KICK OFF YOUR SCOUTING YEAR
AND FUND YOUR SCOUTING PROGRAM WITH A KICKIN’ POPCORN SALE

Quapaw Area Council
2018 Popcorn Sale
Leader’s Guidebook

Trail’s End®
Over 70% goes to local Scouting
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>QAC Executive Board Message</td>
<td>Page 3</td>
</tr>
<tr>
<td>2018 Popcorn Calendar</td>
<td>Page 4</td>
</tr>
<tr>
<td>3 Popcorn Selling Methods</td>
<td>Page 5</td>
</tr>
<tr>
<td>Show-N-Sell Program—New for 2018!</td>
<td>Pages 6-9</td>
</tr>
<tr>
<td>How to Accept Credit Cards for Payment</td>
<td>Pages 10-12</td>
</tr>
<tr>
<td>Take-Order Product Mix</td>
<td>Page 13</td>
</tr>
<tr>
<td>Unit Commission &amp; Scout Rewards</td>
<td>Pages 14-20</td>
</tr>
<tr>
<td>Popcorn Sales and Safety Tips</td>
<td>Page 21</td>
</tr>
<tr>
<td>Unit Popcorn Kickoff Planner</td>
<td>Page 22</td>
</tr>
<tr>
<td>Unit Popcorn Checklist</td>
<td>Page 23</td>
</tr>
<tr>
<td>Top 25 Selling Units in 2017</td>
<td>Back Cover</td>
</tr>
</tbody>
</table>

For more information go to:

- www.trails-end.com
- www.quapawbsa.org
It is the intent of the Executive Board of the Quapaw Area Council to provide a council supported fundraiser to provide units a safe, effective product sale that aids them in their efforts of raising the funds needed to conduct a quality annual program. The council has selected popcorn as the product for this sale. The Trail’s End Company is the vendor selected for the sale. The approximate distribution of the revenue from the sale is divided as follows:

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trail’s End Company</td>
<td>30%</td>
</tr>
<tr>
<td>(cost of the product)</td>
<td></td>
</tr>
<tr>
<td>*Packs, Troops, Crews &amp; Posts</td>
<td>38%</td>
</tr>
<tr>
<td>(including scout’s prizes &amp; unit incentives)</td>
<td></td>
</tr>
<tr>
<td>*Quapaw Area Council to Support Units</td>
<td>32%</td>
</tr>
<tr>
<td>*Total Return to Local Scouting</td>
<td>70%</td>
</tr>
</tbody>
</table>

This guidebook is intended to be used as an aid to planning, executing and enjoying the rewards of a successful popcorn sale. After all, the most important part of the popcorn sale is what it allows your unit to do!

⇒ If you have any questions contact your District Popcorn Kernel or Quapaw Area Council Popcorn Kernel Robert Coletti at (501) 766-5762.

⇒ For other needed support contact:

⇒ Trails End Popcorn: support@trails-end.com or call 1 (888) 997-3897

⇒ Quapaw Area Council Development: Allen Crawford: allen.crawford@scouting.org
   (501) 664-4780 x 277
   Crystal Hooper: crystal.hooper@scouting.org
   (501) 664-4780 x 237
Late July/ Early August  Popcorn Sale Envelopes with Order Forms and Prize Incentives Mailed to All Registered Scouts

Thursday, August 9  Popcorn Show-N-Sale Presentation at Roundtables—Show-N-Sale Unit Orders Taken

Thursday, August 23  New Scouts Receive Popcorn Sale Envelopes in New Parent Packets Given Out at Join Scouting Night

Friday, August 31  Deadline for Units to Order Show-N-Sell Popcorn Buckets

Thursday, September 13  District Popcorn Kickoffs & Unit Popcorn Kernel Training (At Roundtable Locations across Council)

Saturday, September 15  Show-N-Sell Popcorn Buckets Pickup Day

Fri-Sun, September 21-23  POPCORN KICKOFF BLITZ WEEKEND

Friday, September 28  Popcorn Kickoff Blitz Forms Due to Scout Office

Fri-Sun, October 5-7  MILITARY SALES WEEKEND

Friday, October 12  Military Sales Weekend Forms Due to Scout Office

Wednesday, October 24  Final Unit Product & Prize Orders Submitted Online

Saturday, November 10  Take Order Popcorn Pickup Day

Friday, December 7  Unit Popcorn Accounts Settlement Deadline (Money must be received at Council Office or Postmarked by this date.)

