

# UNIT LEADER GUIDEBOOK



ARE YOU  
READY?



# 2024 TOP SELLING SCOUTS

<u>SCOUT</u>	<u>UNIT</u>	<u>District</u>	<u>TOTAL SALES</u>
1. Liam N	Pack 314	Metro North	\$27,013
2. David J	Troop 314	Metro North	\$26,142
3. Wyatt N	Troop 314	Metro North	\$25,000
4. Alexander B	Troop 314	Metro North	\$20,423
5. Kade B	Troop 295B	Metro South	\$16,814
6. Jonathan F	Troop 295B	Metro South	\$16,524
7. Jonathan P	Troop 314	Metro North	\$16,359
8. Danny M	Pack 800	Metro West	\$15,051
9. Arizona J	Pack 314	Metro North	\$9,675
10. Phillip B	Pack 930	Metro South	\$9,615

# 2024 TOP SELLING UNITS

<u>UNIT</u>	<u>DISTRICT</u>	<u>TOTAL SALES</u>
1. Pack 314	Metro North	\$150,729
2. Pack 930	Metro South	\$92,653
3. Pack 96	Metro West	\$90,857
4. Troop 295B	Metro South	\$54,892
5. Troop 149B	Metro West	\$44,988
6. Troop 359G	Metro South	\$41,950
7. Troop 219	Metro West	\$37,328
8. Pack 440	Metro North	\$36,110
9. Pack 800	Metro West	\$32,465
10. Troop 282	Metro North	\$30,548



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# 2025 POPCORN KEY DATES

## Early Bird Sale Dates

August 8<sup>th</sup> - September 18<sup>th</sup>

## Traditional Sale Dates

September 19<sup>th</sup> - November 16<sup>th</sup>

## Holiday Sale Dates

November 17<sup>th</sup> - December 14<sup>th</sup>

Thursday, August 7<sup>th</sup>

Popcorn Pickup - Early Bird [\(By Appointment Only\)](#)

Friday, August 8<sup>th</sup>

Popcorn Pickup - Early Bird [\(By Appointment Only\)](#)

Monday, September 8<sup>th</sup>

Popcorn Orders Due - Show & Sell

Friday, September 19<sup>th</sup>

Popcorn Pickup - Show & Sell [\(By Appointment Only\)](#)

Monday, October 13<sup>th</sup>

Popcorn Orders Due - Mid-Sale

Thursday, October 23<sup>rd</sup>

Popcorn Pickup - Mid-Sale [\(By Appointment Only\)](#)

Monday, November 17<sup>th</sup>

Popcorn Returns [\(By Appointment Only\)](#)

Popcorn Orders Due - Take Order & Holiday

Banner Orders Payment Due

Paperwork Due

Wednesday, December 3<sup>rd</sup>

Popcorn Pickup - Take Orders & Holiday [\(By Appointment Only\)](#)

Sunday, December 14<sup>th</sup>

POPCORN SALE ENDS

Thursday, December 18<sup>th</sup>

Final Popcorn Payments Due

Holiday Sale Paperwork Due

Friday, December 19<sup>th</sup>, 2025

\$3,000 Club Party

Saturday, January 31<sup>st</sup>, 2026

Popcorn Big Spin Party - Top 50 Sellers Club

# 2025 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	30%
Scouts Honor Bonus	Adhere to the Code of Conduct, follow all deadlines, attend kickoff/trainings, make all payments on time, turn-in all paperwork on-time, and sell more than 80% of total product checked-out from council and/or transferred from other units during the sale.	2%
15K Bonus	Sell a minimum of \$15,000 and sell more than 90% of total product checked-out from council and/or transferred to your unit from other units during the sale.	2%
\$1 More Bonus	Increase your sales over 2024 by \$1.	1%
TOTAL		35%
Online Sales	Separate from regular sales commission. Only applies to Online Sales.	30%



# Trail's End®

## DESIGNED TO FUND YOUR YEAR IN 6-8 HOURS!

### Over 70% stays with you, your Unit & your Council

#### Why Trail's End?

*"They make fundraising easy, fun, and incredibly rewarding. You can sign up for Storefronts and sell online, they have tips for selling, and you can fully fund any adventure with Trail's End as your fundraising partner!"*

*"I've learned to earn my way, present with confidence, be persistent, set and achieve goals, and more! These are skills I'll take into adulthood and my career."*

