS SCHEDULE THEIR SALE MEETING DATES TO CORRESPOND WITH THESE DEADLINES.



CONTACTS

COUNCIL KERNEL

Diann Stelzer 573-289-3345
lovescats44@yahoo.com

DISTRICT KERNELS

| | |
|--|---|
| Black Diamond – Macon/Kirksville/Moberly | Grand Prairie – Mexico/Fulton Traci Darby mustardboy37@gmail.com Kelli Elliot Punkin.butts@yahoo.com 573-239-1539 |
| Boonslick – Columbia Diann Stelzer 573-289-3345 lovescats44@yahoo.com | Kinderhook – Lake of the Ozarks Amanda Hayes 573-746-2174 Amanda@Hayesconstruction.com |
| Five Rivers – Jefferson City | Mark Twain – Hannibal |
| | Osage Trails – Sedalia/Marshall |

DISTRICT EXECUTIVES

| | |
|--|---|
| Black Diamond Justin Wiles 660-341-9068 – Justin.Wiles@scouting.org | Grand Prairie Rob Townsend 660-676-3088 - robert.townsend@scouting.org |
| Boonslick Aaro Froese 573-449-2561 x211 – Aaro.Froese@scouting.org | Kinderhook Chris Harper 573-375-8088 – chris.harper@scouting.org |
| Five Rivers Christina Butler 271-971-2783 – Christina.Butler@scouting.org | Mark Twain Justin Wiles 660-341-9068 – Justin.Wiles@scouting.org |
| | Osage Trails Chris Harper 573-375-8088 – chris.harper@scouting.org |

COUNCIL CONTACTS

Staff Advisor: Greg Baker 573-449-2561 x202 Greg.Baker@scouting.org
Finance Specialist: Taylor Crites 573-449-2561 x205 Taylor.Crites@scouting.org
www.bsa-grc.org/popcorn

TRAIL’S END

Online Sales Support: support@trails-end.com
Trail’s End System Help: help@trails-end.com
Customer Service Helpdesk: https://support.trails-end.com/support/home



1203 Fay Street
Columbia, MO 65201
573-449-2561



ORDERING TIPS

If you are new to the sale and do not know what you should order, you can find your previous year’s order in the Trails End System.

- Only 50% of the previous year’s order may be ordered this year. This will be strictly enforced.
- Please take into account the changes in your Unit’s membership: Did you increase youth membership? Did your top selling Scout move to another unit?
- What is your actual participation likely to be (don’t count the number of families, count the number of *selling* families).
- Has the Unit set a goal on how much product to sell? Have the Scouts set a goal?

| | | | |
|--|---|---------------------------------|---------------------------------|
| Unit # | | | |
| Only Enter Data in Cells Highlighted in Yellow | | | |
| Per Scout Goal Results will be Highlighted in Green | | | |
| Per Scout Goal Worksheet | | | |
| \$ 5,800 | / | 50% | = |
| Unit Budget Goal | | Unit Commission | Unit Sales Goal |
| \$11,600 | | | |
| \$ 11,600 | / | 32 | = |
| Unit Sales Goal | | Number of Scouts | Per Scout Sales Goal |
| \$ 322 | | | |
| \$ 322 | / | \$ 18.00 | = |
| Per Scout Sales Goal | | Avg. Price per Container | Per Scout Container Goal |
| 19 | | | |



UNIT COMMISSION

Trail's End & Burgers' Products

All units receive 50% commission on all product sales. All units will be eligible for incentives and prizes offered for Burgers' and Trail's End sales. Units are responsible for ordering rewards and securing incentives by the deadline.

ORDERING GUIDELINES

Units that place a Show & Sell order will not be allowed to order more than 50% of the previous year's total sales of popcorn, this will be strictly enforced. Popcorn already sold can be excluded from the 50% maximum. GRC reserves the right to adjust unit show and deliver orders without prior notice to keep in line with projected Council sales forecast.

REORDER POLICY

Units will have opportunity to restock their supply during the sale if they run low, if product is not available from Council, the first order opportunity will be tentatively September 23. ReOrder from Trails End will take an estimated 14 days to deliver.

RETURN POLICY

Returns can be made at the council office between October 26 and October 28. Other arrangements can be made with your District Executive, but product will not be accepted any later than October 28. Partial cases may not be returned in order to minimize exposure to multiple hands. Only cases with the original seal will be accepted upon return. No Burgers products will be accepted at return. This is due to the perishable nature of these items when not cared for properly.

We encourage you to follow a few key practices for inventory control:

- Check on your outstanding inventory and make frequent honest assessments on your Unit's ability to sell. Don't wait until the last week to push sales or return all you ordered.
- Subscribe to a time-based sales plan (i.e. we are halfway through the sale...have we sold at least half of our inventory)
- Report to your District Kernel or District Executive if you have an inventory challenge...too much or too little popcorn can usually find a home with enough notice
- Work toward a zero return policy so that every dollar of popcorn revenue provides better program for our Scouts!!!

