



# 2017 Popcorn Sale Unit Leader Guidebook



Heart of America Council  
10210 Holmes Rd., Kansas City, MO 64131  
(816) 942-9333  
[www.hoac-bsa.org/popcorn](http://www.hoac-bsa.org/popcorn)

Questions should be directed to your District Kernel or District Executive

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# POPCORN KERNEL CHECKLIST

Unit Kernels are responsible for completing each item by the due date.

			Page
<b>August</b>			
21	Mon	Place Show N' Sell Order Online	9
<b>September</b>			
8	Fri	Pick up Show N' Sell order	10
8	Fri	Start selling popcorn	11
<b>October</b>			
2	Mon	Last day for Early Bird Incentives. Order online at <a href="http://www.bsasupplymarketing.org">www.bsasupplymarketing.org</a>	7, 13
3	Tues	Submit Early Bird orders at <a href="http://2017PopcornFillitup.kintera.org">http://2017PopcornFillitup.kintera.org</a>	7
16	Mon	Returns? Send Return <u>Paperwork</u> to Council at <a href="mailto:popcornhoac@scouting.org">popcornhoac@scouting.org</a>	11
21	Sat	ONLY day to RETURN popcorn. <b>NO CHOCOLATE RETURNS!</b> (Note: this is NOT the final pickup day.)	11
**		Final day to sell popcorn. Each Unit sets its own end date to allow Kernel appropriate time to finalize paperwork.	---
23	Mon	Place final <u>popcorn</u> orders at <a href="http://www.scouting.trails-end.com">www.scouting.trails-end.com</a>	11
<b>November</b>			
1	Tues	Place final <u>prize order</u> at <a href="http://www.bsasupplymarketing.org">www.bsasupplymarketing.org</a>	12
1	Tues	Enter Fill It Up Scouts at <a href="http://2017PopcornFillitup.kintera.org">http://2017PopcornFillitup.kintera.org</a>	13
3	Fri	Pick up final orders. <b>NO RETURNS ACCEPTED.</b>	14
14	Tues	Council to finalize commissions and mail invoices. (Do not print invoices prior to this date—they will be inaccurate.)	14
30	Mon	Send Scholarship Forms to Council	14
<b>December</b>			
1	Fri	Turn in Popcorn Payment to Council	14

## WHOM TO CONTACT WITH QUESTIONS

### **Big Muddy:**

*District Kernel* Chastity Adkins (816) 517-2029 [poohbearloving@yahoo.com](mailto:poohbearloving@yahoo.com)  
*District Executive* Tanner Fuson (660) 973-3119 [tanner.fuson@scouting.org](mailto:tanner.fuson@scouting.org)

### **Blue Elk:**

*District Kernel* Amber Burkhardt (816) 807-2127 [amberburkhardt@yahoo.com](mailto:amberburkhardt@yahoo.com)  
*District Executive* Kevin Williams (816) 569-4954 [kevin.williams@scouting.org](mailto:kevin.williams@scouting.org)  
*District Director* Jon Wilson (816) 569-4985 [jon.wilson@scouting.org](mailto:jon.wilson@scouting.org)

### **Kaw:**

*District Kernel* Judi Price (913) 680-7485 [jmrprice@earthlink.net](mailto:jmrprice@earthlink.net)  
*District Executive* Janell Neal (816) 416-9711 [janell.neal@scouting.org](mailto:janell.neal@scouting.org)

### **Lone Bear:**

*District Kernel* Misti Lund (660) 238-7308 [mistilund@yahoo.com](mailto:mistilund@yahoo.com)  
*District Director* David Riker (816) 569-4974 [david.riker@scouting.org](mailto:david.riker@scouting.org)

### **Golden Eagle**

*District Kernel* Michael Newland (360) 356-1938 [popcorn.goldeneagle.hoac@gmail.com](mailto:popcorn.goldeneagle.hoac@gmail.com)  
*District Executive* Kerry Jorn (816) 569-4937 [kerry.jorn@scouting.org](mailto:kerry.jorn@scouting.org)  
*District Director* Dusty Boatright (816) 569-4967 [dustin.boatright@scouting.org](mailto:dustin.boatright@scouting.org)