Life Scout, Jonathan W.  
\$9,551 Rewards in 2024  
\$28,120 earned for Unit (\$80,345 sales)



#### Sell More... Easier!

- 18,000+ Storefront hours averaged \$300+ sales/hour
- 7,000+ Scouts (new to popcorn) averaged \$192/hr and \$1,700+ sales
- 100,000+ Scouts averaged \$811 sales each

#### Earn More Rewards... Fast!

- Earn up to 10% of sales in eGift Cards, including Amazon, Target, Walmart, Prepaid Mastercard, and more
- Scouts earned over \$3.3M in Rewards in 2024

#### Storefronts™ Reserved for You

- 860,000+ hours at 7,000+ locations all with \$300+ sales/hour potential
- Sign-up in app and expand your customer base at top retailers

#### Scout Led Training

- Simple, in-app tips drive higher sales/hour
- #### You'll Only Need the Trail's End App
- Sign up for Storefronts, sell online, and claim Rewards all in one place
  - Free credit card processing with Tap to Pay

#### HOW FUNDRAISING DOLLARS ARE USED

- Membership fees
- Unit dues
- Summer Camp
- Camping gear & supplies
- High Adventure – Philmont, Sea Base, Northern Tier

#### SCOUTS LEARN

- Earn their way
- Present with confidence
- Persistence
- Goal setting
- Salesmanship & Entrepreneurship



*"Since first selling as a Tiger, popcorn has paid for everything... including summer camp, gear, and even National Jamboree, Philmont, and Sea Base!"*

Eagle Scout, Nathan D.  
\$2,055 Rewards in 2024  
\$5,380 earned for Unit (\$13,796 sales)



## DOWNLOAD THE TRAIL'S END APP & REGISTER TODAY!

# 2025 LVAC POPCORN SALE MIX

**\$20**



## WHITE CHEDDAR POPCORN

**#1 Seller Stays at \$20**

- Savory and made with real cheese
- 16.5 cups | 6oz

**\$20**



## SALTED CARAMEL CORN

**Reduced from \$25 to \$20 & 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

**\$20**



## SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20 & 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

**\$20**



## POPPING CORN

**Increased from \$17 to \$20**

- All natural, popping kernels
- 28oz

**\$25**



## MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

**Every Hero Deserves a Snack!**  
All donations go towards supporting our Local Heroes & Helpers!





# 2025 PRODUCT ORDERING INFO

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING	PRODUCT AVAILABILITY				PRODUCT RETURNS
					Early Bird	Show & Sell	Take Order	Holiday	
White Cheddar Cheese Corn 6 oz	\$20	\$240	12:1	Bag	Yes	Yes	Yes	Yes	Yes
Salted Caramel Corn 14 oz	\$20	\$240	12:1	Bag	Yes	Yes	Yes	Yes	Yes
Sweet & Salty Kettle Corn 3.5 oz	\$20	\$240	12:1	Bag	Yes	Yes	Yes	Yes	Yes
Popping Corn 28 oz	\$20	\$180	9:1	Jar	Yes	Yes	Yes	Yes	Yes
Unbelievable Butter Microwave 12 Pack	\$25	\$150	6:1	Box	Yes	Yes	Yes	Yes	Yes
Gold Heroes & Helpers Donation	\$50	--	--	--	Yes	Yes	Yes	Yes	N/A
Silver Heroes & Helpers Donation	\$30	--	--	--	Yes	Yes	Yes	Yes	N/A
Heroes & Helpers Donation	\$1+	--	--	--	Yes	Yes	Yes	Yes	N/A

There are no returns after November 17, 2025, or of any individual item your unit has checked-out that has been opened, marked up, or damaged while in your possession.

*Partial cases are returnable as long as all quality requirements are met and items are returned before the deadline.*

## NEW REWARD OPTIONS\* – PICK ONE OR MULTIPLE!

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION



Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

## EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
<b>Heroes and Helpers</b>	<b>1.75</b> (credit & online) / <b>1.5</b> (cash)
<b>App Credit &amp; Online</b>	<b>1.25</b>
<b>App Cash</b>	<b>1</b>
Each sale only accrues points in the applicable category above in which it will earn the most points	
<b>Cash to Credit™</b> Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

## EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

### 2025 Bonus Rewards\*

Jun 30 8pm ET - Nov 30 6:59pm ET

#### Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

#### Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

#### Sell \$500 or more online

- Earn 250 bonus points

Levels	Points	eGift Card DELIVERED BY TRAIL'S END
18	17,500+	10% of points
17	15,000	\$1,250
16	12,000	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10



**EARN MORE! EASIER!**  
**Download the Trail's End App today**

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

\*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](https://portal.trails-end.com/legal/terms). The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.



