

# Grand Canyon Council

## 2024 Popcorn Leaders' Guide



Edition: July 2024

## **Welcome to the 2024 Popcorn Fundraiser**

For nearly 40 years Scouting America has worked with Trail's End to empower our Scouts and their leaders to raise the funds they need for camp, year-round programming, and to empower all Scout to earn their own way through the Scouting program! Fundraising through Popcorn sales is a tested and reliable method to fundraising, and unit leaders have the support, guidance, and training of Council volunteers and staff to guide every unit to success!

For the next several months we will be working to support Scouts and their families across the state as they work hard to earn support for their programs, activities, and experiences that will shape their character and wellbeing for years to come! The Popcorn Fundraiser may feel overwhelming at times, but with prior planning and organization, it can be a very smooth and dependable process which will support your unit and Scouts and enable families of all backgrounds the opportunity to enjoy a quality program.

We look forward to the 2024 Popcorn Fundraiser and are here to guide you every step of the way. Please do not hesitate to reach out to Council staff for support, although many of the answers you may need can be sourced from the [GCC Support Center](#), or the [Trails End Kernel's Guide](#)

For many questions concerning the Trails End system, budgeting, planning, and ordering, please refer to the comprehensive [Trails End Kernel's Guide](#). This guide will inform you of the Grand Canyon Council contacts, important dates, and additional considerations.

### **Key Resources**

[Video: What's New for Returning Leaders](#)

[2024 Trail's End Kernal Guide](#)

[Video: Leader Portal Training](#)

[2024 Storefront Request Letter](#)

[Leader Training Videos](#)

[Storefront Training Videos](#)

[Storefront Code of Conduct](#)

[We Accept Credit Card Sign](#)

[2024 Popcorn Product Form](#)

## Important Dates

Date	Event
June 6	Early Commitment Banner Deadline
June 6	Council Virtual Training
July 20	Storefront Selections Begin
Aug 23	Show & Sell Orders Due from Units
Sep 12-13	Show & Sell Distribution (includes banners distribution)
Sep 17	Weekly Prize Drawings Begin for Scouts
Sep 23	Mid-Sale Orders <b>DUE</b>
Oct 4-5	Mid-Sale Distribution
Oct 28	Take Orders/Final Orders Due from Unit
Nov 15-16	Take Orders / Final Order Distribution Final Payments Due & Sale Officially Ends
Dec	Top Sellers Celebration Champions Club
Jan 2025	Top Unit Celebration Dinner

- Units are encouraged to establish internal deadlines with their units to collect commitments, orders, and monies so that the kernel has enough time to aggregate orders, inventory product, determine needs, assist stragglers, and assess strategic adjustments to the unit fundraiser.
- **No late order submissions can be accepted.** We cannot delay the entire Council order or adjust our distribution dates to accommodate units who do not meet published deadlines. It is the unit's responsibility to ensure that their orders are complete and timely.
- Popcorn **MUST** be picked up by 4pm Friday from our distribution sites as we cannot hold the product on site.

## **Popcorn Incentives**

While it is encouraged for units to build and identify their own incentive programs to help motivate their Scouts to achieve their goals and the goals of the unit, Trail's End and the Grand Canyon Council have several incentive programs to motivate our units, leaders, and Scouts to have a successful campaign.

### **Early Sign-Up Incentive – Storefront Banner**

All Units who sign up online through the Trails End system to participate in this year's popcorn sale by the June Roundtable, held on the first Thursday of June, will receive a new storefront table banner. Qualifying units will receive this banner during popcorn distribution in mid-September. We aim to continue this incentive with both Popcorn and Camp Cards to allow units to receive additional banners each fundraising season and year.

### **Amazon Rewards provided by Trails End**

Trail's End provides Amazon Gift Cards to Scouts who sell at least \$500 in product. Each selling scout earns more and up to 10% back in gift cards the more they sell. Trail's End manages this entire process and provides the gift card codes to scouts which much be redeemed by June of the following year. See the Trails End Portal for more information, [Trails-End Reward Program](#)

### **Camp Credit provided by Grand Canyon Council**

Each individual Scout with a product sales total over \$1,500 recorded in the Trail's End system will receive a \$125 credit towards a single camp event. This credit can be applied to any council program event and not only Summer Camp or Cub Resident programs. Credits will expire at the end of the following year and cannot be split between program events.

### **---NEW--- Weekly Prize Drawings**

Each week during Popcorn season we will be hosting a Facebook Live session or posting a video to share campaign updates and specifically draw our weekly prize winner from all Scouts who recorded sale during the previous week. All weekly prizes will range from \$20-50 in value and will be made available for pick-up or delivery based on the location of each winning Scout.

### **---NEW--- Top Selling Scout Celebration and Champions Club**

In late November or early December, we will be hosting a celebration, currently expected to be virtual in order to accommodate Scouts all throughout the state, where we recognize and reward all of our top performing Scouts as well as introduce our new Champions Club which annually recognizes select Scouts with the highest performance across the council will a very special prize. More details to come.

