



BOY SCOUTS OF AMERICA®  
PATHWAY TO ADVENTURE COUNCIL



# LEADER'S GUIDE



## CONTACT INFORMATION

**Popcorn Sale website:** [pathwaytoadventure.org/popcorn2018](http://pathwaytoadventure.org/popcorn2018)  
**Popcorn Team email:** [ptac.popcorn@scouting.org](mailto:ptac.popcorn@scouting.org)  
**Trail's End website:** [www.trails-end.com](http://www.trails-end.com)  
**Pathway to Adventure:** 312/421-8800  
**Popcorn Staff Advisor:** Mike Hornung  
312/421-8800 ext. 252 or  
[Michael.Hornung@scouting.org](mailto:Michael.Hornung@scouting.org)  
**Popcorn Associate:** Blaise Lukasiewicz  
312/421-8800 ext. 265 or  
[Blaise.Lukasiewicz@scouting.org](mailto:Blaise.Lukasiewicz@scouting.org)

### YOUR VOLUNTEER TEAM LEADER:

North Area (Arlington Heights)	Anne Romani	medicalmom05@hotmail.com
East Area (Chicago)	Therese Young	kenyoungfooddist@att.net
West Area (La Grange)	Gina Bacci	ginambacci@yahoo.com
South Area (Calumet)	Kris Sorenson	Kris.Sorenson@gmail.com

Or contact your district executive or field director.  
The directory can be found at [PathwayToAdventure.org/staffdirectory](http://PathwayToAdventure.org/staffdirectory).

### RETURN TO UNITS – EASY TO REMEMBER

The 2018 sale ushers in simple way to ALWAYS know what your unit earned at every point of the sale to support your incredible Scouting adventures. You keep 1/3 of EVERYTHING you sell. No hoops, no complicated equations...simply divide by three!

**YOUR UNIT'S**  
**COMMISSION = 1/3**

## SHOW AND SELL ORDERING:

Option #1: A unit can place an ORDER for their Show and Sell product. If a unit chooses to go this route, they will need to:

- Enter the order in the Trails End System
- The order will not be modified by the PTAC Popcorn Team
- Returns will only be accepted up to 10% of your order

Option #2: A unit can place a REQUEST for their Show and Sell product. If a unit chooses to go this route, they will need to:

- Submit their request to [PTAC.popcorn@Scouting.org](mailto:PTAC.popcorn@Scouting.org)
- The request may be modified by the PTAC Popcorn team in conjunction with the District Executive and the leadership of the unit. The order will be entered in the TE System by the PTAC Popcorn Team.
- There is NO LIMIT on RETURNS from REQUESTED product.

*PLEASE NOTE: ALL RETURNS CAN ONLY BE ACCEPTED IN FULL CASES AND RETURNS ON CHOCOLATE CARAMEL CRUNCH ARE NOT ACCEPTED.*

### PICK-UP & RETURN LOGISTICS

**Location: New Process Steel, 5761 W. 118th St. | Alsip, IL**

Districts:

Arrowhead	Crossroads	Greater Southside	Iroquois Trails
Nishnabec	Tall Grass	Thunderbird	Voyageur Trace

**Location: Prologis, 10517 United Parkway | Schiller Park, IL**

Districts:

Blackhawk	Founders	Indian Trails	North Woods
Pathfinder	Signal Hill	Twin Lakes	

# UNIT POPCORN CHAIR CHECKLIST

- ✓ Review Unit Popcorn Kernel Guide (this guidebook)
- ✓ Set a unit goal with unit committee chair, treasurer, and top leader
- ✓ Set a date for unit kick-off party
- ✓ Set dates for Show and Sell and secure locations
- ✓ Send a reminder out to parents about kick off meeting
- ✓ Conduct Unit Kick Off meeting
- ✓ Have every Scout set a goal
- ✓ Enter Scouts in Trails End system [www.trails-end.com](http://www.trails-end.com)
- ✓ Ask Scouts how much they have sold every week and recognize Scouts as they sell
- ✓ Place Show and Sell Order (August 27)
- ✓ Arrange for Show and Sell order to be picked up (September 8)
- ✓ Conduct Show and Sells
- ✓ Turn in Re-Order #1 (September 17)
- ✓ Pick up Re-Order #1 (September 20)
- ✓ Turn in Re-Order #2 (October 8)
- ✓ Pick up Re-Order #2 (October 11)
- ✓ Remind parents of when Take Order forms are due and when money is due
- ✓ Confirm which prizes were earned by each Scout
- ✓ Show and Sell Return Day (FULL CASES ONLY!) (October 27)
- ✓ Show and Sell Payment due (October 27)
- ✓ Take Order Due (October 29)
- ✓ Prize Orders and List of Selling Scouts due (November 2)
- ✓ Take Order Distribution (November 11)
- ✓ Collect all remaining money due from parents and Scouts
- ✓ Final Payment Due (December 1)
- ✓ Recognize Scouts who reached their goal and those who were top sellers