# 2025 COUNCIL INCENTIVES



*"2025 Popcorn Participation Patch"*



*"2025 Heroes & Helpers Patch"*

## Popcorn Participation Patch

All Scouts who are registered in the Trail's End System **and** sell a minimum of \$100 of popcorn will receive this year's participation patch.

## How Scouts Earn the Heroes & Helpers Patch

Last year over \$168,878 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount towards Heroes & Helpers and it is presented to local Heroes in our own communities. Each Scout that collects a minimum of \$225 in Heroes & Helpers donations will receive this year's Patch. For every four Scouts that earn the patch, a leader will also earn a patch.

**\*\*All of these donations count towards Unit & Scouts Total Sales, Reward Points, and Unit Commissions.**

## \$1,000 Power Cape League

Every Scout that sells \$1,000 of popcorn will earn join the \$1,000 Power Cape League and receive a 2025 popcorn superhero cape.

## \$3,000 Club

All Scouts who sell a minimum of \$3,000 and their families will be invited to a Movie Night/Pizza Party on Friday, December 19th, 2025 at the Las Vegas Area Council Office.



## Champions Club

All Scouts that sell and record over \$15,000 in popcorn, will receive an authentic Championship Belt.



## Top 50 Sellers Club BIG SPIN Party

The Top 50 Scouts that sell popcorn in 2025 will be invited along with their immediate family members to the Top Sellers Club BIG SPIN party on Saturday, January 31, 2026. For a chance to qualify for the party, Scouts must sell a minimum of \$3,000 in popcorn. Highlights of the BIG SPIN party include:

- Food
- Spin on the BIG SPIN to earn fabulous prizes. (For every \$3,000 of popcorn sold, each Scout will earn a spin. Example: if a Scout sells over \$6,500 in popcorn, they will have 2 spins on the wheel and win 2 prizes at the party).
- "Top 50" Sellers Club T-shirt.
- Recognition of Top Selling Scouts and Units.

# 2025 PAPERWORK INSTRUCTIONS

## Top Sellers Club Form

**Due to Council - Monday, November 17, 2025 (Units that participate in Holiday Sale - Due December 18, 2025)**

Every Scout who sells a minimum of \$3,000 will be eligible for the Top Sellers Club. For Scouts to qualify they need to fill out this form with their sales and contact information. All qualifying scouts and their families will be invited to the \$3,000 Club Party. The Top 50 Scouts in the Council will be invited to the Top 50 Sellers Club Big Spin Party. Sales listed on this form are also verified using the Trail's End App data.

*If you have scouts that qualify this form is also part of the "Scouts Honor Bonus" where units must place/pick up all product orders, turn in all required paperwork and make all payments on time to be eligible for the 2% bonus commission.*

## Heroes & Helpers Patch Form

**Due to Council - Monday, November 17, 2025 (Units that participate in Holiday Sale - Due December 18, 2025)**

Every Scout who collects a minimum of \$225 worth of Heroes & Helpers will receive a Patch. For every 4 scouts that earn the patch a leader in your unit will also qualify to earn the patch. Total Heroes and Helpers donations are verified the Trail's End App data.

*If you have scouts that qualify this form is also part of the "Scouts Honor Bonus" where units must place/pick up all product orders, turn in all required paperwork and make all payments on time to be eligible for the 2% bonus commission.*

# CODE OF CONDUCT

(FOR STORE FRONT / BOOTH SALES)

## **Guidelines for Scouts & Leaders Selling Popcorn**

- Scouts may sell individually if they are accompanied by their parent.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Scout uniform. It is recommended that at least one adult volunteer of the two deep leadership also be in Scout uniform or unit t-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay 8–10 feet away from the door or at a distance as designated by the store manager.
- Scouts should be in front of the popcorn display table. Both Scouts and Parents/Leaders should only be on their cell phones to record sales.
- If by chance two scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking, and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS our units receive during storefront sales will be designated as Heroes & Helpers donations.**

**ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES,  
INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.**

## PREP

### Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

### Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

### Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
  - Access training page
    - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
  - Order popcorn & track inventory
  - View Scout sales in real-time
  - Submit rewards
  - Claim Unit payout



