Quivira Council
2020 Popcorn Sale Guidebook
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September 25, 2020 – November 1, 2020

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Welcome Popcorn Kernels!

Thank you for taking on this incredibly important role within your Pack, Troop, or Crew! We hope you find the pages of this Kernel Guide filled with the tools and information you need to help your Unit have the most successful popcorn season yet!

Last year our Quivira Council Scouts sold over $975,000. $302,250 went back to the Scout Units!

The Quivira Boy Scout Council understands a successful and strong 2020 Popcorn Sale is incredibly important to you and your Unit.

A successful popcorn sale means a better Unit program!
- Registrations
- Summer Camps
- Campouts / Adventure Trips
- Advancements
- Blue and Gold Banquets / Courts of Honor
- Other various expenses

A successful popcorn sale means a Stronger Council and Services that it provides!
Some examples of Council Services are:
- Training opportunities for adult leaders, so Scouts have the very best leadership.
- Helping to maintain Scout Camps for year-round camping and outdoor events.
- Providing "Campership" support for Scouts who need assistance to attend Summer Camp.
- Planning and conducting various Council-Wide activities and events.
- Providing service center and professional staff support for unit leaders, parents and Scouts.

If there is anything we can do to help make your sale the biggest and best ever, please don't hesitate to contact our Popcorn Support team!

Yours in Scouting,

2020 Quivira Council Popcorn Team
Dear Unit Kernel:

Thank you for taking the time to give leadership to your unit’s fundraising effort this year. Your effort will help the Scouts fund their many upcoming adventures.

1. **Set Goals:** By now your unit has had their yearly planning meeting, and has planned the many activities for the upcoming year. Help the youth to know how much these cost and that selling popcorn will help them pay their way to all the exciting adventures.

2. **Register yourself and stay connected:** Sign into the Trails-End System.

3. **Be Prepared:** Here are a few ways to be ready!
   a. One of the best ways is to start now to schedule your storefront sales. Choose high traffic market places: festivals, craft fairs, grocery stores, retail stores - be creative!
   b. Map out the areas you want to sell using the Red Wagon method!
   c. Have your Scouts play a game and make “SELL TO” lists. Who has the longest list?
   d. Help your Scouts set up online accounts. They can find instructions at [https://www.trails-end.com/](https://www.trails-end.com/)
   e. Prepare sales materials for your Scouts, supply plenty of order forms, talk to them about other good selling practices. Look online at Trail’s End for additional materials and ideas to help your Scouts have a successful sale.

4. **Motivate:** Excite your scouts with incentives, weekly prizes, and a fun party at the end of the sale!

5. **Build your best kickoff party:** This should be the most motivating part of your sale for Scouts and parents. Get your families pumped up! Some ideas include: Popcorn themed food, prizes and games (Pinterest is full of popcorn recipes and party ideas), make a popcorn costume, put a sales kit in each scout’s hand, or do a mock sale with leaders to teach the Scouts the best way to talk to customers. This is a huge opportunity to show Scout families how to fund their adventures in scouting and put money in their Scout accounts!

6. **Stay on Track:** Mark your calendar with important dates; Unit orders, Council Distribution, Popcorn hand out, Scout dates for final money and popcorn return, Swap days, and Unit return days for popcorn and final paperwork. Keep track of the Council Timeline!

7. **Settle up:** Make sure Scouts have money in on time and have collected before the sale ends. Remember ALL money is due to the council on your district distribution day for take order pick up. Bank checks or unit checks need to be made out to Quivira Council with the amount owed. You will receive an email with the amount due, after the sale and before distribution. NO checks will be accepted at the Council office beforehand unless otherwise stated.

8. **Celebrate:** Order prizes, plan a party and celebrate all the great success of your unit’s sale. Print out their camp registration and show them that they paid their own way, because a Scout is Thifty! Show your Scouts that you appreciate all the hard work, and keep them excited for the upcoming year!