# SALE CALENDAR

<u>Date</u>	<u>What's Happening</u>
Saturday, August 18	PTAC 500 Scout Kickoff Parties
Monday, August 20	7:30 pm Unit Kernel Training & Kickoff Westchester, IL
Tuesday, August 21	7:30 pm Unit Kernel Training & Kickoff Hammond, IN and Arlington Heights, IL
Monday, August 27	by 5PM Show & Sell Order Due
Saturday, September 8	Show & Sell Distribution
Monday, September 17	Re-Order #1 Due
Thursday, September 20	Re-Order #1 Distribution
Monday, October 8	Re-Order #2 Due
Thursday, October 11	Re-Order #2 Distribution
Saturday, October 27	Show & Sell Return Show & Sell Payment Due
Monday, October 29	by 5PM Take Order Due
Friday, November 2	Prize Orders Due List of Selling Scouts Due
Saturday, November 11	Take Order Distribution
Friday, December 1	by 5PM Final Payment Due

ALL DEADLINES NEED TO BE INFORCED TO PROVIDE THE BEST CUSTOMER SERVICE  
TO OUR FAMILIES AND SCOUTS!!!



# PRODUCTS & PRICING

The volunteer popcorn team, comprised of members from across the Council, has hand selected the following 9 Trail's End products for this year's sale!

- |             |   |
|-------------|---|
| <b>\$10</b> | <b>Popping Corn</b><br>For those who like to make it from scratch.  |
| <b>\$10</b> | <b>Classic Caramel Corn</b><br>A traditional top-selling favorite.  |
| <b>\$15</b> | <b>White Cheddar Cheese</b><br>A perfect combo of cheese and corn.  |
| <b>\$20</b> | <b>18 pack of Unbelievable Butter Microwave</b><br>The classic favorite with more buttery flavor.   |
| <b>\$20</b> | <b>Premium Caramel Corn with Almonds, Cashews &amp; Pecans</b><br>A gourmet caramel with nuts, lots of nuts.                                      |
| <b>\$20</b> | <b>Chocolatey Caramel Crunch</b><br>Crunchy caramel corn in a dark chocolate coating.   |
| <b>\$30</b> | <b>Cheese Lovers Box</b><br>A perfect combo of white cheddar cheese, yellow cheddar cheese, and jalapeno cheddar cheese all wrapped individually. |
| <b>\$55</b> | <b>Chicago Specialty Tin</b><br>Yellow cheddar cheese corn and classic caramel corn in a special gift tin.  |



## Military Donations:

For customers who would like to donate a gift of popcorn for our military men and women, their families and Veteran organizations:

### \$30 Military Donation

Magnets can be ordered with your unit's Show & Sell, Re-Order and Take Order popcorn orders. Please note the magnets are considered a "product" and your unit will be charged accordingly if you do not return any unsold magnets, just like any other popcorn product!

### Don't forget...

- Store all chocolate products in an area that is 72 degrees or less.
- **THERE ARE NO RETURNS ON CHOCOLATE PRODUCTS**
- DO NOT open microwave boxes and sell as individual packets. Individual microwave packets do not have federal mandated nutritional information printed on them.

# TRAINING ACADEMY FOR PIT CREW LEADERS

The 2018 Popcorn Sales System has training modules for First Year Popcorn Kernels and Kernels who need a refresher course!

## **Unit Leader Tutorial: How to Place Orders & Track Scout Sales**

Go to this link:

<http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos#order-product>.

The training is a little over 6 minutes long.

## **How to Place an Order:**

- Log on to: Scouting.trails-end.com
- Enter your Username and Password

On the Home Page of Unit Leader Account

- Click white cluster of cubes at top left of screen
  - Set available period to the current year: 2018 Fundraising Cycle, 2018 Selling Campaign
  - If you are kernel for multiple units, click on Available Roles to select the Unit you are currently working on
- Click the Popcorn Orders Tab then the New Unit Order
  - Go to drop down menu at top of screen and select year (2018 Selling Campaign)
  - Then select the order name: Show and Sell (Due 8/27/2018)
  - Enter desired case quantities of each available product
- At top of page click on "save as draft" to submit later
- You may select submit if you are ready to send to Council for approval
- You will receive a green success notification when your order has been successfully saved and submitted

## WHY DO WE ASK FOR THE PTAC ROSTER OF SELLING SCOUTS?

- 1) Prizes ordered through the Trails End system need to be verified by our Council office prior to shipment. We use this roster to verify orders.
- 2) Prize rosters are used to generate a list of Camp Cash recipients to create individual camp cash codes from our Camping Department. These codes need to be made available to unit leaders BEFORE the end of December since camp registrations begin January 1, 2019. Remember, names listed on the roster must be the same name and spelling of the youth registering for camp. For example, if Johnny Scout is placed on the roster of selling Scouts, they need to sign up for camp as Johnny Scout for the camp cash code to be valid. John Scout will not work if Johnny Scout was listed on the roster of selling Scouts.
- 3) Trails End College Scholarship applications are verified using the roster of selling Scouts.