### **High Trail**

*District Kernel* Joe Blackshere (913) 484-4701 [Joeblackshere@gmail.com](mailto:Joeblackshere@gmail.com)  
*District Executive* Jesse Miller (816) 569-4982 [jesse.miller@scouting.org](mailto:jesse.miller@scouting.org)  
*District Director* Daniel Hemphill (816) 569-4961 [daniel.hemphill@scouting.org](mailto:daniel.hemphill@scouting.org)

### **Iron Horse**

*District Kernel* TBD  
*District Executive* Nathan Rackers (816) 569-4964 [nathan.rackers@scouting.org](mailto:nathan.rackers@scouting.org)  
*District Director* James Arcano (816) 569-4941 [james.arcano@scouting.org](mailto:james.arcano@scouting.org)

### **Northern Lights**

*District Kernel* John Wessling (816)507-2987 [fastrisingtrout@gmail.com](mailto:fastrisingtrout@gmail.com)  
*Sr District Executive* Anthony Gonnello (816) 569-4966 [anthony.gonnello@scouting.org](mailto:anthony.gonnello@scouting.org)

### **Pelathe:**

<i>District Kernel</i>	Matt Cupps	(913) 707-6585	<a href="mailto:mattcupps@yahoo.com">mattcupps@yahoo.com</a>
<i>District Director</i>	Paul Taylor	(816) 569-4913	<a href="mailto:paul.taylor@scouting.org">paul.taylor@scouting.org</a>

### **Pioneer Trails:**

<i>District Kernel</i>	John Riley	(816) 349-8685	<a href="mailto:johnrileyco74@yahoo.com">johnrileyco74@yahoo.com</a>
<i>District Executive</i>	Niel Campbell	(816) 569-4949	<a href="mailto:niel.campbell@scouting.org">niel.campbell@scouting.org</a>

### **Shawnee Trails**

<i>District Kernel</i>	Susan Gloeb	(913) 563-8226	<a href="mailto:susangloeb@gmail.com">susangloeb@gmail.com</a>
<i>District Executive</i>	Lauren Crowder	(816) 569-4918	<a href="mailto:lauren.crowder@scouting.org">lauren.crowder@scouting.org</a>
<i>District Director</i>	Jenna Bentrop	(816) 569-4969	<a href="mailto:jenna.bentrop@scouting.org">jenna.bentrop@scouting.org</a>

### **Spirit Trail**

<i>District Kernel</i>	Tammy Barnes	(816) 304-4589	<a href="mailto:tabarnes17@yahoo.com">tabarnes17@yahoo.com</a>
<i>District Executive</i>	Cami Marcom	(816) 569-4940	<a href="mailto:cami.marcom@scouting.org">cami.marcom@scouting.org</a>

### **Soaring Eagle**

<i>District Kernel</i>	Becki Clary	(913) 963-7282	<a href="mailto:SEPopcorn@kc.rr.com">SEPopcorn@kc.rr.com</a>
<i>District Executive</i>	Tori LoGrasso	(816) 569-4962	<a href="mailto:tori.lograsso@scouting.org">tori.lograsso@scouting.org</a>
<i>District Director</i>	Lizz Rhodus	(816) 569-4970	<a href="mailto:elizabeth.rhodus@scouting.org">elizabeth.rhodus@scouting.org</a>

### **Twin Rivers**

<i>District Kernel</i>	Cathy Creviston	785-979-5772	<a href="mailto:Catherine.creviston@esis.com">Catherine.creviston@esis.com</a>
<i>District Executive</i>	Katie Dalton	(816) 569-4973	<a href="mailto:katie.dalton@scouting.org">katie.dalton@scouting.org</a>

## **FUNDING YOUR PROGRAM**

Imagine kicking off your Scouting year with a 12-month program and not collecting any money from Scouting families! Units can pay for the entire program without any out-of-pocket expenses through Council fundraising opportunities.

