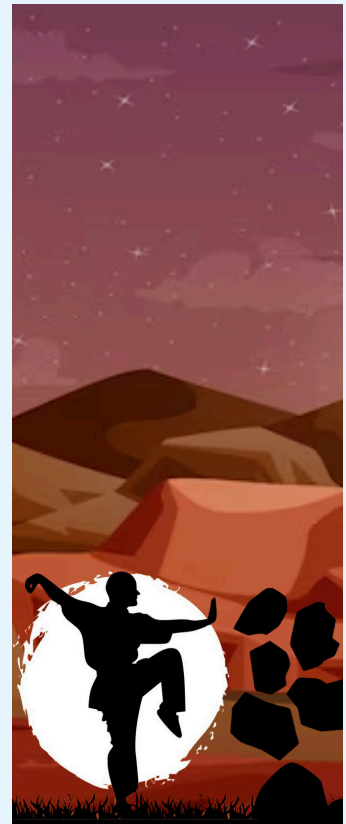
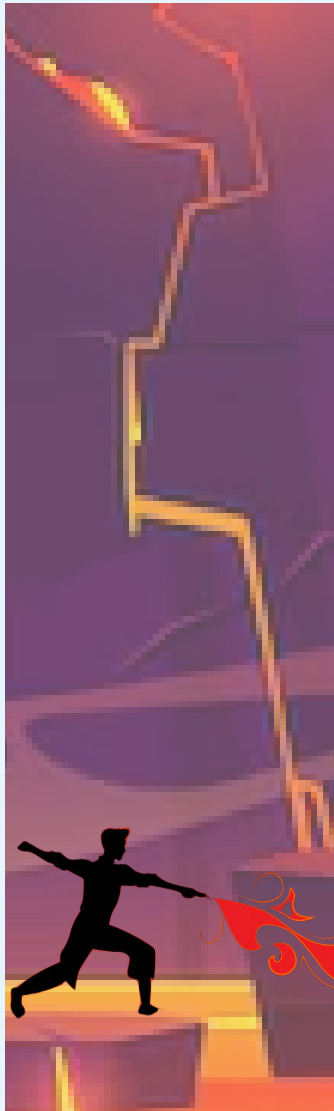
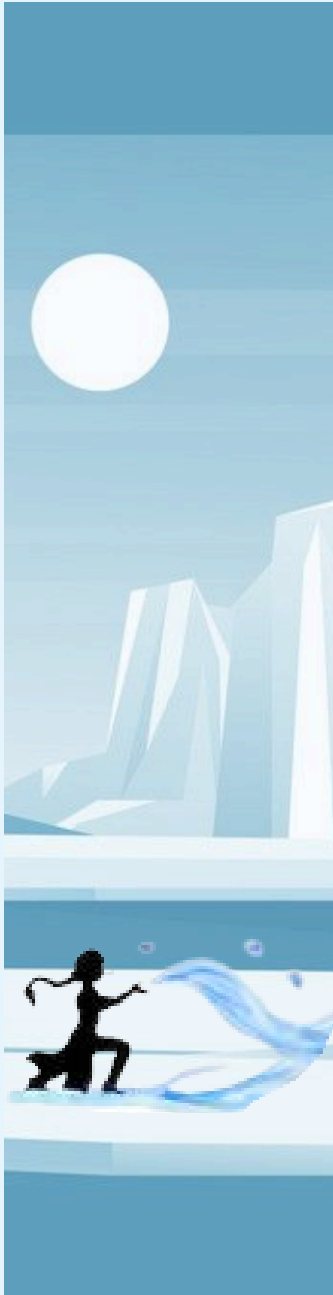


# 2024 POPCORN SALE

## POPPING BATTLE OF THE COUNTIES



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# 2023 TOP-TEN SCOUTS & UNITS

## TOP 10 BENEFITS

- 10 SELLING POPCORN IS **RISK FREE!** THERE IS NO UP-FRONT COMMITMENT FROM YOUR UNIT
- 9 UNITS EARN UP-TO 40% IN COMMISSIONS
- 8 UNITS CAN BOOST SCOUTING PRESENCE IN THEIR COMMUNITIES
- 7 SCOUTS ARE ABLE TO EARN ADVANCEMENTS WHILE SELLING
- 6 SCOUTS LEARN VALUABLE SOCIAL AND SALES SKILLS
- 5 OPPORTUNITY TO SUPPORT OUR MEN AND WOMEN IN THE MILITARY
- 4 SCOUTS EARN MONEY FOR SUMMER CAMP AND OTHER SCOUTING ACTIVITIES
- 3 IT'S EASY AND TRAIL'S END SELLS ITSELF!
- 2 FUNDS YOUR UNIT'S YEAR OF SCOUTING!
- 1 IT'S FUN!!

## TOP 10 UNITS OF 2023

- TROOP 12 - LIVINGSTON  
**\$25,999**
- PACK 77 - RIDGEWOOD  
**\$20,622**
- PACK 856 - NORTH CALDWELL  
**\$19,495**
- PACK 12 - LIVINGSTON  
**\$14,324**
- PACK 110 - WYCKOFF  
**\$13,419**
- PACK 20 - CLOSTER  
**\$13,243**
- PACK 45 - FAIR LAWN  
**\$12,477**
- PACK 2805 - VERONA  
**\$10,948**
- PACK 141 - NUTLEY  
**\$10,427**
- TROOP 34 - FRANKLIN LAKES  
**\$9,462**



## TOP 10 SCOUTS OF 2023

1. JOHN H. OF TROOP 12 LIVINGSTON **\$4,078**
2. MATTHEW L. OF TROOP 34 FRANKLIN LAKES **\$3,815**
3. JOSEPH B. OF TROOP 12 LIVINGSTON **\$3,596**
4. CONNOR B. OF PACK 77 RIDGEWOOD **\$3,533**
5. DYLAN K. OF PACK 12 LIVINGSTON **\$3,308**
6. CAMERON B. OF PACK 77 RIDGEWOOD **\$3,073**
7. JACK R. OF TROOP 132 WANAQUE **\$3,040**
8. GREGORY F. OF TROOP 12 LIVINGSTON **\$2,914**
9. DANIEL H. OF TROOP 223 WEEHAWKEN **\$2,645**
10. JAMES L. OF PACK 20 CLOSTER **\$2,596**

# 2024 POPCORN SUPPORT & CALENDAR

## POPCORN CAMPAIGN LEADERSHIP

### COUNCIL SUPPORT EMAIL:

✉ [POPCORN@NNJBSA.ORG](mailto:POPCORN@NNJBSA.ORG)