### **Top Selling Unit Dinner in January/February**

Early next year, the Grand Canyon Council will host a dinner for leadership in our top selling units. This dinner is targeted as a Thank you for the Unit Popcorn Kernels who have dedicated hours and time and energy to see that their individual units have a successful campaign. Details for this dinner will be provided by November.

## **Storefront Sales**

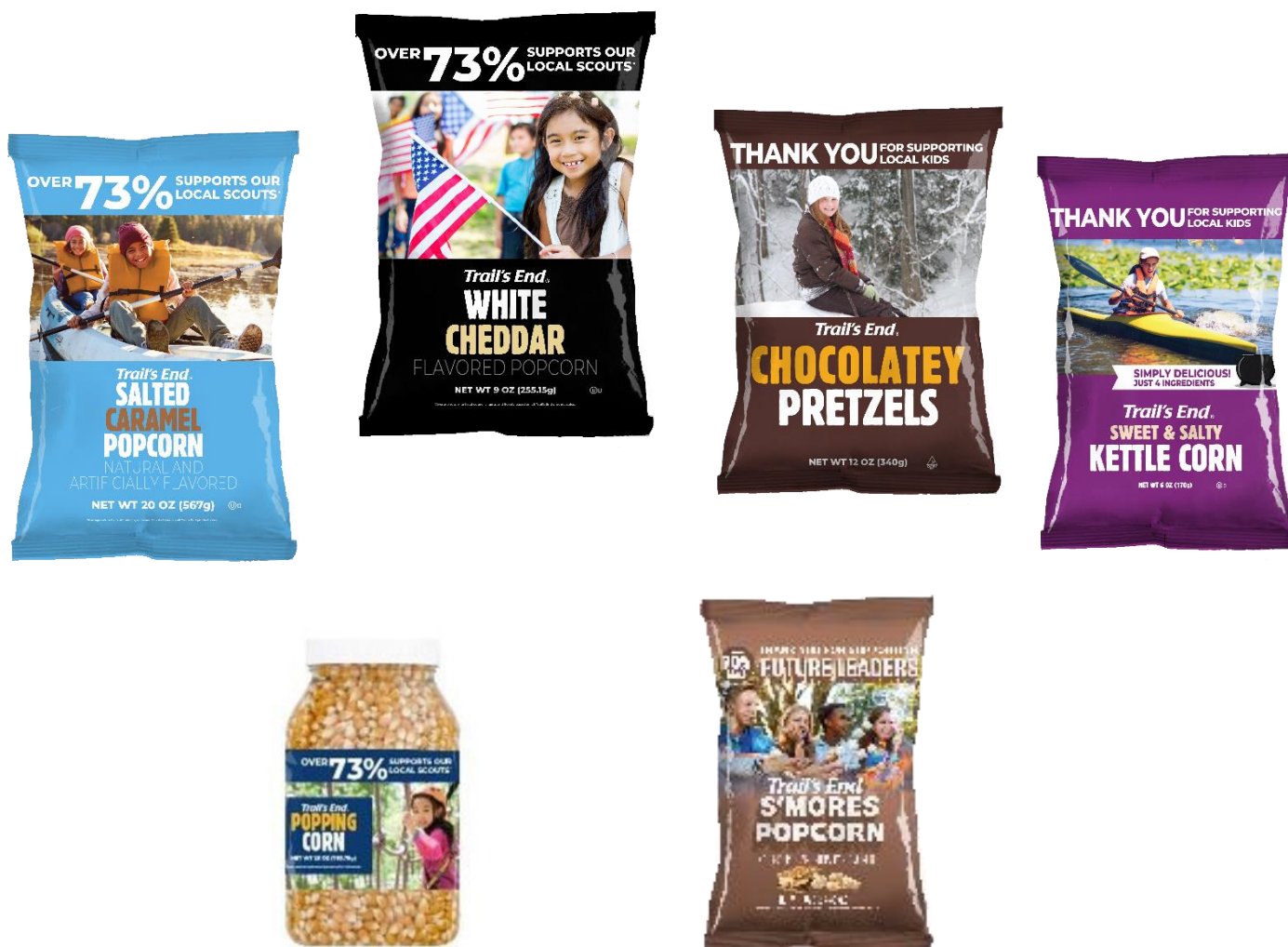
Trails End will again be partnering with the Grand Canyon Council in securing storefronts with national chains across the state. We expect over 11,000 hours' worth of storefronts at locations such as Michaels, Ace Hardware, Tractor Supply, Olsen's Grain, Flying J's, Lowes, Loves, a few Walmarts, Bass Pro, Sportsman's Warehouse, and many more! These location options are in addition to the ~3,500 hours we have secured with Fry's Food Stores, so there will be no shortage of storefronts available! All storefront reservations will be made in the Trails End Leaders Portal and will automatically populate within your unit's storefront calendar so that your Scouts may sign up for shifts within your unit. This process cannot be completed outside of the Trails End system, so we recommend you ensure that your families have downloaded the app or have an account online.