### **SELLING POPCORN IN THE HEART OF AMERICA COUNCIL**

In 2016, Scouts in the Heart of America Council sold \$2.3 million in popcorn. \$1.7 million of the funds went directly to the units that sold popcorn and the Heart of America Council to improve council camps and programs.

Scouts themselves use funds to pay for their own program. Units used these funds to pay for everything from charter renewal, to fund camps and campouts, to dues free Scouting.

We are gearing up for the 2017 Popcorn campaign to be bigger, better, and stronger. The sale officially starts on 8 September 2017.

## **FIVE STEPS FOR A SUCCESSFUL FUNDRAISING CAMPAIGN**

1. Establish an annual plan and budget using the Ideal Year of Scouting worksheet at <https://www.hoac-bsa.org/ideal-year-of-scouting>. Use this guide with input from your Scouts, parents, and leaders to prepare your budget and stick to it.
2. Set a Unit popcorn sale goal and break down to a per-Scout goal based on your IYOS budget.
3. Put together an exciting incentive program for your unit along with prize programs already being offered. For example, sell \$100 and get to throw a pie in your Cubmaster's face!
4. Conduct a FUN Unit Kickoff to communicate the goals to families and Scouts.
5. Use all sales methods available to make sure your unit and Scouts hit their goals.
  - Take orders.
  - Show and Sell the products/Store front sales—talk to your local businesses.
  - Online sales.
  - Show and Deliver the products.
  - Parents selling at work help their Scouts hit their goal.

## **SELLING AND SAFETY TIPS**

ALWAYS wear your uniform.

ALWAYS smile and introduce yourself.

ALWAYS tell your customers why you are selling popcorn.

KNOW the different kinds of popcorn you are selling.

ALWAYS have a clean order form with a pen.

ALWAYS say "Thank You". GET customer email addresses to send a "Thank You" note after the sale. Remind them they can re-order online.

ALWAYS make a copy of your order form.

NEVER enter anyone's home.

NEVER sell after dark unless you are with an adult.

DO NOT carry large amounts of cash with you.

ALWAYS walk on the sidewalk and driveway.

ALWAYS sell with another Scout or with an adult

## GLOSSARY OF TERMS

**Add On Order:** After Show and Sell Orders and Final Product orders have been distributed an Add On Order is the means by which Units can obtain additional popcorn if needed. Add On requests are filled by appointments with the [Council Staff Advisor](#).

**Bonus Prizes:** If a Scout reaches \$1500 they will receive a \$50 Visa Gift Card. This prize is awarded to Scouts who sell \$1500 in addition to the regular prizes they choose.

**Case:** The larger box in which individual popcorn units are packaged. For instance, there are 12 bags (containers) of popping corn in one case. Show N' Sell product should be ordered by the case.

**Container:** The smaller unit (bag, box, or tin) of individual popcorn that is sold to the customer. For instance, one 18 pack of microwave popcorn is a container. There are 6 containers of 18 packs of Butter Light in one case. Final product should be ordered by the container.

**Early Bird Fill It Up:** Scouts who "fill up" a sheet of orders (or have 30 orders) by the "early bird" deadline of 2 October qualify for two free passes to Sky Zone. (This is in addition to the sporting events earned through the Fill-It Up program.) Kernels can order the free Sky Zone passes by logging on to [www.bsaprizemaniamania.org](http://www.bsaprizemaniamania.org) by **2 October**. You can also find a link to all sites on our webpage at [www.hoac-bsa.org/popcorn](http://www.hoac-bsa.org/popcorn).

**Distribution Site:** The locations where Units can pick up the product they have ordered. Units are assigned different locations by their Districts. Distributions (also called Pick Ups) will take place 8 Sept and 3 Nov.

**Draggin' Wagon** (Also called Show N' Deliver): Scouts have product on hand and sell door-to-door. They collect the money and deliver the product all at one time.

**Fill It Up:** In addition to the regular and bonus prizes offered through BSA Supply, Scouts who "fill up" a sheet of orders (or have 30 orders) qualify for two tickets to each of two sporting events. Unit Kernels must register Fill It Up earners at [www.2017PopcornFillitup.kintera.org](http://www.2017PopcornFillitup.kintera.org).