### TARA RUGGIERO

✉ [TARA.RUGGIERO@SCOUTING.ORG](mailto:TARA.RUGGIERO@SCOUTING.ORG)

☎ 201-677-1000 EXT. 161

### ROSA URENA - DIRECTOR OF FIELD SERVICES

✉ [ROSA.URENA@SCOUTING.ORG](mailto:ROSA.URENA@SCOUTING.ORG)

## POPCORN CUSTOMER SERVICE

### RYAN LUNDBERG

✉ [RYAN.LUNDBERG@TRAILS-END.COM](mailto:RYAN.LUNDBERG@TRAILS-END.COM)

☎ (317) 709 - 1658

### CONNER MCGREW

✉ [CONNER.MCGREW@TRAILS-END.COM](mailto:CONNER.MCGREW@TRAILS-END.COM)

### CUSTOMER SERVICE

✉ [SUPPORT@TRAILS-END.COM](mailto:SUPPORT@TRAILS-END.COM)

QUESTIONS WITH THE **APP?**

EMAIL

[SUPPORT@TRAILS-END.COM](mailto:SUPPORT@TRAILS-END.COM)

AUGUST 24

SHOW-N-SELL 1 DISTRIBUTION (ONE DAY ONLY)

SEPT. 7 - OCT. 13

EARN +2% COMMISSIONS (ONLY DURING THIS TIMEFRAME)

BOOK 2-STOREFRONTS THROUGH THE TRAIL'S END APP  
& SELL A MINIMUM OF \$100 BETWEEN BOTH SALES

OCT. 1 - OCT. 31

**MYSTERY HOUSE CONTEST** WEEKLY CONTEST

OCTOBER 2

SHOW-N-SELL 2 "ORDERS DUE" (SUBMIT ONLINE AT [TRAILS-END.COM](http://TRAILS-END.COM))

OCTOBER 19

SHOW-N-SELL 2 DISTRIBUTION (ONE DAY ONLY)

OCTOBER 19

DEADLINE TO OPT-OUT OF PRIZES & EARN +3%

NOV. 18 - NOV. 19

POPCORN CASE RETURNS (SEALED & UNOPENED CASES ONLY)

NOVEMBER 20

TAKE "ORDERS DUE"

DECEMBER 1

KELLER'S PRIZES ORDERS DUE

DECEMBER 5, 6 & 7

TAKE ORDER DISTRIBUTION (THREE DAYS)

# 2024 POPCORN TIMELINE

## MAY

- Register your Unit at: <https://portal.trails-end.com/unit-registration>
- Attend **NNJC Kernel Training #1** (ADULTS ONLY) - **Wednesday, May 15th**
- Submit your "Unit Goal & Ideal Budget" via Email to: [Popcorn@nnjbsa.org](mailto:Popcorn@nnjbsa.org) - Deadline is **August 5th**

## JUNE

- Attend **NNJC Kernel training #2** (ADULTS & SCOUT BSA YOUTH) - **Thursday, June 13th**
- Ensure key popcorn dates are on your Unit calendar (Unit Kick-Off, Trainings, Show-N-Sell Due Dates, Distribution Pick Ups, Extra Commission Deadlines, Prize Order Due Dates, etc.)
- Register your Unit at: <https://portal.trails-end.com/unit-registration>
- Submit your "Unit Goal & Ideal Budget" via Email to: [Popcorn@nnjbsa.org](mailto:Popcorn@nnjbsa.org) - \*Deadline is **August 5th**

## JULY

- Schedule/Secure storefront reservations on the Trail's End Portal (Open For All) - **Starting July 23rd**
- Determine your Unit Show-N-Sell Order Quantity (Engage your Unit committee)
- Register your Unit at: <https://portal.trails-end.com/unit-registration>
- Submit your "Unit Goal & Ideal Budget" via Email to: [Popcorn@nnjbsa.org](mailto:Popcorn@nnjbsa.org) - \*Deadline is **August 5th**

## AUGUST

- Attend **NNJC Kernel Training #3** (ADULTS & CUB SCOUTS YOUTH) - **Thursday, August 1st**
- **DEADLINE** to submit your "Unit Goal & Ideal Budget" via Email to: [Popcorn@nnjbsa.org](mailto:Popcorn@nnjbsa.org) - **August 5th**
- **DEADLINE** to submit **SHOW-N-SELL 1 ORDERS** - **August 7th**
- **DISTRIBUTION** for **SHOW-N-SELL 1 ORDERS** (ONE DAY ONLY!) - **August 24th**
- Register your Unit at: <https://portal.trails-end.com/unit-registration>

## SEPTEMBER

- **"BOOK 2 STOREFRONTS THROUGH THE TE APP"** & sell a minimum of \$100 between both sales to **EARN +2% commissions** - **September 7th - October 13th**
- Chocolatey Pretzels will be available to order for Show-N-Sell 2!

## OCTOBER

- **MYSTERY HOUSE CONTEST "KICKOFF"** with weekly Clues - **STARTS October 1st - 31st**
- **DEADLINE** to submit **SHOW-N-SELL 2 ORDERS** - **October 2nd**
- **DEADLINE** to **Book your 2 Storefronts** through the TE App during September 7 - October 13th & **sell a minimum of \$100** between both sales to **EARN +2% commissions** - **October 13th**
- **DISTRIBUTION** for **SHOW-N-SELL 2 ORDERS** (ONE DAY ONLY!) - **October 19th**
- **DEADLINE** to **Opt-out of Prizes** & **EARN +3% Commissions** Email: [Popcorn@nnjbsa.org](mailto:Popcorn@nnjbsa.org) - **October 19th**

## NOVEMBER

- **DEADLINE** for **Returns** (Sealed & unopened cases ONLY) - **November 18th & 19th**
- **DEADLINE** for **Take Orders** - **November 20th**

## DECEMBER

- **DEADLINE** to submit your **Prize Orders** - **December 1st**
- **DISTRIBUTION** for **Take Orders** will be 3 DAYS! - **December 5th, 6th & 7th**
- Scouts can continue to sell online till 12/31/2024 & earn commission in the top seller benefits.