<https://login.trails-end.com/>

### Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

#### RESERVATION SCHEDULE

Mon-Fri 3-4 hours  
Sat & Sun 6-10 hours

8 PM ET	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

### Rewards

- New eGift Cards\*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

### Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
  - Give Trail's End Unit Code to new Scouts to register
  - Returning Scouts use their 2024 username

\*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](https://portal.trails-end.com/legal/terms). Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

## SELL

### Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
  - Get a head-start with online sales in June/July
  - Record sales in Trail's End App
  - Enter donations received as Heroes and Helpers
  - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

### Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

### Trail's End App - Credit Sales

- Faster, safer, higher sales, & Trail's End pays all fees!
- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
  - Square Bluetooth & magstripe readers are compatible
  - Scouts can type cards manually
  - Scouts can share orders with customers to checkout on their device

### Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

## WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



### SUPPORT & FAQs

<https://support.trails-end.com/>



### JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

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



# ORDERING & PAYMENT INFO

## Order Deadlines

Popcorn orders are to be placed by each unit online at <https://sell.trails-end.com/login>.

- Show & Sell Popcorn - Due by Monday, September 8<sup>th</sup>, 2025
- Mid-Sale Popcorn - Due by Monday, October 13<sup>th</sup>, 2025
- Take Order/Holiday Popcorn - Due by Monday, November 17<sup>th</sup>, 2025

**Order by the case for Show & Sell & Mid-Sale product.** All units will have their order reviewed by the Council Popcorn Staff Advisor prior to final approval. Order the exact amount by container.

## Payment

**The majority of money collected through the app goes towards paying off any outstanding balance.**

**Final payments are due by Thursday, December 18<sup>th</sup>.**

- Any unit with an outstanding balance due after the sale ends will receive an email on Monday, December 15<sup>th</sup> regarding payments due.
- Payments are to be made at the Scout Office in the Trading Post (not the Scout Shop).
- Payments can be made over the form using a credit card, or in person using either a credit card or in the form of **one check from the unit for the total amount due.**
- **Returned checks processed by the council will be charged back to unit accounts as well as any bank fees.**
- **Units keep their commission up front!**
- **Any excess payment of popcorn to the Las Vegas Area Council will be deposited into the units account in the Trading Post (not the Scout Shop). You can request a check through your District Executive.**

# PRODUCT PICKUP, DISTRIBUTION & RETURNS

Step 1: **You MUST schedule an appointment for pickup with Ambir at [ambir.elliott@scouting.org](mailto:ambir.elliott@scouting.org).**

We will have your order ready when you come so you can check it out in a convenient manner.

- Early Bird Popcorn - Pickup at BradyPLUS on Thursday, August 7, 2025 and Friday, August 8, 2025
- Show & Sell Popcorn - Pickup at BradyPLUS on Friday, September 19, 2025
- Mid-Sale Popcorn - Pickup at the Scout Office on Thursday, October 23, 2025
- Take Order/Holiday Popcorn - Pickup at the Scout Office on Wednesday, December 3, 2025

Use the following estimates to know how many cars/volunteers you will need when you pick up your order:

**Car:** 20 cases; **SUV, Mini Van, Pick-up Truck:** 30-40 cases; **Full Size Van:** 50-70 cases.

**You must take your ENTIRE ORDER at your appointed pick-up time.**

Step 2: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 3: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 4: Have a receipt for each patrol, den or Scout to verify the amount of product they received.

Check any damaged cases at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave or contact Joshua Fisher at 702-968-8127 or [Joshua.fisher@scouting.org](mailto:Joshua.fisher@scouting.org).

**If customers notice something wrong or are not satisfied with the product, please refer them to email [help@trails-end.com](mailto:help@trails-end.com), and they will arrange for replacement product to be sent directly to the customer.**

# PRODUCT PICKUP, DISTRIBUTION & RETURNS

## Popcorn Returns

Returns are due by **Monday, November 17, 2025 (NO RETURNS AFTER THIS DATE)** at the Scouting Resource Center, please return any unsold products in their original cases to assist in processing. Can you return partial cases? **YES!** If an item is damaged or open, it will **NOT** be accepted as returns. Please schedule a time for returning your unsold popcorn with Ambir Elliott at [ambir.elliott@scouting.org](mailto:ambir.elliott@scouting.org). (Reminder emails will be sent prior to return/pick-up dates for units to schedule an appointment.)