**Kernel Journal:** Informational email distributed weekly by the Council to every popcorn kernel. These emails contain important information including deadline reminders to help you stay on top of your popcorn sale. Please join our email distribution by signing up online or via [Kristan Townley](#).

**Online Sales:** An additional means by which Scouts can sell popcorn. Scouts and leaders can set up an online sales account at [www.sell.trails-end.com](http://www.sell.trails-end.com). Leaders will need to log in to this system to view Scouts' online sales totals. Customers can set up an account to purchase popcorn at [www.trails-end.com](http://www.trails-end.com). For a tutorial on creating an online sale account and other great how to videos [click here](#).

**Popcorn System:** The Trails End website where the bulk of the popcorn sale is managed. Units will use this site to order popcorn (both Show N' Sell and Final orders), view reports and previous year's sales, etc. Council uses the site to track inventory, unit sales, invoicing, etc. The Trails End Online Sales System can now be accessed from the Trails End Popcorn system.

**Prize Option for bonus commission:** Each unit has the option to earn either prizes for individual Scouts or an additional 3% bonus commission for the unit. If you have not ordered your prizes by 7 November, your unit will be given the 3% commission in lieu of prizes.

**Returns:** Units who have excess Show N' Sell inventory, and do not anticipate using it to fulfill Take Orders, **may return up to 50% of the product** (NOT INCLUDING CHOCOLATE ITEMS) to the Council. **Units must enter their returns on the Trails-End Website no later than 16 October.** Returns will be accepted **only** on Saturday, 21 October and **only if** returns have been submitted online. Return arrangements can be made for the week prior and the week following this date. Once the Council's final order is placed returns will no longer be accepted.

**Sales Guide:** The order forms that Scouts use to take orders from customers.

**Show N' Sell:** Units set up sales at a specific site, typically in front of a store or other business. Scouts have the product on hand and collect the money and deliver the product all at one time. (Unit Kernels must ask permission from the stores and coordinate directly with them.)

**Take Order:** Scouts take orders from customers without having product on hand. Units Kernels place final orders by 24 October to fulfill the take orders. Scouts deliver popcorn to their customers after the final order distribution 4-5 Nov. Please inform customers when the product will be delivered.

**Trails End:** Trails End is the vender of products offered during the popcorn sale.

## INCENTIVES AND PRIZES

1. Earn up to 35% commission on your Unit's sale!

- |  |     |
|--|-----|
| • Base commission (every Unit earns this)                          | 30% |
| • Attend Sellers Academy/Popcorn Orientation; Pay invoice by 12/05 | +2% |
| • <b>IN LIEU OF PRIZES</b> , a Unit may opt for additional bonus   | +3% |



*The average 2015 Unit Sale in Council was \$5136*

*The average 2016 Unit Sale in Council was \$5463*

*The highest sale in Council was in excess of \$37,000*

2. Each Unit may choose **either** the additional 3% bonus commission **or** individual prizes for each Scout. The Unit Kernel orders all prizes by 1 November at [www.bsaprizemaniamania.org](http://www.bsaprizemaniamania.org).

3. Early Bird Fill It Up

In addition to the Fill It Up prizes below, each Scout who "fills up" at least one order form by the Early Bird deadline of **2 October** will earn two free passes to the Sky Zone indoor trampoline park. Unit Kernels must order Skyzone passes at [www.bsaprizemaniamania.org](http://www.bsaprizemaniamania.org) **before 2 October**. Then submit your Fill It Up form to Heart of America Council in person, a picture, email, or scan to [popcornhoac@scouting.org](mailto:popcornhoac@scouting.org). (Be sure to include District Name, Unit Number, and Scout Name on all



submissions.) Skyzone passes will be valid at the Lees Summit or the Shawnee Sky Zone Trampoline Parks.

#### 4. Fill It Up Reward Program



Each Scout who “fills up” at least one order form will receive two (2) tickets to Scout Day at Kauffman Stadium! (Spring 2017).

(Note: Unit Kernel enters all Fill It Up earners at <http://2017PopcornFillitup.kintera.org> even if the Early Bird prize has already been earned. Kernels are also responsible for ordering the tickets in January 2018.)