You are not alone in this sale. If you have a question, please ask.
2020 Popcorn Calendar

District Unit Kernel Training     August/TBA
Friday, Sept. 25th         Sales Begin

First Distribution Schedule

Friday, Sept. 4th       Red Wagon Sale/Show & Sell Orders due in Trail's End system by midnight
Thursday, Sept. 24th     Red Wagon/Show & Sell Distribution for White Buffalo and Southwinds Districts
Friday, Sept. 25th       Red Wagon/Show & Sell Distribution for Kanza and Pawnee Districts
Saturday, Sept 26th     Red Wagon/Show & Sell Distribution for Osage Nation

Red Wagon/Show & Sell due back to Council (10% return policy) & Payment due to Council on Friday, October 30

Second Distribution Schedule

Sunday, Oct. 25th       Clipboard Sales/Take Orders due in Trail's End system by midnight
Thursday, Nov. 12th      Clipboard Sales/Take Order Distribution for White Buffalo and Southwinds Districts
Friday, Nov. 13th        Clipboard Sales/Take Order Distribution for Kanza and Pawnee Districts
Saturday, Nov. 14th      Clipboard Sales/Take Order Distribution for Osage Nation District

Final Payment for Clipboard Sales/ Take Orders due at Final Distribution before you receive product
## Meet your District's Popcorn Leaders!

### KANZA DISTRICT
Shanna Miller – District Kernel 785.623.3972 smigcowgirl@yahoo.com
Kanza District Associate

**DISTRIBUTION WAREHOUSE**  
Mid-West Energy 1025 S. Patton Rd., Great Bend, KS

### OSAGE NATION DISTRICT
Trystan Thompson – District Kernel 620.750.0197 tryssiet@gmail.com
Stuart Goins - Staff Advisor 318.588.1223 stuart.goins@scouting.org

**DISTRIBUTION WAREHOUSE**  
Cleaver Farm 2103 South Santa Fe Ave., Chanute, KS

### PAWNEE DISTRICT
District Kernel– TBA
Leroy Harvey–District Executive 620.242.4033 leroy.harvey@scouting.org

**DISTRIBUTION WAREHOUSE**  
City Beverage Co. 2 S. Kirby, Hutchinson, KS

### SOUTH WINDS DISTRICT
Joanne Ging—District Kernel 620-229-3069 swpopcornkernel@gmail.com
Justin Bell – District Executive 316.323.0552 justin.bell@scouting.org

**DISTRIBUTION WAREHOUSE**  
United Warehouse 907 E. 45th St. N., Wichita, KS

### WHITE BUFFALO DISTRICT
Sherri Hamilton – District Kernel 316.304.1337 wbpopcornkernel@hotmail.com
Michael Redondo – District Executive 951.313.2562 michael.redondo@scouting.org

**DISTRIBUTION WAREHOUSE**  
United Warehouse 907 E. 45th St. N., Wichita, KS

### COUNCIL SUPPORT TEAM
Stuart Goins – Director of Field Service 318.588.1223 stuart.goins@scouting.org
Jessica Riley– invoice support 316.491-2226 jessica.riley@scouting.org
2020 Unit Commissions

Base Commission

Unit Commission is 28%

Up your Commission!!

- Receive additional 1% commission when you attend a District Kernel Training.
- Units who sold $25k and up in “traditional sales” in 2019, have 10% increase in 2020 sale, over 2019, to receive additional 2%
- Units who sold between $15k-$24,999.00 in “traditional sales” in 2019, have 20% increase in 2020 sale, over 2019, to receive additional 2%
- Units who sold below $15k in “traditional sales” in 2019, have 30% increase in 2020 sale, over 2019, to receive additional 2%

New Units Only - (Point of Clarification – Units that have not sold in a couple years, or first time selling units.)
- Base Commission is 28%
- Attend Training to receive addition 1%
- Sell $2,000.00 and achieve an additional 2% in commissions.

Note:
- New Online Direct Commission: 28%
- Online Commission: 28%
TRAIL’S END REWARDS
SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO SCOUTS LOVE TRAIL’S END REWARDS?
• Scouts get to buy the prizes they want!
• The more you sell, the more you earn.
• Millions of prize choices on Amazon.com
• Get your prizes faster and delivered directly to you.
• Bigger and better prizes than ever before!

SCOUTS EARN DOUBLE ONLINE
2PTS PER EVERY $1 SOLD
ONLINE DIRECT
1.5PTS PER EVERY $1 SOLD
CREDIT/DEBIT
1PT PER EVERY $1 SOLD
CASH

WHY DO LEADERS LOVE TRAIL’S END REWARDS?
• Less work!
  • No collecting orders from Scouts or distributing prizes.
• Simplified Sale Management
  • The Trail’s End leader portal is a one-stop shop for everything, including prize ordering.
  • Orders are tracked automatically for leaders when Scouts sell with the App and online.
  • It’s easy to communicate and manage because face-to-face and online sales count towards Rewards.
  • Trail’s End helps train and motivate Scouts through the App.
  • Leaders can wrap up the fundraiser and get back to Scouting faster!