**SUNDAY, JANUARY 5, 2025**

**"TOP SELLER - \$2K PARTY"**

AT URBAN AIR TRAMPOLINE PARK (9am - 11am)

# 2024 FALL POPCORN PRODUCTS

## Show-N-Sell and Take Order

**AVAILABLE STARTING  
SHOW-N-SELL 2**

### CHOCOLATEY PRETZELS

**\$30**



### 12PK UNBELIEVABLE BUTTER MICROWAVE

**\$25**



### SALTED CARAMEL

**\$25**



### S'MORES

**\$25**



### WHITE CHEDDAR

**\$20**



### SWEET & SALTY KETTLE CORN

**\$15**



### POPPING CORN

**\$10**



## 2024 RETURNS

**RETURN DATES: NOVEMBER 18TH & 19TH**

**SEALED & UNOPENED CASES  
WILL BE ACCEPTED FOR RETURNS.**

# 2024 ONLINE POPCORN PRODUCTS

**\* SELL ONLINE  
AND EARN 30%  
COMMISSION**

**ONLINE ONLY PRODUCTS**  
*(WHILE SUPPLIES LAST)*

**\* CHECK ONLINE FOR ALL  
AVAILABLE PRODUCTS,  
START SELLING TODAY!**

**CAJUN MIX**



**MOUNTAIN  
MIX**



**12PK UNBELIEVABLE  
BUTTER MICROWAVE**



**BEEF JERKY**



**SALTED VIRGINIA  
PEANUTS**



**HONEY ROASTED  
PEANUTS**



**SALTED CARAMEL**



**POPPING CORN**



**CAMPFIRE BLEND  
COFFEE K-CUPS**



**YEAR ROUND ONLINE SELLING**

# 2024 SHOW-N-SELL BUNDLES

NEW TO POPCORN SALE AND NOT SURE WHAT TO ORDER?

REACH OUT TO US AT [POPCORN@NNJBSA.ORG](mailto:POPCORN@NNJBSA.ORG) FOR ASSISTANCE ORDERING A BUNDLE THAT'S RIGHT FOR YOU

## Water Bender Starter Bundle



- 2 CASES OF SWEET & SALTY KETTLE
- 1 CASE OF WHITE CHEDDAR POPCORN
- 1 CASE OF 12 PACK UNBELIEVABLE BUTTER



## Fire Bender Starter Bundle



- 2 CASES OF SWEET & SALTY KETTLE - 1 CASE OF WHITE CHEDDAR POPCORN
- \* 1 CASE OF CHOCOLATEY PRETZELS - 1 CASE OF SALTED CARAMEL
- 1 CASE OF 12 PACK UNBELIEVABLE BUTTER

**\* REMINDER:**  
**CHOCOLATEY  
PRETZELS ARE  
ONLY  
AVAILABLE AFTER  
SHOW-N-SELL 2**

## Earth Bender Starter Bundle



- 2 CASES OF SWEET & SALTY KETTLE - 2 CASES OF WHITE CHEDDAR POPCORN
- \* 2 CASES OF CHOCOLATEY PRETZELS - 1 CASE OF SALTED CARAMEL
- 1 CASE OF 12 PACK UNBELIEVABLE BUTTER - 1 CASE OF POPPING CORN

## Air Bender Starter Bundle



- 2 CASES OF SWEET & SALTY KETTLE - 2 CASES OF WHITE CHEDDAR POPCORN
- \* 2 CASES OF CHOCOLATEY PRETZELS - 2 CASES OF SALTED CARAMEL
- 2 CASES OF S'MORES POPCORN - 2 CASE OF 12 PACK UNBELIEVABLE BUTTER
- 2 CASES OF POPPING CORN





# 2024 POPCORN DISTRIBUTION DATES

**LOCATION WILL BE SENT OUT PRIOR TO PICK-UP!**

## SHOW-N-SELL 1 DISTRIBUTION

ONE DAY!

SATURDAY, AUGUST 24, 2024 (9AM-5PM)

## SHOW-N-SELL 2 DISTRIBUTION

ONE DAY!

SATURDAY, OCTOBER 19, 2024 (9AM-5PM)

## TAKE ORDER DISTRIBUTION

THURSDAY, DECEMBER 5, 2024

FRIDAY, DECEMBER 6, 2024

SATURDAY, DECEMBER 7, 2024

## What size vehicle to bring for popcorn Pick-Up

Please keep in mind these are estimates based on having no other items or passengers in the vehicle with you. Please bring tie down straps or rope as necessary.



**Midsize car**

Up to 20 Cases



**Minivan or Midsize SUV**

20-60 Cases



**Large Truck or SUV**

60-80 Cases


# 2024 ELEMENTS OF COMMISSIONS



UNITS CAN EARN

**UP-TO 40% !!!**

BY COMPLETING THESE EXTRA COMMISSION ELEMENTS!

<p><b>BASE COMMISSION</b> <i>TRADITIONAL &amp; ONLINE SALES</i></p>	<p>STANDARD COMMISSION FOR EVERY UNIT THAT SELLS POPCORN</p>	<p>30%</p>
<p><b>KERNEL TRAINING</b></p>	<p>ATTEND &amp; COMPLETE A NNJC KERNEL TRAINING</p>	<p>+2%</p>
<p><b>SUBMIT GOAL &amp; IDEAL BUDGET SHEET</b></p>	<p>COMPLETE "UNIT GOAL &amp; IDEAL BUDGET SHEET" &amp; SUBMIT BEFORE <u>AUGUST 5, 2024</u> DEADLINE TO <a href="mailto:POPCORN@NNJBSA.ORG">POPCORN@NNJBSA.ORG</a></p> 	<p>+1%</p>
<p><b>OPT-OUT OF PRIZES</b></p>	<p>OPT-OUT OF KELLER PRIZES BEFORE <u>OCTOBER 19, 2024</u> DEADLINE TO <a href="mailto:POPCORN@NNJBSA.ORG">POPCORN@NNJBSA.ORG</a></p>	<p>+3%</p>
<p><b>BOOK 2 STOREFRONTS VIA TE APP</b></p>	<p>BOOK 2 STOREFRONTS VIA "TRAIL'S END APP" &amp; SELL A <u>MINIMUM</u> OF \$100 BETWEEN BOTH SALES DURING <u>SEPTEMBER 7TH - OCTOBER 13TH</u></p>	<p>+2%</p>
<p><b><u>SECURE 55% OF YOUR UNIT MEMBERSHIP TO CREATE A SELLER'S ACCOUNT ON TE APP &amp; MAKE A SALE</u></b></p>	<p><u>SECURE 55% OF YOUR UNIT MEMBERSHIP TO CREATE A SELLER'S ACCOUNT VIA "TRAIL'S END" APP &amp; MAKE A SALE USING THE APP</u> <i>(55% OF YOUR UNIT'S YOUTH MEMBERSHIP AS OF <u>JUNE 30, 2024</u>)</i></p>	<p>+2%</p>

# 2024 HEROES & HELPERS



2024<sup>★</sup>



## New This Year!

**SCOUTS CAN SELL \$90 IN MILITARY DONATIONS (ONLINE, SHOW-N-SELL OR TAKE-ORDER) AND EARN THIS SPECIAL EDITION SHOULDER PATCH!**

**FOR EVERY 3 SCOUTS THAT COLLECT A MINIMUM OF \$90 OR ONE SCOUT THAT COLLECTS A MINIMUM OF \$270 IN MILITARY DONATIONS, ONE LEADER WILL EARN THE SPECIAL EDITION SHOULDER PATCH!**

ALL SALES MUST BE RECORDED ON THE TRAIL'S END APP TO QUALIFY



CUSTOMERS WILL RECEIVE A 'RIBBON' AS AN APPRECIATION WHEN DONATING AT THE SILVER LEVEL (\$30) OR UP!