#### 5. District Top Seller Awards

- The top seller in each District will earn a \$200 gift card of their choice.  
(Note: Top Sellers will be determined from the Scholarship Forms turned in to Council.)
- The Top One Hundred Sellers in the Council will have the opportunity to participate in the Big Winner Dinner. The Big Winner Dinner party will take place at the Power and Light building at 12<sup>th</sup> and Main downtown from 11am to 1pm. Each boy that sells a minimum of \$1500 in popcorn qualifies him but does not guarantee that he will be in the top 100 sellers. Each youth that is a part of the dinner will be recognized and treated to a pizza party and a very cool prize. Prizes range from flat screen TVs to drones to tents and sleeping bags. Prizes are chosen based on the top seller in each category: \$1500-\$2499 for a Bronze Ticket, \$2500-3499 for a Silver Ticket, and Golden ticket holders sell above \$3500.

#### 6. Scholarship Program

Scouts are eligible for the College Scholarship program when they achieve ONE of the following:

- Sell at least \$2,500 in the first qualifying year (including Online Sales)
- Previously enrolled in College Scholarship program and sell any amount this year

(Note: Unit Kernel is responsible for turning in Scholarship enrollment form to Council—see instructions on page 14.)



## SHOW N' SELL ORDERS

- Show N' Sell orders are due to the Council by Wednesday, 21 August by 10pm. To order, log in to your unit homepage at [www.scouting.trails-end.com](http://www.scouting.trails-end.com).
- **CHOCOLATE items CANNOT be returned.** We cannot accept chocolate returns under any circumstances. This includes the following products:
  - Chocolatey Caramel Crunch
  - Chocolate Lover's Collection
  - White Chocolatey Pretzels
- Units may order up to 110% (dollar amount) of their total Show N' Sell order (less returns) from the previous year. If you have extenuating circumstances that you deem necessary to order more than the 110% limit, please submit in writing to [Jonathan Geiger](#). Make sure to include your name, contact information, and growth plan.
- Units selling out of popcorn can get more product through an add-on order (subject to availability). Orders are filled at the Council Service Center on Tuesdays and Thursdays from 10am-5pm. Please provide notice if you are picking up more than 10 cases. Feel free to contact [Jonathan Geiger](#) at (816) 942-9333.
- Show N' Sell items must be ordered by the **case**.

<i>Containers per case</i>			
KC Chiefs Tin (Cheese Lovers)	1	Kettle Corn	6
Unbelievable Butter	6	Salted Caramel Popcorn	12
Butter Light	6	Caramel Corn with Nuts	12
Jalapeno Cheddar	12	Classic Caramel Corn	12
Popping Corn	12	Classic Trail Mix	12
White Cheddar Cheese Corn	12		
Note: <ul style="list-style-type: none"> <li>• Chocolate products are not offered for Show N' Sell this year.</li> <li>• There is a limited amount of the Kansas City Chiefs Tins and may be subject to back order based on the quantity ordered.</li> </ul>			

- Each Unit should carefully consider its own Show N' Sell history in determining how much to order. If more product is needed for Show N' Sell, add-on orders will be available by appointment with [Jonathan Geiger](#).

<b><i>Suggested product mix based on local Unit averages (% of dollar amount)</i></b>			
* Chocolate Caramel Crunch	9%	Cheese Lovers	7%
Kettle Corn	10%	Unbelievable Butter	15%
Butter Light	11%	Caramel Corn with Nuts	15%
Jalapeno Cheddar	10%	Caramel Corn (small)	16%
Popping Corn	7%	White Chocolatey Pretzels	7%
* Cannot be returned— contains chocolate.			

- Any excess Show N' Sell inventory can be applied toward the unit's Take Orders. Alternatively, units may return unsold inventory by following the return instructions on page 11.



