

# 2021 FUND YOUR SCOUTING ADVENTURE POPCORN LEADER GUIDE

## COMMISSION

**34%**  
Base  
Commission

**1%**  
Early Bird  
Commission  
(if signed up by  
May 31, 2021)



## 2021 PRODUCTS



More Options On-Line

## NEW IN 2021

- Show & Sale Order due Sunday, September 5<sup>th</sup> by 9pm PST
- Maximum Show & Sale order allowed is **75%** of last year's Show & Sale order. Need more submit a marketing plan.
- **No Product Returns.** Unit transfers are permitted if both parties are comfortable. Remember, Unit giving away product must be the one to start the transfers in Trail's End portal.
- **Chocolate Pretzels** are **take-order only!**
- Chocolate, nuts, coffee, and additional popcorn products available through Online Direct website ordering.

## TOP 10 CLUB - 12/4/2021 Chiefs Game

Teddy Bear Toss at the Spokane Chiefs December game!

Chiefs game, teddy bear toss, hot dogs, chips and fun! Lets Celebrate success! More details to come!



BOY SCOUTS OF AMERICA®  
INLAND NORTHWEST COUNCIL

## AUGUST 2021

Su	Mo	Tue	W	Th	Fri	Sa
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

## SEPTEMBER 2021

Su	Mo	Tu	We	Th	Fri	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## OCTOBER 2021

Su	Mo	Tue	We	Th	Fri	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## NOVEMBER 2021

Su	Mo	Tue	We	Th	Fri	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## DECEMBER 2021

Su	Mo	Tue	We	Th	Fri	Sa
			1	2	3	4

# IMPORTANT DATES

## July 1<sup>st</sup> - ONLINE SALE BEGINS

### August Kick Off & Training:

Aug. 11<sup>th</sup> 7pm-9pm — Popcorn Unit Leader Kick off & Training on Zoom  
 Aug. 14<sup>th</sup> 4pm-6pm — Popcorn Unit Leader Kick off & Training on Zoom  
 Aug. 18<sup>th</sup> 6pm -8pm — Popcorn Unit Leader Kick off & Training - **IN PERSON**

## September/October: Show & Sale Order/Distribution

Sept. 5<sup>th</sup> — Show & Sale Orders due to the Council by 9pm PST

### Big Foot—All Units

Sept. 30<sup>th</sup> — Sort at DeVries, Spokane, WA

Oct. 1<sup>st</sup> — Distribution at DeVries, Spokane, WA

### Three Rivers—North Spokane Units

Sept. 30<sup>th</sup> — Sort at DeVries, Spokane, WA

Oct. 1<sup>st</sup> — Distribution at DeVries, Spokane, WA

### Three Rivers—Stevens County Units

Oct. 1<sup>st</sup> — Distribution at Country Store, Colville, WA

### Mountain Lakes—Sandpoint Units

Oct. 1<sup>st</sup> — Distribution at Sandpoint Furniture, Sandpoint, ID

### Mountain Lakes—CDA Units

Oct. 1<sup>st</sup> — Distribution at Aagesen Millworks, Post Falls, ID

### Appaloosa—All Units

Oct. 1<sup>st</sup> — Distribution at Palouse Mall, Moscow, ID

## Poptober: SELL POPCORN!!! Sale Wrap Up

Oct. 1<sup>st</sup> thru 29<sup>th</sup> — SELL POPCORN!!!

Oct. 29<sup>th</sup> — Show & Sale ends

Oct. 29<sup>th</sup> — Partial payment due: 50% payment of the amount due to Council

Oct 31<sup>st</sup> — Unit Popcorn Kernel must enter any Take Order sales into Trails

End Portal that were not already ordered via the Online Direct website. Unit

Kernels must also enter all Scout sales into the Trails End portal so Scouts can receive their prizes earned.

**ALL DUE BY 9pm, PST - Sunday, Oct. 31st.**

## November: Take Order Distribution

### Big Foot—All Units

18<sup>th</sup> — Sort at DeVries, Spokane, WA

19<sup>th</sup> — Distribution at DeVries, Spokane, WA

### Three Rivers—North Spokane Units

18<sup>th</sup> — Sort at DeVries, Spokane, WA

19<sup>th</sup> — Distribution at DeVries, Spokane, WA

### Three Rivers—Stevens County Units

19<sup>th</sup> — Distribution at Country Store, Colville, WA

### Mountain Lakes—Sandpoint Units

19<sup>th</sup> — Distribution at Sandpoint Furniture, Sandpoint, ID

### Mountain Lakes—CDA Units

19<sup>th</sup> — Distribution at Aagesen Millworks, Post Falls, ID

### Appaloosa—All Units

19<sup>th</sup> — TBD

## December: Final Payment Due - Postmarked by: Friday, December 3rd

15% Late Fee — All units that have not submitted payment (postmarked) by Friday, December 3<sup>rd</sup> may be sent an additional invoice for the outstanding balance + a additional 15% late fee.