LEADERS MUST PLACE THE REQUEST FOR RIBBONS VIA EMAIL TO [POPCORN@NJBSA.ORG](mailto:POPCORN@NJBSA.ORG) UPON SUBMITTING SNS ORDERS



# SCOUTS EARN MORE AND CHOOSE PRIZES ON KELLER'S PRIZE PROGRAM AND BONUS CLUB REWARDS\*

\*SCOUTS WHO SELL \$1,000 IN PRODUCT WILL RECEIVE THEIR CHOICE OF BONUS ITEMS LISTED IN THE CATALOG.

TO SEE FULL CATALOG GO TO [NNJBSA.ORG/POPCORN](http://NNJBSA.ORG/POPCORN)



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**Northern New Jersey Council  
Oakland, NJ**



Scan QR Code for a more detailed descriptions of Prizes



A Division of General Commercial Corp.  
888-351-8000

**\$850 LEVEL 8**

- 28 - Hydration Pack - 2L
- 29 - Transformers: Rise of the Beasts: Bumblebee Model Kit
- 30 - Zing Quick Switch Power Bow
- 31 - 2-Person Waterproof Tent Assorted Colors
- 32 - Grab Bag G

**\$625 LEVEL 7**

- 23 - E-Blox Parts Plus Construction Kit
- 24 - Telescope - 40X Magnification
- 25 - 5-in-1 Multi-Tool w/ Shovel & Ax
- 26 - Hexbug Mechanicals Wasp Assorted Colors
- 27 - Grab Bag F

**\$425 LEVEL 6**

- 18 - Light Saber w/ Stand
- 19 - 5pc Stainless Steel Mess Kit
- 20 - Adventure Duffel Bag w/ BSA® Branding
- 21 - Air Hunterz Zano Bow w/ 2 Zarts
- 22 - Grab Bag E

**\$325 LEVEL 5**

- 13 - Multi Tool Flashlight
- 14 - Magic Sand Set w/ 6 Molds
- 15 - White Handle Lock Blade Knife & Case w/ BSA® Branding
- 16 - Catapult Plane w/ Decorative Stickers
- 17 - Grab Bag D

**\$250 LEVEL 4**

- 9 - Dry Bag - 5 liter - Yellow w/ BSA® Branding
- 10 - Mini Multi-Tool w/ Case
- 11 - 4x30 Binocular w/ Case
- 12 - 6" Stuffed Animal - Goat

**\$190 LEVEL 3**

- 5 - First Aid Kit w/ Waterproof Case
- 6 - Cinch Backpack w/ 6 Molds
- 7 - Mini Dynamo Dual LED Light w/ BSA® Branding - Assorted Colors
- 8 - Watch/Pedometer

**\$90 LEVEL 2**

- 1 - Fire Starter and Steel
- 2 - Tony Hawk Box Boarders Assorted Characters
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush

**LEVEL 1**

- 0.1 - Popcorn Sale Patch Sell any item
- 0.2 - Top Sellers Patch Sell \$2,000 and above
- 0.3 - Heroes & Helpers CSP Patch Collect & Record at least \$75 through the Trails' End App

**\$1,000 Bonus Club**  
Scouts who sell \$1,000 in product will receive their choice of

- 0.4 - Hanging Hammock
- 0.5 - Dart Zone Max Solo w/ 10 Darts
- 0.6 - Lego Friends Adventure Camp Archery Range

Bonus Club is not progressive.

**\$5,000 LEVEL 14**

- 48 - LEGO Technic Mercedes-AMG F1 W14 E Performance
- 49 - Cross Canyon 2 Tent & Footprint
- 50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing

**\$4,000 LEVEL 13**

- 45 - Adventure Camp Package
- 46 - BioLite CampStove 2+
- 47 - Case Bonestag Folding Hunter Knife w/ Leather Sheath

**\$3,000 LEVEL 12**

- 42 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 43 - LEGO City Modular Space Station
- 44 - Coleman Sundome 4 Person Tent

**\$2,150 LEVEL 11**

- 39 - LEGO Friends Castle Bed and Breakfast
- 40 - SkullCandy Wireless Earbuds
- 41 - Foldable Drone

**\$1,650 LEVEL 10**

- 36 - Youth Pickle Ball Set
- 37 - HEXBUG BattleBots Arena Bile Force & Blacksmith
- 38 - The North Face Stalwart Backpack

**\$1,250 LEVEL 9**

- 33 - LEGO Batman - Batcycle
- 34 - Swiss Army Fieldmaster Knife
- 35 - Walkie Talkie Set w/ Rechargeable Batteries

Descriptions of Prizes available at [www.kellerprizeprogram.com](http://www.kellerprizeprogram.com)

**Northern New Jersey Council**  
Council Code: 333NNJC  
[www.nnjbsa.org](http://www.nnjbsa.org)  
For Sale Related Questions:  
Council Office (207) 677-1000 ext. 161  
or Email: [popcorn@nnjbsa.org](mailto:popcorn@nnjbsa.org)  
For Prize Related Questions:  
GCC/Keller Marketing (888) 351-8000

**How to Select Your Prizes**

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$90 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$190 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve, or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.
- Parent's permission is required to select a knife.

**Example:** Sales of \$625 choose one prize from Level 7 ...OR... TWO prizes from Level 4 AND ONE prize from Level 2, etc.

All prizes are subject to substitution by Keller Marketing after consultation with your local Council. All substitutions will be for an equal or greater value prize.

**2024 NNJC POPCORN ADVENTURES**

**Mystery Houses** 10/1-10/31  
Every week in October, Scouts will have a chance to win a \$20-\$50 gift card to their favorite video game or shop!

**Heroes & Helpers**  
Scouts: Collect and record at least \$75 in Military Donations through the Trails End app to earn the special edition Council Shoulder Strip!!!

**Top Sellers - \$2K Party**  
Scouts who sell \$2,000 and above earn TWO tickets to the Top Sellers \$2K Party at Urban Air Trampoline Park!  
The Party will take place Sunday, January 5th 2025 at 9am!!!