## **SHOW N' SELL—PICK UP/DISTRIBUTION**

- Show N' Sell will be available for pick up Friday, 9 September, Noon–6pm (unless noted below):

<b><i>Districts</i></b>	<b><i>Location</i></b>
Pelathe, Iron Horse, Shawnee Trails, Twin Rivers, and Soaring Eagle	<b>Allegion, 2119 E Kansas City Rd, Olathe, KS 66061</b> Behind (west of) Bass Pro Shop and old Benchmark building
Golden Eagle, Northern Lights, Pioneer Trails, Kaw	Wagner Industries, 1731 St Louis Ave, Kansas City, MO
Blue Elk, High Trail, Spirit Trail	TBD
Lone Bear ***FRIDAY ONLY***	Elite Dry Cleaning, 809 S Orchard St, Clinton, MO 64735
Big Muddy ***FRIDAY ONLY***	Pathways Behavioral Healthcare 811 S Business Hwy 13, Lexington, Mo 64067

## POPCORN SALE DATES

- Scouts may begin selling popcorn on Friday, 8 September. (Both Show N' Sell and Take Orders) In the interest of fairness, please DO NOT allow Scouts to sell prior to this date. Remember, a Scout is trustworthy.
- For Take Orders, Sales Guides (order forms) are available for each Scout to take the orders. Feel free to make copies of this form as necessary.



## RETURNS

- We are limiting returns to 50%., meaning you can return up to 50% of the product that you took on your original Show N' Sell order.
- Chocolate products will not be available for Show N' Sell.
- In order to return any product, you must submit your online returns at [www.trails-end.com](http://www.trails-end.com) by Monday, 16 October.
- **Returns will be accepted on ONE DAY ONLY:** Saturday, 21 October and will be brought back to the same place you picked it up. Return times will be from 9am-11am.
- Returns **will not** be accepted at final order pickup. Returns **will not** be accepted after 21 October unless prior arrangements have been made.
- We cannot accept any damaged or opened popcorn items.

## FINAL ORDER

- Final orders are due to the Council by Monday, 23 October. For information on how to order popcorn check these [online tutorials](#).
- Order by containers NOT cases.
- Remember to account for any excess Show N' Sell inventory you have on hand. For example, if you have 10 orders for a product and you have 3 containers on hand, the amount in the "Actual Order to Council" column should be 7.
- If you have opted to use the "Scouts" function in Trails End, notice that the product you entered for the individual Scouts will flow into the totals on the Unit ordering screen. DO NOT enter product totals again, as this will cause you to **double** your product order. **Review totals in "Actual Order to Council" column carefully before you hit "submit."**
- Be sure to make copies of each Scout's take order forms (Scout sales guide) and have them available when organizing to distribute. It is important to make copies of these forms, because

if they are lost it is difficult for a Scout to know where to deliver his popcorn! Copies are also required for Scholarship program.

- When placing the order online, you MUST “approve and submit” your order. If you save but do not check the approve/submit order box, your order will not be submitted.
- Final Orders will be available for pick up on **Friday, 3 November**.
- After you place your order, your District Kernel or District Executive will contact you to schedule a specific pick-up time for your Unit. (Please allow several days.)

## PRIZE ORDERS

- Prize orders are due by 10pm on 1 November. The prize order site can be accessed through the popcorn system. Simply select prizes on the main menu and you will be directed to the National Supply website to order prizes. The site will be open for the Early Bird Skyzone passes and remain open through 1 November for all prizes.
- Include any online sales when calculating prizes earned. (See next section, Online Sales, for more details.) With the updates from Trails-End they should be automatically counted.
- Scout prizes are not cumulative. Scouts may choose one or more prizes up to the amount of their sales. For instance, if a Scout sells \$500, he may choose one \$450 prize, or he could choose a \$150 prize and a \$350 prize.
- BONUS prizes are in addition to the regular prize levels. Each Scout who sells \$1,500 receives a \$50 Visa Gift Card.
- Prizes are available by going through the popcorn system and choosing.