ACCOUNT SETTLEMENT

Initial order invoices are due on October 28. All Unit accounts must be settled **NO LATER THAN November 14**. Units must settle their accounts with one check made payable to the Great Rivers Council.

Friday, November 20 is the FINAL deadline for incentive orders. Please make sure that all reward and incentive orders are submitted by this deadline. Reward orders will not be accepted after this deadline. Unit commissions will not be adjusted after this date. GET THOSE REWARD ORDERS TURNED IN ON TIME!!!! Order Rewards through the Trail's End portal.





INCENTIVES: ALL SCOUTS ARE ELIGIBLE TO EARN THE SALES INCENTIVES BELOW THIS FALL.

Trail’s End Rewards Improvements

Based on research with Scouts and their parents, TE Rewards is switching to a preferred points-based system. To incentivize Scouts to sell online and to encourage them to ask for payment by credit/debit card rather than cash, Scouts will earn:

- 2 points for each \$1.00 of Online Direct sales;
 - 1.5 points for each \$1.00 of credit/debit card sales;
 - 1 point for each \$1.00 of cash sales.
- These point changes will launch on July 1, 2020.
 - You can view the new [2020 TE Rewards flyer](#)
 - Although the increased points for Online Direct and credit/debit card sales will increase the cost of TE Rewards significantly, council’s cost will remain at 1.5% of retail value of product ordered by the council and 1.5% of Online Direct sales.

COUNCIL OFFERED INCENTIVES

TOP 100 \$UPER \$ELLER\$ CLUB



The Great Rivers Council will hold a special event in honor of the top 100 Scouts that **sell the most** Burgers’ and Trail’s End products during the sale. Scouts receive a special experience to be announced at the sale kickoff!

FREE CAMP



Scouts who sell a specified amount of Trail’s End and Burgers’ products will earn free camp at [Lake of the Ozarks Scout Reservation](#). Must be used during 2021 camping season and only for qualifying summer camps. *Incentive is non-transferable, does not include Day Camp.* **PARENT INLCUED FREE FOR FAMILY/NOVA CAMP ONLY.**

Sell \$1,500 or more - Attend Cub Akela Camp, Family Camp for free or \$75 off an overnight summer camp at LOTOSR.

Sell \$2,500 or more - Attend Cub Adventure Camp, Webelos Camp or Scouts BSA Summer Camp at LOTOSR for free.

2020 PARTICIPATION PATCH

Any Scout that sells one item earns the patch for 2020. Patch design contest will be announced soon.

BURGERS’ GOLD CLUB

Any Scout that sells over \$650 in Burgers will receive a certificate for the movie and snacks of their choice.

BURGERS’ SILVER CLUB

Any Scout that sells over \$500 in Burgers will receive a certificate for a trampoline park.

BURGERS’ BRONZE CLUB

Any Scout that sells over \$350 in Burgers will receive a 3” folding knife.





SALES METHODS

Trail's End wants to ensure that you sell safely and learn important life skills like goal-setting, public speaking, teamwork and much more. The five best ways to sell, safety tips, selling script below will give you everything you need to sell like a pro.

ONLINE SALES KICK OFF JULY 1ST

This is the best way to sell to your friends and family safely in 2020. You can send emails or post a video on social media to your customers asking them to purchase Trail's End products through your personal online portal. Your customers click on the link you provide and can begin shopping right away. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers. Asking for support through social media is the easiest way to make your goal.

TAKE ORDER KICKS OFF

The Trail's End App will be open for sales July 1, nothing will stop you from selling after this date. Previously registered Scouts will receive forms in the mail and can begin taking orders at that time. This is the most safe way to sell. Your customer chooses the product(s) he or she wishes to buy and Scouts submit the order on the app. ***Trail's End and Burgers' take orders must be placed by September 3 and October 28.*** You can have product delivered twice this fall to take order customers.

SHOW AND SELL

Begin scheduling site sales now for one Scout and one leader or parent to sell in front of your church, stores or other businesses. Across the country it is shown units who sell in groups are less successful. Units can schedule more selling hours by limiting the number of scouts selling to one or two per location. Request each Scout and parent commit to 8 hours of Show and Sell time and spread their time across all public locations with traffic. This is a great opportunity to promote Scouting to the community. The more Scouts they see selling in their community, the more successful the program will become. Many units have been very successful in supplementing their Take Order sales with this method.

SHOW AND DELIVER

A Scout uses the app or brings his order forms to a customer's house and get a commitment to purchase products. Instead of taking the order and returning in a few weeks, the Scout will offer to fill the order right then. The Scout will have a supply of product in his parents' vehicle, fill the customer's order, and take the payment immediately. This sales method yields higher results than a standard Show and Sell method but is more efficient and requires less time than the take order method.