**FOR FULL DETAILS ON THESE INCENTIVES, VISIT WEBSITE AND DOWNLOAD KERNEL GUIDE\*\*\*\***

# 2024 INCENTIVES

## TOP SELLERS \$2K PARTY



SCOUTS WHO SELL **\$2,000 OR MORE**,  
EARN TWO TICKETS TO THE TOP SELLERS \$2K PARTY  
AT URBAN AIR TRAMPOLINE PARK!



### TO QUALIFY:

1. SCOUTS CAN SELL BOTH IN PERSON AND ONLINE UNTIL 12/31/2024.
2. ONCE THE SCOUT REACHES \$2,000 IN SALES, THE UNIT KERNEL AND PARENT WILL BE NOTIFIED BY TARA RUGGIERO FROM THE NNJC POPCORN TEAM REGARDING TICKET DETAILS.

**THE PARTY WILL TAKE PLACE SUNDAY, JANUARY 5TH 2025 (9AM-11AM)!!!**



## MYSTERY HOUSE CONTEST

*EVERY WEEK IN OCTOBER, SCOUTS WILL HAVE A CHANCE TO WIN A \$20-\$50 GIFT CARD TO THEIR FAVORITE GAME OR SHOP: ROBLOX, MINECRAFT, PS, XBOX, GAMESTOP, OR SCOUT SHOP. ALL THEY HAVE TO DO IS SOLVE THE WEEKLY CLUES POSTED ONLINE TO FIND THE MYSTERY HOUSE IN THEIR TOWN, AND MAKE A SALE!!*



### HOW TO PLAY:

1. SCOUTS MUST REGISTER INDIVIDUALLY TO PLAY! SCAN QR CODE TO SIGN UP!!!
2. PAY ATTENTION TO THE COUNCIL FACEBOOK PAGE AND YOUR EMAIL FOR MYSTERY HOUSE CLUES THAT WILL BE REVEALED WEEKLY EVERY MONDAY, WEDNESDAY, AND FRIDAY!
3. ONCE YOUR SCOUT SOLVES THE CLUE, THEY MUST GO TO THE MYSTERY HOUSE, DRESSED IN FULL UNIFORM, AND MAKE A SALE!
4. ONCE A SALE IS MADE, THE MYSTERY HOUSE HOST WILL INFORM THE SCOUT THEY HAVE WON THE PRIZE. THE HOST WILL GIVE YOUR SCOUT A CERTIFICATE TO EMAIL [POPCORN@NNJBSA.ORG](mailto:POPCORN@NNJBSA.ORG) TO CLAIM THEIR PRIZE!!



# TRAIL'S END APP - SCOUTS

EXCLUSIVELY FOR SCOUTS TO SELL & MANAGE THEIR FUNDRAISER!

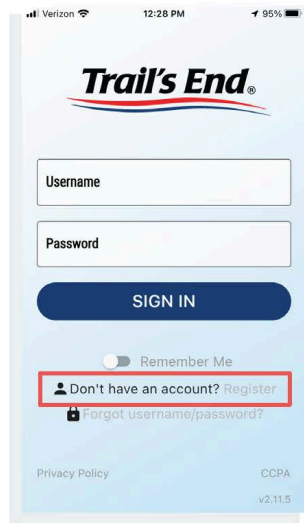


DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download

## SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- Record ALL sales in the App & start selling today!
- Each Scout needs a separate account, even siblings.
- You can use the same email for multiple accounts.
- To switch between accounts in the App, click the name dropdown at the top of the screen.



*Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!*

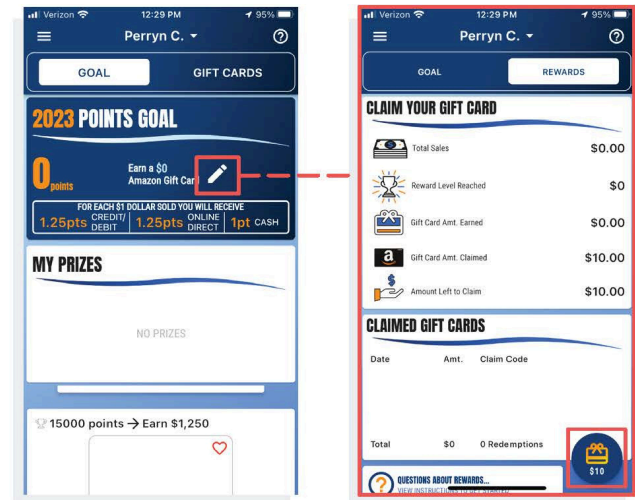
## ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



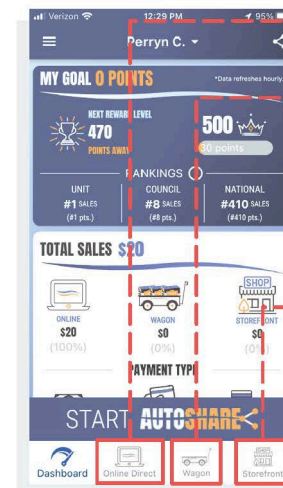
## SET A GOAL & START EARNING REWARDS



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- To track progress, check the App to see how close you are to reaching the next rewards level.

## MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!*



**Online Direct:** Sell online & ship directly to customers  
**Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

*Did You Know? 2 out of 3 people will buy when asked at their door.*

**Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders  
*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*

# TRAIL'S END APP - SCOUTS

## SCOUTS WITH EXISTING PROFILES

IF A SCOUT HAS A PREVIOUS ACCOUNT THEY CAN MOVE THEIR PROFILE TO A NEW UNIT IF THEY NEEDED.