Saturday, February 9, 2019  Top 50 Sellers Recognition Events
There is no “trick” to selling. Most people want to support the Scouts and are happy to buy. All you need to do is ask, so kick it into gear!

3 WAYS TO SELL!

1- SHOW-N-SELL (NEW FOR 2018)
This is the new (to the Quapaw Area Council) sale that allows scouts to set up a table display with popcorn products on hand to sell to the general public in front a high foot traffic location, such as a retail store where permission has been granted to sell. Scouts can use this simple script, or one similar:

Hello my name is ___________.
I am a Scout with Pack/Troop _____ here in _______.
Will you support me? This is what I’m doing in Scouting: ____________ and this is the good that I’m doing with the money I make selling our gourmet popcorn: __________.

2- TAKE ORDER
This is the door-to-door sale with your paper “Order Form” or using the Trail’s End “Take Order” app on your phone. Scouts can use the same script above to build their confidence and salesmanship!

3- ONLINE
It’s easier than ever with the new Trail’s End popcorn page. Head over to www.trails-end.com, register your scout, and then they can begin setting up their own personal web page. “Share” the page with the handy links through all Social Media and email. It’s a snap!
NEW FOR 2018!
SHOW-N-SELL POPCORN BUCKETS!

DON’T KICK THE POPCORN BUCKETS...
ORDER THEM AND PUT A REAL KICK INTO YOUR POPCORN SALES!

⇒ Easy to order pre-sorted Popcorn Buckets with a 6-product mix determined by historical sales in the Quapaw Area Council.

⇒ Each Popcorn Bucket will come with one (1) free Show-N-Sell table sales kit consisting of a 6’x2’ vinyl banner, a table cloth, and industrial Velcro. Additional table sales kits will be available at council’s cost.

⇒ Any product left over from Show-N-Sell, if any, can be used to fill Take-Order Sales.

⇒ Payment on Show-N-Sell orders are not due to the Council until the Unit Popcorn Account Settlement date of December 7th.

⇒ Units will receive the maximum 33% commission on their Show-N-Sell Popcorn Bucket orders.

⇒ Sales of $125-$150 per hour can be realized for each table in a high-traffic location.
Quapaw Area Council 2018 Popcorn Sale

Unit Commitment Form to Participate in the SHOW-N-SELL Program

YES! _______ We WILL Participate in the SHOW-N-SELL PROGRAM this Year

YES! _______ We HAVE Registered our Unit into the Trail’s End Popcorn System

DISTRICT (Circle One): CR FH OU PN SA 3R WR

UNIT TYPE (Circle One): Pack Troop Crew Post UNIT # __________

PLEASE PRINT CLEARLY:

PERSON CONFIRMING UNIT’S SHOW-N-SELL ORDER: ________________________________

Email: _______________________________________________________________________

Phones: (H) (____) ____________ Cell: (____) _____________

Mailing Address: _______________________________________________________________

City, State, Zip: ________________________________________________________________

ORDER FOR OUR UNIT THE POPCORN BUCKET SELECTED BELOW (Order Due by August 31, 2018):

  ___ Bucket 1X ($2,500+ Retail)  ___ Bucket 5X ($12,500+ Retail)
  ___ Bucket 2X ($5,000+ Retail)  ___ Bucket 6X ($15,000+ Retail)
  ___ Bucket 3X ($7,500+ Retail)  ___ Bucket 7X ($17,500+ Retail)
  ___ Bucket 4X ($10,000+ Retail)  ___ Bucket 8X ($20,000+ Retail)

2017 Unit Popcorn Sales: $___________

Quapaw Area Council’s Popcorn Bucket Recommendation Based on 2017 Sales: Bucket _______

Signature of Person Confirming Unit’s Show-N-Sell Order: ______________________________

All Show-N-Sell Unit Orders will receive 33% unit commissions
Payment for Show-N-Sell orders are due by the popcorn settlement date of December 7, 2018
No returns accepted, but unsold Show-N-Sell popcorn can be used to fill Popcorn Take Orders