# EARN THE PTAC RACETRACK PATCH SET

Scouts can earn this PTAC Racetrack patch set by participating in this year's sale! Start off earning the center patch by selling 1 item. Scouts can then complete the set by earning segments for selling a military item, an online item, one of each item from the product mix (excluding online items) and by achieving the Sellers Club level which is \$750.00 in sales and also earns them a ticket to an end-of-sale achievement experience. Patches and segments will be ordered online by your Unit Kernel when prizes are ordered.



## TRAIL'S END SCHOLARSHIP PROGRAM

Drivers that cross the finish line unscathed by selling at least \$2500.00 in a calendar year will receive 6% of their total sales invested in their own college scholarship account. Once enrolled, 6% of any amount of sales thereafter will be added to their account. BONUS: Top 5 Scouts in each region receive an additional 6% added to their account. At the end of the sales, send your Scout's Scholarship forms and a copy of their order form(s) to [PTAC.POPCORN@SCOUTING.ORG](mailto:PTAC.POPCORN@SCOUTING.ORG) to verify and sign as Council Approval.

# HOW THE INTERNET CAN HELP YOU REACH YOUR SALES GOAL

A new line of gourmet products that includes coffee (K-Cups® and ground) is now available exclusively on a user-friendly site that has similarities to popular sites that everyone is used to seeing. Scouts, families, and units can tell their story in a compelling way seeking support for Scouting's mission with fresh and softer branded products that will appeal to everyone.

***It is easy to register! Go to [www.trails-end.com](http://www.trails-end.com).***

- Click on "register" tab in the top right corner of screen
- Select Scout/Parent for the type of account
- Select if you are over or under the age of 13
- Complete registration by following the directions

***You are ready to create your personal profile!***

- Go to the Dashboard page
- Click the about me tab
  - Upload profile picture if you want
  - Write a short bio telling people why you are raising money
  - Enter your twitter or Instagram account
  - Enter your goal and give a name to it with a dollar amount
  - Upload photos if interested
  - Select your favorite product for people to see
- Click on view fundraiser webpage to view account before you share it
- Share the page
- View orders tab lets you see your online orders

***To see a video module on how to register and create a scout page:***

Go to this link:

<http://sell.trails-end.com/content/6d8eb8b59aa67b6/training-videos#order-product>.

The training is a little over 2 minutes long.

Need more support? Contact Trail's End [Support@trails-end.com](mailto:Support@trails-end.com)

## AWARDS BUILT FOR ALL LEVEL DRIVERS

Built with input from our HiPop units, the PTAC prize program has high quality prizes at EVERY level and offers the option for a family to select a 15% (of your Scout's total sale) camp cash option to be used for PTAC council camping properties (including Day Camp) OR National BSA high adventure experiences (including Jamborees) in 2019! As like last year--exchanges of prizes will be made available at all 4 Scout Shops within PTAC. Ordering prizes involves a fully integrated site with simple clicks and tutorials.



# CHECKERED FLAG EXPERIENCE LEVEL

Scouts who reach the \$750 level will get to choose a top-notch experience from one of these four exciting and convenient locations.



**SKY ZONE**  
INDOOR TRAMPOLINE PARK



# LAP OF HONOR EXPERIENCE LEVEL

Scouts who reaches the \$1,000 level in selling popcorn – will get to choose a top-notch experience from one of these exciting and convenient locations



# BECOME A SCOUT CHAMPION

Scouts who sell above and beyond \$1,500 have the opportunity to choose their own prize through the Scout Champion program. Amazon gift cards are available for immediate redemption by registering your Scout account at [www.trails-end.com](http://www.trails-end.com).

## Be a SCOUT CHAMPION

Receive **bonus** Amazon.com gift cards\*  
for going above and beyond!

Sell	Earn Amazon.com Gift Card
\$1,500	\$50
\$2,500	\$150
\$3,500	\$250
\$5,000	\$400
\$7,500	\$600
\$10,000	\$1,000

With my Amazon.com Gift Card, I want to buy:

\*Amazon.com Gift Card will be delivered electronically to the email address of your registered Trail's End Account. A Trail's End account is required for participation. Does not include online sales. Rewards will be distributed via email at the end of the sale.

Register at  
[www.trails-end.com](http://www.trails-end.com)