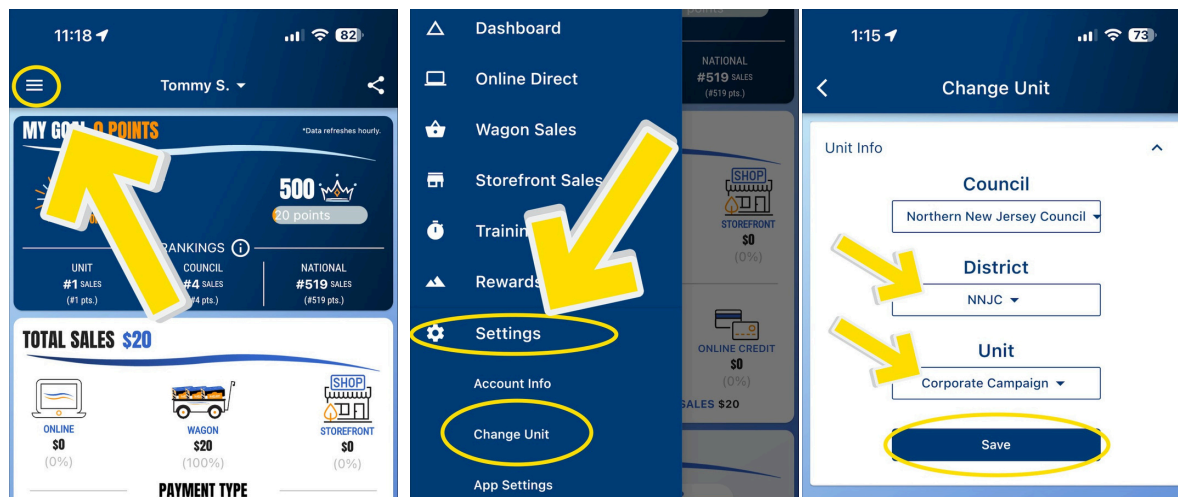
IF YOU HAVE QUESTIONS ABOUT MOVING A SCOUT PLEASE REACH OUT TO US

AT

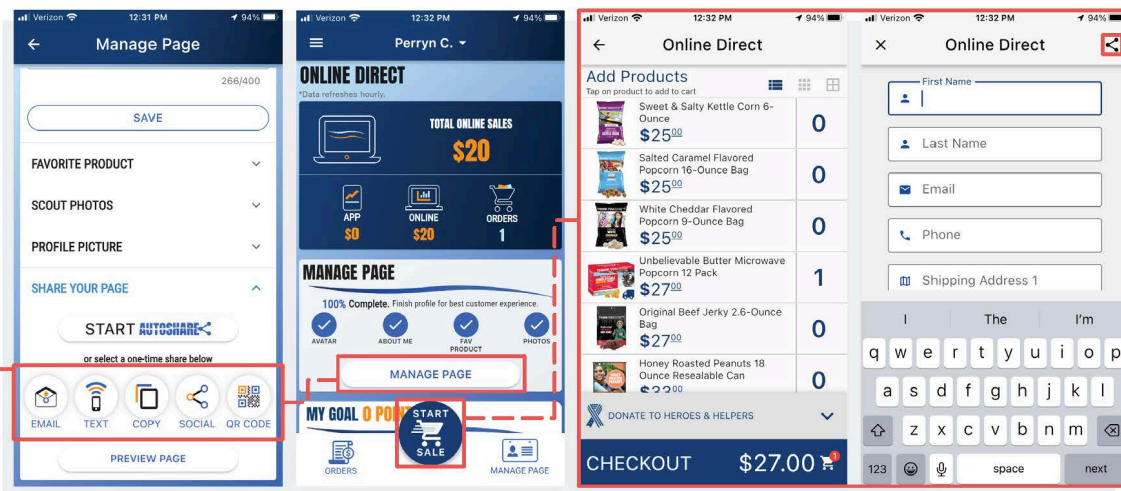
[SUPPORT@TRAILS-END.COM](mailto:SUPPORT@TRAILS-END.COM)

OR

[POPCORN@NNJBSA.ORG](mailto:POPCORN@NNJBSA.ORG)



## ONLINE DIRECT



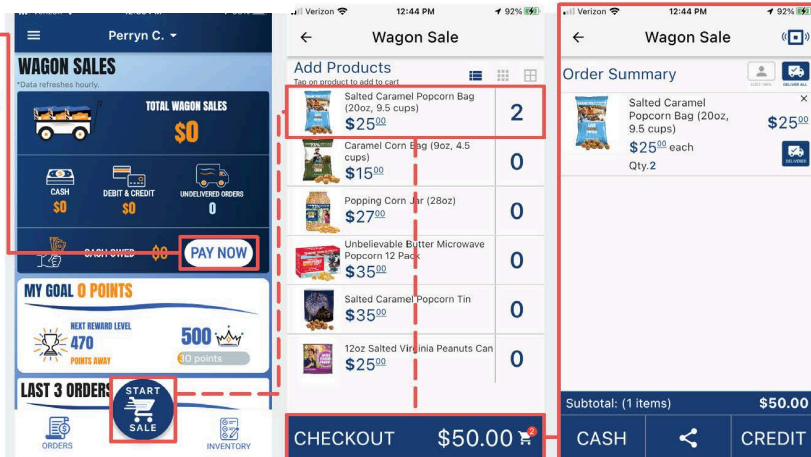
*Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.*

*Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.*

- Record customer orders in the Trail's End App, take payment and products ship directly to sales your customers.

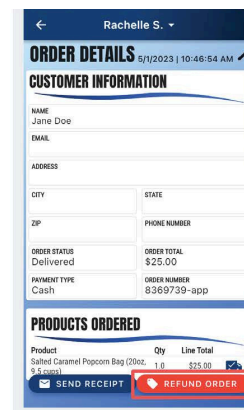
## WAGON SALES

*Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.*



*Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.*

## ISSUE A REFUND



- Select "Order" and then tap the order you want to refund. **CAUTION**, Trail's End does NOT store card info so this action can't be undone.



## SCOUT PITCH

“Hi, my name is \_\_\_\_\_ and I’m earning my way  
(first name only!) +

to \_\_\_\_\_! Can I count on your support?  
(goal for your funds)



My favorite flavor is \_\_\_\_\_. If you don’t  
(pick one!) \*



have cash, don’t worry, we prefer credit card!”

Remember:

**NEVER, NEVER, NEVER** ask customers to buy popcorn.  
It’s to support You!



If you cannot remember your sales pitch, say,  
“Will you help me go to Camp?” \*

Even if the customer says no, always say,  
“Thank you” and “Have a good day.”



*Trail's End.*



## PREPARE

### Register Your Unit Today →

- Gain access to:
  - Reserve & manage storefronts
  - Track Scout sales
  - Inventory management
  - and much more...
- New Leaders receive their username by email after registering



### Leader Portal →

- Sale Resources
  - NEW Leader training videos
  - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council



### Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



### Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
  - Give your Trail's End Unit Code (coming soon) to new Scouts



### Heroes & Helpers Donations

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time! →



### Parent Pay Now

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



## PLACING YOUR ORDER

TO PLACE YOUR SHOW-N-SELL ORDERS GO TO:

[PORTAL.TRAILS-END.COM/LOGIN](https://portal.trails-end.com/login)