The displayed prizes above are not delivered by Trail’s End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: https://www.trails-end.com/terms.
*These are individual incentives to say thank you to our Scouts. These incentives are not considered Scout Activities.

**Weekly Sales Challenge** – 4 weeks of individual Scout challenges. Unit Kernel must turn in their Scout’s proof of weekly sales to the Council Kernel during the required timeline. (Record to Council Kernel by midnight the Sat of that week’s challenge.)

*Individual Scouts TOTAL sales must be allocated in the unit within the Trails-End System prior to close of the sale.*

**Week 1** = Timeline will be Fri Sept 25th – Sat Oct 3rd. To qualify, Scout must achieve $650 in total sales. At the end of the Sale:

*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a $25 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. (Note: Each District will have their own drawing pool)

**Week 2** = Timeline will be Sun Oct 4th – Sat Oct 10th. To qualify, Scout must achieve $1,200 in total sales. At the end of the Sale:

*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a $50 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. (Note: Each District will have their own drawing pool)

**Week 3** = Timeline will be Sun Oct 11th – Sat Oct 17th. To qualify, Scout must achieve $1,800 in total sales. At the end of the Sale:

*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a $75 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. (Note: Each District will have their own drawing pool)

**Week 4** = Timeline will be Sun Oct 18th – Sat Oct 24th. To qualify, Scout must achieve $2,400 in traditional sales.

*All Qualifying Scouts will be entered into that weeks over all drawing for one lucky winner from “Each District” to have their choice of a $100 Gift Card to one of the following vendors: Wal-Mart, Best Buy, or Target. (Note: Each District will have their own drawing pool)

**Final Drawing** All Scouts who qualified at least in one of the four above weekly challenges will be entered into one Final drawing! (Note: This will be a Council drawing)

**One Cub Scout** will be drawn for a Free registration for one Resident Camp Session or Wild Webleos @ Camp Kanza for the 2021 Camp Season & will receive a $100 value Gift Card. (Wal-Mart, Best Buy, or Target)

**One Scouts BSA or Venturing Scout** will be drawn for a Free registration for one week @ Quivira Scout Ranch for the 2021 Camp Season & will receive a $100 Gift Card. (Wal-Mart, Best Buy, or Target)
Quivira Council Additional Incentives

WIN A $300 GIFT CARD!

The overall TOP SELLING SCOUT for the Council will receive a $300 GIFT CARD to one of the retailers listed above!!

The top three sellers from each District will receive:

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<th>Rank</th>
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*The overall top selling Scout is excluded from district gift card prizes.*
The NEW Online Direct

ONLINE DIRECT PROMOTIONS

• Free Shipping Weekend - July 3 - 5
  • Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!

• Scout Online Direct Entrepreneur Pledge
  • Scouts that will pledge to do their best to sell $2,500 or more through Online Direct from July 1 - August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a $200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.

• Square Readers for Scouts – redeemed in the Trail’s End App beginning July 1:
  • Scouts who sold $1,000 - $3,499 in 2019 will receive a Square reader (headphone or lightning)
  • Scouts who sold $3,500+ in 2019 will receive a contactless Bluetooth reader

• Scouts earn DOUBLE points for Amazon.com Gift Cards with Trail’s End Rewards!

THE SAFEST WAY OF FUNDRAISING FOR SCOUTS!

Safe for Scouts
Fundraise from the safety of home.

Product Variety
Traditional products & prices plus more.**

No Handling
Products ship to your customers and all sales are credit.

Trail’s End Rewards*
Earn double points for Amazon.com gift cards.

BUILD YOUR PLAN TO SELL $1,000 SOCIAL DISTANCING
Text MYPLAN to 62771 to learn more!

*Council participation in Trail’s End Rewards may vary.
**Subject to change.
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

**STEP 1** Create a Trail’s End account for your Scout.
• Text APP to 62771 to download the Trail’s End App.

**STEP 2** Make a list of 30+ people you know to ask for support.
• With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

**STEP 3** Draft your Scout’s sales pitch.
• Example: Hi **customer’s name***, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

**STEP 4** Build your Scout’s personalized fundraising page.
• Once signed into the app, go to Online Direct and then Manage Page.
  • Upload a picture of your Scout smiling, preferably in their Class A uniform.
  • Paste your sales pitch into the About Me section.
  • Select your Favorite Product.