## ONLINE SALES

- Leaders and Scouts can set up an online sales account at [www.sell.trails-end.com](http://www.sell.trails-end.com). To use the online sales system, you will need to set up a new account with a new login. Online sales login information from last year will carry forward to this year. [Click here](#) for more information on how to sell online.
- Please note that product and pricing Online are different from the Council's traditional sale as this is a National Based platform.
- Units earn 32% commission for product sold through the online system from 1 August to 24 October. (Bonus commissions do not apply to the Online sale.) Trails End will pay the Council quarterly, and then the Council will deposit the commissions directly into the Unit account.



## FILL IT UP

- Enter each Scout who completed their sales guide (or had a total of 30 orders) on the Fill It Up website by 1 November. Go to <http://2017PopcornFillitup.kintera.org>. You will need to enter the following information for EACH Scout who earned a Fill It Up prize:
  - Scout Name
  - Address
  - Parent Name
  - Parent Phone
  - Parent Email
- Be sure to register yourself (Unit Kernel) for the Fill It Up prizes as well.
- It is **critical** that ALL the above information is entered. We will use this information to send notification emails to the parents prior to each event. We must have correct information, or the Scouts will not receive their Fill It Up prizes.
- Prior to each event, we will email detailed instructions on getting your tickets.
  - Scout Day at the K tickets will be ordered from our website and need to be done as a unit. Those tickets will be distributed at Roundtables. (Month to be determined based on game date.)
- Each Scout can earn the Fill It Up prizes only once per year. Scouts do not earn multiple prizes by filling up more than one sheet.

## EARLY BIRD FILL IT UP

- In addition to the Fill It Up prizes above, each Scout who “fills up” at least one order form by the Early Bird deadline of **2 October** will earn two free passes to the Sky Zone indoor trampoline park. Each Unit Kernel is responsible for ordering Sky Zone passes **before 2 Oct.** Please submit your sales guides to the Heart of America Council with scanned copy or a picture, then email it to [popcornhoac@scouting.org](mailto:popcornhoac@scouting.org). (Be sure to include District Name, Unit Number, and Scout Name on each submission.)



## PICK UP FINAL ORDERS

- Final Orders will be distributed on 3 November. Each Unit Kernel will need to schedule their specific time with their District Kernel or District Executive. Locations are as follows: (Locations are subject to change, if changes are made Unit Kernels will be notified.)

<i>District</i>	<i>Location</i>
Pelathe, Iron Hose, Shawnee Trails and Soaring Eagle	<b>Allegion, 2119 E Kansas City Rd, Olathe, KS 66061</b> (behind/west of Bass Pro Shop and old Benchmark building off of Kansas City Rd)
Northern Lights, Golden Eagle, Pioneer Trails, Kaw	Wagner Industries, 1731 St Louis Ave, Kansas City, MO
<b>Blue Elk, High Trail, Spirit Trail</b>	<b>Lees Summit, MO 64067</b>
Lone Bear	Elite Dry Cleaning, 809 S Orchard St, Clinton, MO 64735
Big Muddy	Pathways Behavioral Healthcare 811 S Business Hwy 13, Lexington, Mo 64067
Twin Rivers	Kansas National Guard, 1010 Hedge LN, Paola, KS 66071

## SCHOLARSHIP FORMS

- Scouts are eligible for the College Scholarship form when they achieve ONE of the following:
  - Sell at least \$2,500 in this year (including Online Sales).
  - Previously enrolled in College Scholarship program and sell any amount this year.
- Complete the scholarship enrollment form and submit **to the Council** (NOT Trails End) along with copies of sales for the year. (Be sure to include paper order forms and/or online sales report.)
- Council will then approve and submit to Trails End.

## PAYMENT TO COUNCIL

- After final orders, have been distributed, Council will finalize commissions and update invoicing information on Trails End Popcorn System by 14 November. **Please do not print invoices before this date, as they will be inaccurate.**
- Council will mail invoices to the Primary Contact listed for the Unit in Trails End.
- Units may view their invoices on Trails End Popcorn System **AFTER 14 November**. Go to the "reports" tab then click "unit invoice."



- All payments are due to the Council by Tuesday, 5 December. If paying by check, write one check for the total unit balance, payable to Heart of America Council.
- Remember, Units must pay full invoice amount on time (in addition to the training requirements) to receive a 2% bonus commission.