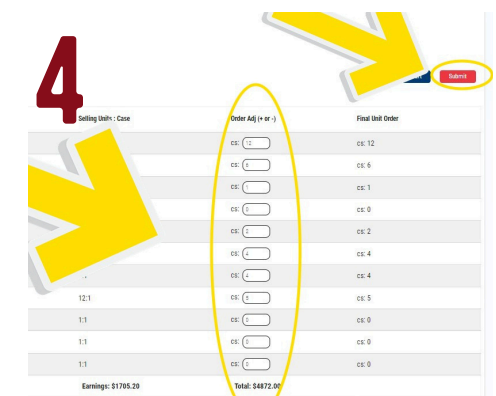
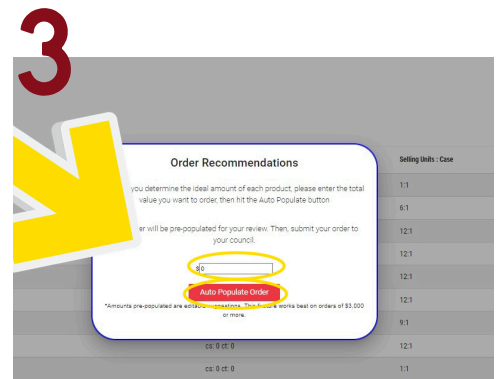
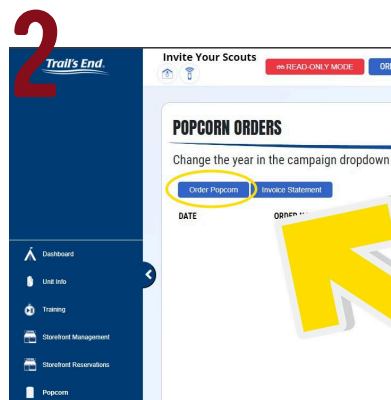
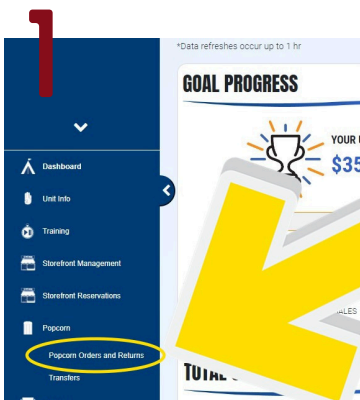
SHOW-N-SELL 1 ORDERS DUE: **WEDNESDAY, AUGUST 7, 2024**  
 SHOW-N-SELL 2 ORDERS DUE: **WEDNESDAY, OCTOBER 2, 2024**

IF YOU HAVE QUESTIONS ABOUT COMPLETING YOUR ORDER, REACH OUT TO US AT [SUPPORT@TRAILS-END.COM](mailto:support@trails-end.com) OR [POPCORN@NNJBSA.ORG](mailto:popcorn@nnjbsa.org)

TO PLACE YOUR TAKE ORDERS GO TO:

[PORTAL.TRAILS-END.COM/LOGIN](https://portal.trails-end.com/login)

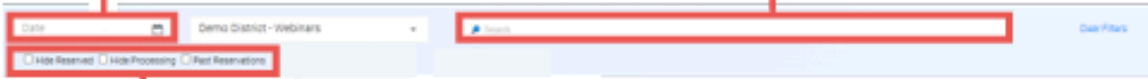
TAKE ORDERS DUE: **WEDNESDAY, NOVEMBER 20, 2024**



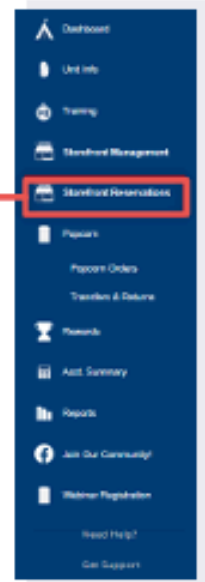
# STOREFRONT GUIDE - LEADERS

1. Within the Unit Leader Portal's "Storefront Reservations" tab.

2. The system defaults to display all storefront shifts booked by Trail's End. You may filter to look for a **specific date**, or use the **search bar** to search for a specific location.



You also have the option to hide storefront shifts that have been reserved, are in processing, or past reservations

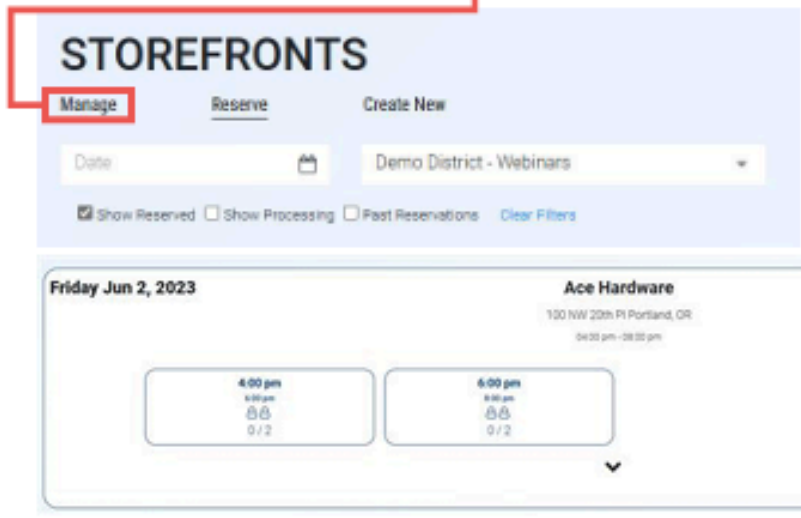


3. Once a reservation has been claimed, the time block will be grayed out and labeled as **claimed**.

4. Click the **"Reserve"** button to reserve your desired storefront block.



5. Once a storefront reservation block has been claimed, you can manage that reservation by clicking on **"Manage"** in the upper left corner of the screen.



**OPEN TO ALL STARTING SAT., JULY 23, 2024**  
\*\*\*FIRST COME - FIRST SERVE\*\*\*

From the Manage screen, you can build out your shift schedule, assign inventory or Scouts to a shift, record a sale for the shift, and view how the storefront is performing. You can also delete any storefront you no longer need by clicking on the **"Release"** button on the bottom right.

**IF A UNIT MISSES 2 OR MORE STOREFRONT RESERVATIONS THE COUNCIL WILL REMOVE ALL THEIR FUTURE STOREFRONT RESERVATIONS**

# WAYS TO SELL IN 2024

## ONLINE DIRECT (ONLINE)

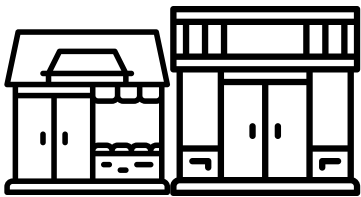
SELL ONLINE & SHIP DIRECTLY TO THE CUSTOMER



- RECORD IN THE APP
- SHARE YOUR ONLINE PAGE VIA EMAIL, TEXT, SOCIAL MEDIA OR QR CODE
- NO HANDLING PRODUCTS OR CASH
- AVERAGE ORDER: \$65
- PRODUCTS & PRICES MAY VARY
- SHIPPING/TAX MAY BE CHARGED
- AVAILABLE YEAR ROUND

## STOREFRONT SALES (SHOW-N-SELL)

LEVERAGE HIGH FOOT TRAFFIC LOCATIONS RESERVED BY UNIT LEADERS.