**STEP 5** Ask for support.
• Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
  • For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
  • Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

**STEP 6** Ask for support in the neighborhood.
• Ask neighbors for support in local Facebook Groups, Apps (Next Door).
• Visit 30 homes in your neighborhood
• Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.
Units that have the greatest success in the popcorn sale have several things in common...

1. Enthusiastic Leadership: This is a motivating factor for both the Scouts and their parents.

2. Identify Unit’s Popcorn Kernel:

3. Attend your August District Popcorn Kernel Training: Have the Popcorn Kernel and/or a unit leader attend the August Popcorn Kernel Training, get up to date info and pick up all your popcorn sales materials.

4. Plan a Unit Budget: Planning the unit program around a budget demonstrates just how much it costs to provide a great program and help establish unit goals.

5. Establish Goals: Both the unit and the Scouts need goals. The unit can plan the annual program around the sale. A great sale enables a great program. Planning and explaining the benefits of the Scout’s goals motivates both the scout and his parents.

6. Brainstorm on ways your Unit can meet and exceed your goal: Such as...
   1. Having a “Unit Blitz Day”: Every Scout in the unit goes out selling for a set amount of time in a designated area. Set a goal for the day and celebrate success afterward.
   2. Establishing additional “Unit Incentives” on top of the Council Incentives. Consider using some of the Unit’s commissions to offer additional incentives that your Scouts can enjoy. Ex. Each Scout who sells $450 gets to go to Day Camp for free or a portion of Webelos Camp or Summer Camp is paid, top selling den/patrol gets a pizza party, or a Scout sells $________ gets to put a pie in the face of the Cubmaster or Scoutmaster.
   3. Having prizes for the Scout that has the highest sales or highest online sales each week.
   4. Call on past customers from previous Take Order Forms.
   5. Encourage parents to sell at their place of employment.
   6. Remind everyone that popcorn makes a great gift for teachers, co-workers, neighbors, babysitters, friends and relatives

7. Have a “Big Unit Kickoff” for Scouts: Distribute sales materials and Get Everybody Excited! Review the Commission levels and Unit and Council Incentives that Scouts can earn.

8. Educate Parents: Show parents the direct benefits for them and their Scout. Ex. Johnny sells $x amount and gets to go to camp. Explain: the importance of the fundraiser, the unit goal, how funds will be used, the Scholarship Program, Incentives, etc. (Refer to the Ideal Year of Scouting Plan)

9. Train your Scouts: Brief them on proper sales techniques as well as public courtesies and safety. The community will support Scouting when given the opportunity. Have Scouts provide Unit information for future sales. Have them practice their sales script with a buddy!

10. Keep accurate records. PLEASE MAKE SURE YOUR SCOUT COLLECTS MONEY AS THEY SELL, and have check made payable to the unit. Schedule an Order Turn-In party at the end of the sale to collect orders and money from the Scouts. Remind Scouts to plan to deliver the popcorn within a few days after distribution.
Additional Popcorn Dates/Return Dates

Notice

Because of the uncertainties of the Fall, Trail’s End has decided to honor initial product orders for units, but can not guarantee additional Product to Councils. This has caused Councils across the country to look at their plan of action. With that said, the Quivira Council will not do additional product dates. Please review your initial Show & Sell order this year and make the best decision when placing your initial order. The Council would ask that units focus on the take-order and online direct portion of the Campaign.

Friday, October 16, 2020 Popcorn/Returns 1:00p.m.-4:00p.m.
Friday, October 23, 2020 Popcorn/Returns 1:00p.m.-4:00p.m.

Friday, October 30, 2020 Final Consignment - Only "UNOPENED Cases" will be accepted
(10% Return Policy)/Final Payment due for Show & Sell
8:00a.m. - 4:00p.m.

Cheese Lover’s Collection Box
Salted Caramel Popcorn
Unbelievable Butter bag
Blazin’ Hot bag
White Cheddar Cheese Corn Bag
30oz Popping Corn Jar
Classic Caramel Corn Bag

______________________________

Leader’s Name: Print Name/Signature
# Take-Order Form

## Secure Payment Processing Through Square
Trail’s End Pays All Credit Card Fees

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## CREDIT SALES ARE BEST FOR SCOUTS
**TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT!”**
Trail’s End pays for all credit card fees!