## FREQUENTLY ASKED QUESTIONS



### ***How will I know when and where to pick up my popcorn order?***

- Show N' Sell pick-up times and locations are listed on page 10.
- Final Order pick-up dates and locations are listed on page 14. After you have placed your final order, your District Kernel will contact you to schedule a specific pick-up time for your Unit unless you have already scheduled at the Sellers Academy.

### ***How big a vehicle will I need to bring to pick up popcorn?***

- A mid-size car should fit 0–15 cases
- A Jeep should fit 0–35 cases
- A Mini-Van/SUV should fit 0–40 cases
- A Suburban should fit 0–65 cases

### ***I forgot my Trails End Popcorn System password.***

If you have previously verified your email address, we can email your password to you. Go to [scouting.trails-end.com](http://scouting.trails-end.com). Click on "Retrieve Password." Enter your email address and click "Send my Password." If you still have questions, contact your District Kernel or District Executive listed on pages 3-4.

### ***What is the validation code for the Online Sales system?***

Popcorn

### ***How do I navigate the Trails End Popcorn System?***

When logged into the Trails End Popcorn System, click "help" for a list of help topics including the full popcorn system manual which includes step-by-step instructions on using the system. A separate sheet of Trails End information is also included in your Unit Kernel packet.

### ***Do I have to list each Scout's sales in Trails End?***

No. The Scout function is provided as an extra tool for you to use if you choose. If you prefer, you may go straight to the Unit Order screen and enter the totals for the entire unit there. Either way, you will need to keep copies of the Scouts' orders.

### ***To whom should checks be made payable?***

Customers should write checks to the Unit. (i.e. Pack 0000 or Troop 5555). Units should then deposit all payments into the Unit's bank account.

### ***How do I get more popcorn?***

Simply email [popcornhoac@scouting.org](mailto:popcornhoac@scouting.org) and we are usually able to accommodate you fairly quickly.



### ***How do I know how much a Scout sold online?***

Create an account and log in to the Online Sales system at [www.sell.trails-end.com](http://www.sell.trails-end.com) . Use the "Orders" and "My Unit" tabs to view information regarding each Scout's online sales.

### ***Are Scout prizes cumulative?***

Scout prizes are not cumulative. Scouts may choose one or more prizes up to the amount of their sales. For instance, if a Scout sells \$500, he may choose one \$450 prize. Or he could choose a \$150 prize and a \$350 prize.

BONUS prizes are in addition to the regular prize levels. Each Scout who sells \$1,500 receives a \$50 Adams Dairy Bank Gift Card.

### ***When can I get the prizes?***

Prize orders are due by, November 1<sup>st</sup> at 10pm. The Prize order site can be accessed through the popcorn system. Simply select prizes on the main menu and you will be directed to the National Supply website to order prizes. The site will be open for the Early Bird Skyzone passes and remain open through 1 November for all prizes.

### ***How are the Fill It Up prizes distributed?***

Tickets for each of the two Fill It Up events are distributed via different methods (subject to the event sponsor's procedures). At least one month prior to each event, Council will email the parents of each Fill It Up earner with the details on how to obtain tickets for that event. It is **critical** that Unit Kernels enter all information for each Fill It Up earner (and themselves) at [www.2017PopcornFillitup.kintera.org](http://www.2017PopcornFillitup.kintera.org).

### ***How do I get more forms?***

Kernels may copy any of the forms provided in the Unit Kernel packet as needed. Forms can also be found online on the Popcorn page of our Council website or you can stop by the Council office at 10210 Holmes Rd, Kansas City, MO 64131 and we would be happy to give you all you need.

### ***How do we receive our commissions?***

Units should deposit all funds from sales directly into the Unit BANK account. At the end of the sale, Council will invoice the Unit for the sales amount, less commissions.

Online commissions are handled differently. Since customers pay Trails End directly for product, Trails End will pay the Council quarterly, and Council will deposit commissions into the Unit Account at the Council. Units earn a straight 32% commission on their online sales.

### ***Whom do I contact if I still have questions?***

Contact your District Kernel or District Executive with questions. (See pages 3-4 for contact information.)