- SIGN UP TO SELL IN FRONT OF A STORE
- AVERAGE SALES: \$150 PER HOUR
- ONE PARENT AND ONE SCOUT IS IDEAL TO COVER MORE HOURS
- INSERT STOREFRONT SPLIT INFORMATION IF YOUR UNIT IS USING ONE

## WAGON SALES (TAKE ORDER)

DIRECT SALES TO FAMILY, FRIENDS, NEIGHBORS.

- HAVE PARENTS ASK CO-WORKERS
- BE SURE TO MARK SALES DELIVERED OR UNDELIVERED
- DELIVERED: CHECK OUT POPCORN IN ADVANCE, HAND OVER PRODUCTS IMMEDIATELY
- UNDELIVERED: TAKE AN ORDER TO DELIVER PRODUCTS LATER



# STOREFRONT CODE OF CONDUCT



## STOREFRONT SALES CODE OF CONDUCT

- Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing the Boy Scouts of America and must act accordingly at all times.
- Scouts shall wear their Class A Uniforms at all times. Parents should wear their Adult Leader Uniforms or Unit T-Shirts.
- Storefront tables will have a banner that clearly identifies that Scouts.
- Shopping Carts are for the use of store customers and are not to be used to transport / store Scout Popcorn.
- Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the Store has given us clear permission to do so.
- The Store has granted us permission to run our Popcorn Fundraiser, which means supplemental items like water, jerky, hot dogs, candy, car wash, etc. are not permitted to be sold.
- Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.
- Scouts shall be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.
- Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.
- There will not be more than four volunteers at the store at any given time, and at least one volunteer must be an adult.
- Samples of products shall **NOT** be given to customers, as it is a health code violation.
- Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.
- **Leave No Trace** – remove all empty boxes, trash, and other debris from the location after your sale.
- **Be respectful** and thankful to Store employees at all times. Remember that this is their Store, and we are only there because of their generosity.

**Trail's End**<sup>™</sup>

# HOSTING A FUN KICK-OFF!

A GREAT POPCORN SALE STARTS WITH A GREAT POPCORN KICKOFF! FOLLOW THESE SIMPLE STEPS TO START YOUR POPCORN SALE WITH A BANG AND MOTIVATE YOUR SCOUTS, PARENTS AND OTHER VOLUNTEERS.

- MAKE IT FUN
  - BUILD EXCITEMENT WITH FOOD, GAMES, & PRIZES
  - SET GOALS
  - REVIEW YOUR PROGRAM CALENDAR & UNIT SALES GOALS
  - HELP SCOUTS SET INDIVIDUAL GOALS
  - GET STARTED WITH THE TRAIL'S END APP
  - SCOUTS WHO SOLD BEFORE WILL USE THE SAME ACCOUNT
  - NEW SCOUTS WILL SET UP AN ACCOUNT
  - EACH SCOUT NEEDS THEIR OWN ACCOUNT
  - TALK ABOUT PRIZES
  - COUNCIL & UNIT INCENTIVES
  - TRAINING
  - ROLE PLAY TO TRAIN KIDS HOW TO SELL
  - DIRECT SCOUTS/FAMILIES TO THE TRAINING RESOURCES IN THE APP
  - REVIEW KEY DATES
- MOTIVATE SCOUTS TO TAKE ON THE UNIT SCOUT GOAL AND TO PICK AN AWESOME PRIZE AS PART OF THEIR GOAL!  
- CREATE A MEMORY!  
- END THE NIGHT WITH A FUN AND MEMORABLE EVENT. SCOUTS LOVE TO BE PART OF THE ACTION AND THEY ALWAYS LOVE A GOOD PIE TO THE FACE OF THEIR UNIT LEADER!

## SAMPLE KICK OFF AGENDA (40 MINS)

### GRAND OPENING (5 MINS)

- PLAY MUSIC, DIM THE LIGHTS AND HAVE FUN!

### EXPLAIN THE SCOUTING PROGRAM AND KEY DATES (10 MINS)

- MAKE SURE YOUR FAMILIES UNDERSTAND THE BENEFIT OF SELLING POPCORN TO SUPPORT THEIR SCOUTING PROGRAM.
- HIGHLIGHT KEY DATES IMPORTANT TO THE POPCORN SALE.
- PASS OUT YOUR POPCORN ACTION PLAN.

### TRAIN YOUR SCOUTS (10 MINS)

- EXPLAIN THE DIFFERENT WAYS SCOUTS CAN SELL

### SHOWCASE YOUR SCOUT REWARDS (10 MINS)

- INTRODUCE YOUR UNIT INCENTIVE PROGRAM! I.E.: PIZZA PARTY, DAY AT SKY ZONE, ETC.

### BIG FINISH (5 MINS)

- DO AN ACTIVITY THAT WILL RE-ENGAGE YOUR RETURNING SCOUTS AND INSPIRE NEW SCOUTS & SELLERS TO BECOME TOP SELLERS! I.E.: PIE A LEADER IN THE FACE, POPCORN POOL, ETC.

TO RENT A POPCORN  
MACHINE FOR YOUR PARTY  
CONTACT  
[POPCORN@NNJBSA.ORG](mailto:POPCORN@NNJBSA.ORG)



# REGISTER YOUR UNIT NOW!



SCAN THIS QR CODE TO  
REGISTER FOR THE  
**2024 POPCORN SALE**



# 2024 UNIT GOAL & IDEAL BUDGET



SCAN THIS CODE TO DOWNLOAD  
& COMPLETE YOUR UNIT'S  
**"GOAL & IDEAL BUDGET"**



# 2 UPCOMING TRAININGS

SCAN THIS QR CODE TO REGISTER NOW!

## KERNEL TRAINING #2

AVAILABLE TO:

ALL **SCOUT BSA YOUTH +**  
& ALL **ADULT LEADERS**



SCAN THIS QR CODE TO REGISTER NOW!

## KERNEL TRAINING #3

AVAILABLE TO:

ALL **CUB SCOUT YOUTH +**  
& ALL **ADULT LEADERS**



# POPCORN MACHINE RENTAL



SCAN THIS CODE TO  
**RENT A POPCORN MACHINE**  
FOR YOUR KICK-OFF PARTY!