- Bigger Rewards – Earn 15pts per $1 sold in the Trail’s End App
- Safer – Scouts don’t have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry
  
**ONLINE DIRECT**
The safest way of fundraising for Scouts!

**VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS**

**SIGN IN & SET YOUR GOAL**
Text MYPLAN to 62771 to download the app

## BUILD YOUR PLAN TO SELL $1,000 SOCIAL DISTANCING
Text MYPLAN to 62771 to learn more
Note: Chocolate Products and the 18 Pack Unbelievable butter will only be purchased through the Online Direct portal this Year!

Bundle Packages on Online Direct

$70 Chocolate Lover’s Tin
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatlay Caramel Crunch

$85 Chocolate Lover’s Bundle
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatlay Caramel Crunch

$35 Cheese Lover’s Bundle
- (1) White Cheddar Popcorn
- (1) Blazin’ Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
Unit Swap Instructions

**Giving Unit**

1. On the Popcorn Orders page, click View next to your approved unit order with the inventory to be transferred.

2. Click the Transfer Inventory button and select the District and Unit from the dropdown menus of the unit that is receiving the inventory.

3. Enter the quantities (cases and containers) to be transferred.

4. Click the Submit Transfer Request button to complete the form.

5. If the receiving unit has not accepted the product transfer, the giving unit can cancel the product transfer by going to the Transfers & Returns page on the left navigation menu and clicking the Cancel button next to the transfer request.

**Receiving Unit**

1. The primary contact of the receiving unit will be emailed a notification of the transfer request.

2. Go to the Transfers & Returns page on the left navigation menu.

3. Review the pending product transfer. If correct, click the Approve button, or the Reject button if the transfer quantities are incorrect.

Once the receiving unit has accepted the product transfer, adjustments will be made to each unit’s popcorn invoice statement to reflect the product transfer.
District Pick up and Distribution

- Emails will be sent out by your district kernel to assist them in distribution of ordered popcorn. They will ask that you schedule a specific time on the pick-up date. You will pick up your popcorn along with other units/groups so please be on time! Pickup times are every 15 minutes.

- Upon arriving to the pick-up location, **YOU WILL BE RESPONSIBLE** to double count your separated order to verify that it is accurate. **Once verified you will be asked to sign a packing slip.**

- **Red Wagon/Show & Sell Consignment/Payment is due on Friday, October 30, 2020 at the Council Office.**

- On the Second Distribution Day, Units need to turn in the **Final Take-Order popcorn check** before popcorn will be allowed to leave the distribution sites. Do not write the final check until the council informs you of the final number. *(Amounts can change based on inter unit swaps, transfers, area swaps, commission changes, and other variables.)*

- After receiving your Final Order, please get the popcorn to your Scouts for **prompt delivery to customers.** All money should have already been collected by this time.

- **Be sure that vehicle arrangement s are made so that all of your product will fit into the vehicle (s).** *Bring some other adults with you to assist in loading your order. A good rule of thumb is a mid-size car holds 20 cases, a Jeep Cherokee holds about 40 cases, and a minivan holds 60 cases. Please plan accordingly. A HIGH Ryder type truck or a trailer for pallets is the best for large orders.*

Handling/Storage of Popcorn

- Do not store popcorn at temperatures above 75 degrees Fahrenheit
- Do not store in direct sunlight
- Do not handle in rough manner
- Do not store the product in damp conditions

Return Policy on Show & Sell

If a unit sells out of any given product, they **may post on the Quivira Council Facebook page.** If you are not on Facebook, please email your District Kernel to see if another unit has product. On Friday, October 30, **NO MORE than 10% of product can be returned of your initial order.**
FACEBOOK
Stay in touch with the “Quivira Council Facebook Page”
https://www.facebook.com/groups/QuiviraCouncilPopcorn/

Trail’s End Seminar Training Opportunities
https://www.trails-end.com/webinars

Trail’s End Facebook Page
https://www.facebook.com/groups/TETopSellingUnits

Trail’s End System
*Unit Kernels—Sign into the popcorn system.* https://www.trails-end.com/
Get familiar with the Trail’s End Training and understand the resources available to your unit.
* TrailsEnd.com for helpful videos
Have a Great Sale!!!!

A Scout is Thrifty

Trail’s End
Over 73% goes to local Scouting