Units are not allowed to order more than 50% of the previous year's total popcorn order. If your unit did not sell in 2019, your district kernel can assist with an appropriate order based on the number of participating Scouts in your unit. Leftover popcorn from Show and Sell / Show and Deliver may be transferred to the unit's Take Order popcorn order or returned to the council service center ***between October 26 and October 28.***





TRAILS END ONLINE SELLING

Open your account at [TRAILS-END.COM](https://trails-end.com)

Online Direct Sale Improvements

The single, safest way for a Scout to sell popcorn in 2020 is through the Online Direct Sale method. This method eliminates any face-to-face contact with the general public, as well as the risk of handling product or cash.

The Online Direct sale is also the safest and easiest method for councils, in that there is no handling of product, since popcorn is shipped directly to consumers, and payment for popcorn is received by credit or debit card at the time of the order. E-commerce in the United States grew by 49% in April vs. March, 2020, and more people are utilizing online purchases shipped to their homes as their preferred way to purchase household items.

We fully realize that moving towards an Online Direct sale represents a change in how Scouts and units have sold popcorn in the past. To help encourage the Online Direct sale we are making the following improvements for this year's sale:

- **Scouts will receive DOUBLE Trail's End Rewards** for Online Direct sales;
- Scouts can record online sales in the TE App in addition to their online fundraising store;
- **The Online Direct sale will feature the same products sold in the traditional sale at traditional retail prices, plus additional Online Direct products;**
- Shipping will be paid by the customer at \$7.99 for first item, plus only \$0.99 for each additional item;
 - Our market research this year has revealed the most customers prefer seeing the same prices for Online Direct sales as they would see in the traditional sale, and are willing to pay for shipping of Scout popcorn to their home;
- **Scouts can still use the Online Direct sale if going door-to-door;**
 - To keep socially distanced, Scouts can take an Online Direct order on the TE app, then text the populated cart to the consumer so they can finish the payment on their phone;
- Products can be popped fresh to order and delivered in 21 – 28 days.
- **To promote the early adoption of the Online Direct sale, Units will earn a 5% bonus (in an Amazon.com gift card) for Online Direct sales during July 1 – August 15.**
 - Units must be registered in the Unit Commitment Tracker (UCT) by August 1 to qualify.
- Free shipping from July 3 – July 5. Happy Birthday, America!
- Launches July 1 with orders shipping August 3 and orders with chocolate products shipped after October 5.





10 WAYS TO INCREASE YOUR SALE






1. Have a goal. Units and Scouts should have goals. Plan your calendar, find out how much it will cost, figure out how much product you must sell to cover all your costs, and sell to that goal.
2. Always wear a clean uniform and have a couple of working pens on you always.
3. Practice a little sales speech to help you be more confident.
4. Keep your Take Order Forms from the previous year. This will be a good place to start selling the next year. The top sellers in the country use this method.
5. Send or give a thank you card to your customers.
6. Ask to present at a service club (Rotary, Kiwanis, Lions, church, etc.) or chamber of commerce in your area. It is a great way to hit a lot of people at one time.
7. Hold a Blitz Day. Start with everyone at the Show and Sell location. Have Scouts hit different streets in the neighborhood around the store. Ask customers if they would like the product delivered that day. Collect the funds, finish selling on that street, then go back to the Show and Sell site, gather the product and deliver that day.
8. When conducting a Show and Sell, have a display of the activities that your unit plans on doing next year that Scouts can point out to customers. Customers are more willing to buy if they know what the funds are going to. Only have one Scout and one leader or parent, not a group of kids taking up space.
9. Have a bucket at your Show and Sell location to collect funds for Military Orders. This way people that do not want to buy products for themselves but still want to support Scouting can do so at any level. Once you have \$30 in donations, have the unit purchase a Military Donation.
10. Request each Scout family sign up for 8 hours of Show and Sell. Limit the number of Scouts to one but no more than two at each location to spread the hours selling out more. The more time selling, the more people are exposed to supporting Scouting in their local community, the more sales made.
11. BE ORGANIZED! Have a plan, read this manual, stay in the loop by checking the council products sales. Don't hesitate to ask your district kernel questions you may have!





PRODUCT DELIVERY & DISTRIBUTION

Step 1: Pick up your product at your assigned district location on the assigned date. Inventory unit product to ensure the unit is receiving the correct amount of product. Determine how many cars/volunteers you will need when you pick up your order. For planning purposes, here is an estimate of how much popcorn you can reasonably expect to put in a vehicle:

| | | |
|---------------------------------------|---|----------|
| Mid-size car (including back seat) |  | 20 cases |
| Standard SUV (w/seats removed) |  | 40 cases |
| Minivan (w/seats removed) |  | 60 cases |
| Full size SUV (w/seats removed) |  | 70 cases |
| Pickup truck (full bed) |  | 90 cases |

Not recommended:



- Step 2: Find a location that is large enough to separate orders by patrol, den, or Scout.
- Step 3: Assign each patrol, den, or Scout a pick-up time.
- Step 4: Have a receipt for each patrol, den, or Scout to verify the amount of product they received.