# MEET THE POPCORN TEAM

## Council Popcorn Kernel Family:

Becky, Curtis and Logan Fisher 443-812-6171 [beckytfisher@gmail.com](mailto:beckytfisher@gmail.com)

## Staff Advisor:

Marcia Hunt, Development Director 509-951-2727 [marcia.hunt@scouting.org](mailto:marcia.hunt@scouting.org)

## Popcorn Assistant:

Geoffrey Latner 509-242-8236 [geoffrey.latner@scouting.org](mailto:geoffrey.latner@scouting.org)

## District Kernels

### Big Foot District Kernel

Geoffrey Latner 509-290-4433 [LatnerG@gmail.com](mailto:LatnerG@gmail.com)

### Mountain Lakes District Kernel

Earl Criger - Distribution Chair 208-659-9721 [idscouter@gmail.com](mailto:idscouter@gmail.com)

Summer Murray 402-990-2019 [summer.murray@scouting.org](mailto:summer.murray@scouting.org)

### Appaloosa District Kernel

Mike Heston 509-432-6143 [mikejheston@gmail.com](mailto:mikejheston@gmail.com)

Dusty Fleener 208-310-1404 [oldtroopguide@gmail.com](mailto:oldtroopguide@gmail.com)

### Three Rivers Kernel - North

Lance Lafley 509-684-3236 [lafley74@gmail.com](mailto:lafley74@gmail.com)

### Three Rivers Kernel - South

DeAnne Heflin 509-242-8244 [DeAnne.Heflin@scouting.org](mailto:DeAnne.Heflin@scouting.org)



## NEW IN 2021

1. The INWC will provide signs for people to hold for your drive thru and corner parking lot selling locations.
2. Wear popcorn hats, popcorn costumes to capture attention of potential buyers

## SELLING IDEAS

- Put yard signs and posters out - Council provided
- Store front sales (stay in your neighborhood)
- Corner and parking lot sales (use posters, signs)
- Drive Thru sales (use posters, signs - youth waving them)
- Business sales
- **Online Sales**
- Friends & Families
- College Events/Games

### Store Front

#### Ideas:

Rosauers  
Super 1  
Target  
Walmart  
Ace Hardware  
Big 5  
Yokes  
General Store  
Sportsman's  
Warehouse  
Dick's Sporting  
Goods  
Gas Stations  
**Ask all outlet stores**

## Trail's End® REWARDS



### EARN MORE WITH ONLINE DIRECT AND CREDIT CARD

**1.5PTS** PER EVERY \$1 SOLD ONLINE DIRECT & CREDIT/DEBIT  
**1PT** PER EVERY \$1 SOLD CASH

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

**NO LIMIT!** Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

**SIGN IN AND SET YOUR GOALS: TEXT APP TO 62771**



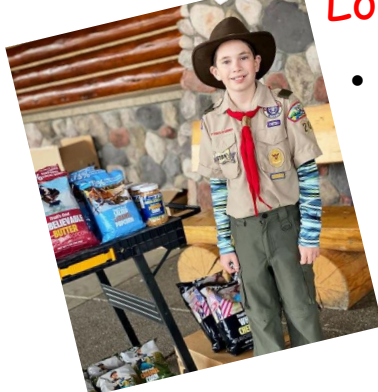
# LEARN HOW TO SELL LIKE A CHAMPION



**NO PRODUCT RETURNS WILL BE ACCEPTED BY THE COUNCIL IN 2021.**

- \* All popcorn activities must follow each state's Governor's COVID-19 guidelines.
- \* Unit to unit transfers are ok if both units feel comfortable. The Kernel for the unit giving away the product is responsible for starting the transfer process in the Trails End Portal.
- \* Units are responsible for tracking all sales and inventory—include product type, customer name, address, and phone & if delivery has already been made or still required.
- \* All cash donations received during the sale are to be totaled and added to the American Hero donation program as a product sale or can be used to purchase remaining product.
- \* Customer checks should be made out to your unit, "Pack 123/Troop 123"
- \* Scouts should turn in checks and cash to Unit Popcorn Kernel weekly so the unit can make final payment on time to the Council.
- \* Parents can make a payment to the unit for outstanding balances for products they checked out and sold using a credit card via the Trails End Scout app instead of worrying about turning in cash to their Unit Kernel.
- \* If your unit decides to use the Trails End Scout app, we suggest you go "All-In" and make sure every Scout participant uses the app, or sales and product inventory will be difficult to track for your unit.
- \* First payment is due to the Council by Friday, Oct. 29. Please submit one check from your unit for 50% of the TOTAL DUE TO COUNCIL as shown on the bottom of your unit invoice. DO NOT PAY THE FULL AMOUNT. Balances are constantly changing as online sales happen and credits are made by Trails End. Invoices can be viewed in the Trails End Portal by whomever has been set up as a Kernel/Co-Kernel.
- \* All remaining balances are due to the Council by Friday, December 3. If not received by that date (or at least postmarked) your unit may be subject to a 15% late fee on the remaining balance.

## Logan's Lessons



- Create a laminated printout of all the products for sale that can be sanitized between customers for COVID -19

\*Give Door to door purchases a card with your QR code that goes to your online page so they can see online sales or buy more later!

\*Lower Income areas were more generous!

## RESOURCES

### HOW TO SIGN UP:

1. Go to <https://www.trails-end.com/unit-registration>
2. Click "Register as myself"
3. Select appropriate District and Unit
4. Fill out information and click "Continue"

Trails End Website: [www.Trails-End.com](http://www.Trails-End.com)

- Training
- Unit and Scout Online Sales Accounts
- Flyers and Door Hanger Templates

Council Popcorn Website: [nwscouts.org/popcorn](http://nwscouts.org/popcorn)

- Unit Resources
- Latest issue of the Buttery Bulletin
- Transfer Request Tracker