Trail's End will distribute the storefront shifts to units through the [Trail's End Leader Portal](#) beginning in July. This is a national rollout and is not customizable for Grand Canyon Council. The distribution schedule for all storefronts is as follows:

- **July 20th:** Units who sold \$20k+ in 2023 will be able to select 4 reservations
- **July 21st:** Units who sold \$15k+ in 2023 will be able to select 3 reservations
- **July 22nd:** Units who sold \$10k+ in 2023 will be able to select 2 reservations
- **July 23rd:** All Units will have unlimited reservations

Product	2024 Prices	Product	2024 Prices
Sweet & Salty Kettle	\$15	White Cheddar	\$20
Salted Caramel	\$25	S'Mores	\$25
Unbelievable Butter MW	\$25	Popping Corn	\$20
Online Only: Chocolatey Pretzels & More	\$30	Heroes & Helpers Donations*	\$50 / \$30 / \$1

\* = All donations sold in the TE app will be invoiced to units and councils to eliminate confusion about this item needing to be delivered, ordered to unit or council.



# Unit Popcorn Kernel Responsibilities

- Be the “Go to” person for your unit!
- Coordinate and promote the popcorn sale in your unit.
- Attend the Council Kickoff.
- Facilitate a unit kickoff mid-August.
- Coordinate storefront opportunities to help Scouts sale as is possible. You may use our [2024 Template Letter](#) as reference.
- Contact all the Scouts/parents in your unit and confirm their participation in the sale, as well as sales goal.
- Assist Scouts and leaders in setting personal goals as well as a cumulative unit goal based off Scout participation.
- Ensure all Scouts create an account to sell online or through the app at <http://sell.trails-end.com>
- Submit orders by the deadline specified.
- Coordinate your popcorn pick up on the distribution dates. Arrange for volunteers to help you load and transfer popcorn as necessary.
- Distribute popcorn within your unit and ensure that orders are delivered as soon as possible.
- Track inventory to determine if more popcorn should be ordered, or if there are opportunities to transfer excess popcorn to other units.
- Collect money for orders and submit money owned to Council.
- Order and distribute prizes, and other incentives earned by participating Scouts.
- Contact your District or Council Kernel with any questions.

## Unit Orders and Returns

**Unit orders are due by the posted dates on the timeline. No late orders will be accepted.**

- Popcorn inventory is being created upon ordering, providing the freshest product to our units. Orders will take two weeks to deliver once the Council has submitted the aggregate Council order.
- Due to the addition of a mid-sale order and a new Council office location on a second floor with less storage space, additional popcorn will be very limited to replenish inventories or to fill late orders.
- **Grand Canyon Council does not accept returns of unsold popcorn from units.** Units should only order products they intend to sell in line with their Scout goals and participation.
- Units may mitigate their risk, or even have a no-risk sale, by focusing on or only engaging in **Take Orders** and **Online Sales**.
- Every unit should order an amount of popcorn based on the goals and participation of Scouts within their unit. Please do not submit an order without first determining the level of Scout participation.
- The final **Take Order** will allow units to receive the exact number of containers they need to fulfill their needs, and units should use any excess popcorn they may have to fill those orders before submitting an order for additional product.
- In the Trail's End Portal, a tool is provided to guide you with your popcorn order as a calculator that will assist you determining the best product variety of product aligned with your goal, based off ratios of popcorn sold across the nation and particularly Arizona in prior years.
- Grand Canyon Council will encourage units to trade and transfer products throughout the sale to find more popcorn or take products from other units who ordered too much. This can be completed via the [Trails End website!](#) Units with excess popcorn should make it available to other units as early as possible.
- Grand Canyon Council will provide an example [annual budget planner](#) to help units gauge a goal amount per Scout based off of program participation.
- Units keep their commission immediately but must pay Council the remaining balance by the deadlines posted on the timeline scheduled above.

## Distribution Sites

Popcorn is delivered on Wednesdays, with prep on Thursday and distribution Friday. Show and Sell popcorn MUST be picked up by 5pm Friday. Additional details, including a pick-up time sign-up will be available in early September.

**Show and Sell** – September 13, 2024 (Limited Pick-up may be available on 9/12/2024).

- **United Food Bank of Mesa** – 245 S Nina Dr. Mesa, AZ

**Mid-Sale Orders and Take Order** – Oct. 5 & Nov 16

- **Heard Scout Pueblo** - 1901 E. Dobbins Rd. Phoenix, AZ



## **ADDITIONAL RESOURCES**

- [Grand Canyon Council Popcorn webpage](#)
- [Grand Canyon Council Fundraising Forum](#) – Council Facebook group for unit fundraising.
- [Advancements earned through Popcorn](#)
- [Annual Budget Planner Exemplar](#)
- [Unit Popcorn Kickoff Power Point - Editable](#)
- [Unit Kickoff – Checklist](#)
- [Scout Sales – Planning Worksheet for Goal Setting](#)
- [Scout Sales – Script Cards](#)
- [Storefront Code of Conduct](#)
- [Trails End Resources](#)