**\*\*POPCORN ITEMS MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN \*\***

**DO NOT RE-TAPE BOXES!!!**

**\*\*EACH INDIVIDUAL ITEM WILL BE INSPECTED\*\***

## EARLY BIRD AND SHOW & SELL

Popcorn Pick-Up:

**BradyPLUS**

7055 Lindell Rd

Las Vegas, NV 89118

We will email out the exact location at BradyPLUS for pickup before Early Bird & Show & Sell pickup.



Pickup (BradyPLUS)	Pickup (BradyPLUS)	Pickup (Scout Office)	Returns (if any) (Scout Office)	Pickup (Scout Office)
<b>“EARLY BIRD”</b>	<b>“SHOW &amp; SELL”</b>	<b>“MID-SALE”</b>	<b>“EARLY BIRD &amp; SHOW &amp; SELL”</b>	<b>“TAKE ORDER &amp; HOLIDAY”</b>
August 7th August 8th	September 19th	October 23rd	November 17th	December 3rd
By Appointment ONLY	By Appointment ONLY	By Appointment ONLY	By Appointment ONLY	By Appointment ONLY

# UNIT POPCORN KERNEL JOB DESCRIPTION

**Job Title:** Unit Popcorn Kernel

**Position Concept:** To give leadership and recruit a popcorn team to help with the unit popcorn sale.

**Principal responsibilities:**

1. Follow 2025 Popcorn Dates and schedule for Unit Leaders.
2. Attend the Popcorn University (Team Training/Orientation) on August 6<sup>th</sup> at 6:00 PM at the Scouting Resource Center, 7220 S. Paradise Rd. Las Vegas, NV 89119 (All materials will be distributed).
3. Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Early Bird, Show & Sell, Take Order, Holiday, Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per “Key Dates” calendar including Top 50 Sellers Club Members.
5. Prepare handouts for Unit Kick-off meeting for leaders, Scouts, and parents. Handouts could include:
  - Timeline showing sales dates, date orders are due, time and place for pick-up.
  - Unit goal and per-scout sales goal.
  - Unit Master Record form to den leaders to record Scout’s sales for den/patrol totals. \*\*Only if not using the app.
  - Parent’s letter, to explain the importance of the sale to parents, Scouts, Unit & Council, the \$3,000 Club, the Top 50 Sellers Club Big Spin Party, and the Heroes & Helpers Patch.
  - Order forms, prize flyer, and money envelope.
6. **Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!**
7. Submit your unit’s popcorn orders on time! **Early Bird** by Friday, July 25<sup>th</sup> / **Show & Sell** by Monday, September 8<sup>th</sup> / **Mid-Sale** by Monday, October 13<sup>th</sup> / **Take Order & Holiday** by Monday, November 17<sup>th</sup>.
8. Establish a system for checking out/in popcorn to your Scouts that are selling.
9. Make arrangements to pickup your units popcorn order(s) during your scheduled appointment time at the corresponding location. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Check throughout the sale to see how your Scouts are doing. If you have product checked out to individual Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling more.
12. Collect and tally money/popcorn by unit due date – be prepared to make any outstanding balance payments to the council by Thursday, December 18<sup>th</sup>. Payments should be made in the form of a single check or by credit card.
13. Paperwork to Submit: Top Sellers Club Forms and/or “Heroes & Helpers” Patch Forms to the Council Service Center by 5:00 pm on Monday, November 17<sup>th</sup>. (*Units who participate in the “Holiday Sale” must turn in all paperwork by Thursday, December 18<sup>st</sup>.*)



# POPCORN CONTACTS

Position	Name	Phone	Email
Fossil Trails District Executive	Traci Raber	702-968-8153	traci.raber@scouting.org
Neon Trails District Executive	Nick Sacco	702-968-8135	nicholas.sacco@scouting.org
River Mountain District - Mem. Spec.	Heather Donathan	928-444-2515	heather.donathan@scouting.org
Special Programs	Tea Hampton	702-968-8133	tea.hampton@scouting.org
Assistant Director of Field Service	Traci Raber	702-968-8153	traci.raber@scouting.org
Director of Field Service	Scot Fuller	702-968-8113	scot.fuller@scouting.org

Popcorn Sale Administrator	Joshua Fisher	702-968-8127	joshua.fisher@scouting.org
Popcorn Sale Assistant	Ambir Elliott	702-968-8139	ambir.elliott@scouting.org

## NOTES