EMAIL FORM TO: crystal.hooper@scouting.org or deliver to Quapaw Area Council Finance Office
### 20 Estimated Hours of Show-N-Sell
- **Bucket 1X**
  - Retail of $25,000+/ Unit Net of $832
<table>
<thead>
<tr>
<th>Item</th>
<th>Cont per Case</th>
<th>Total Container</th>
<th>Total Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn W/ ACP</td>
<td>$200</td>
<td>2</td>
<td>$400</td>
</tr>
<tr>
<td>18k Kettle Corn</td>
<td>$35</td>
<td>2</td>
<td>$70</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>$15</td>
<td>2</td>
<td>$30</td>
</tr>
<tr>
<td>Three (3) free table sales</td>
<td>$35</td>
<td>4</td>
<td>$140</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,250</strong></td>
<td><strong>10</strong></td>
<td><strong>$1,250</strong></td>
</tr>
</tbody>
</table>

### 40 Estimated Hours of Show-N-Sell
- **Bucket 2X**
  - Retail of $50,000+/ Unit Net of $1,663
<table>
<thead>
<tr>
<th>Item</th>
<th>Cont per Case</th>
<th>Total Container</th>
<th>Total Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn W/ ACP</td>
<td>$200</td>
<td>4</td>
<td>$800</td>
</tr>
<tr>
<td>18k Kettle Corn</td>
<td>$35</td>
<td>4</td>
<td>$140</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>$15</td>
<td>2</td>
<td>$30</td>
</tr>
<tr>
<td>Two (2) free table sales kits</td>
<td>$35</td>
<td>10</td>
<td>$350</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$5,040</strong></td>
<td><strong>30</strong></td>
<td><strong>$5,040</strong></td>
</tr>
</tbody>
</table>

### 80 Estimated Hours of Show-N-Sell
- **Bucket 3X**
  - Retail of $75,000+/ Unit Net of $4,955
<table>
<thead>
<tr>
<th>Item</th>
<th>Cont per Case</th>
<th>Total Container</th>
<th>Total Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn W/ ACP</td>
<td>$200</td>
<td>6</td>
<td>$1,200</td>
</tr>
<tr>
<td>18k Kettle Corn</td>
<td>$35</td>
<td>6</td>
<td>$210</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>$15</td>
<td>3</td>
<td>$45</td>
</tr>
<tr>
<td>Three (3) free table sales</td>
<td>$35</td>
<td>15</td>
<td>$525</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$9,750</strong></td>
<td><strong>50</strong></td>
<td><strong>$9,750</strong></td>
</tr>
</tbody>
</table>

### 100 Estimated Hours of Show-N-Sell
- **Bucket 4X**
  - Retail of $100,000+/ Unit Net of $3,326
<table>
<thead>
<tr>
<th>Item</th>
<th>Cont per Case</th>
<th>Total Container</th>
<th>Total Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn W/ ACP</td>
<td>$200</td>
<td>8</td>
<td>$1,600</td>
</tr>
<tr>
<td>18k Kettle Corn</td>
<td>$35</td>
<td>8</td>
<td>$280</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>$15</td>
<td>4</td>
<td>$60</td>
</tr>
<tr>
<td>Four (4) free table sales</td>
<td>$35</td>
<td>20</td>
<td>$700</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$13,320</strong></td>
<td><strong>60</strong></td>
<td><strong>$13,320</strong></td>
</tr>
</tbody>
</table>
### Bucket 5X  Retail of $12,500+ / Unit Net of $4,158

<table>
<thead>
<tr>
<th>Item</th>
<th>(Cont per Case)</th>
<th>Retail / Container</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn w/ACP</td>
<td>(12:1)</td>
<td>$20</td>
<td>10</td>
<td>$ 2,400</td>
<td>120</td>
</tr>
<tr>
<td>18pk Kettle Corn</td>
<td>(6:1)</td>
<td>$25</td>
<td>10</td>
<td>$ 1,500</td>
<td>60</td>
</tr>
<tr>
<td>18pk Unbelievable Butter</td>
<td>(6:1)</td>
<td>$20</td>
<td>20</td>
<td>$ 4,000</td>
<td>120</td>
</tr>
<tr>
<td>White Cheddar TIN</td>
<td>(6:1)</td>
<td>$20</td>
<td>15</td>
<td>$ 1,800</td>
<td>90</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>(12:1)</td>
<td>$15</td>
<td>5</td>
<td>$ 900</td>
<td>60</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>(12:1)</td>
<td>$12</td>
<td>25</td>
<td>$ 3,600</td>
<td>300</td>
</tr>
</tbody>
</table>

Five (5) free table sales kits

**BUCKET 5X TOTALS**

<table>
<thead>
<tr>
<th></th>
<th>85</th>
<th>$12,600</th>
<th>750</th>
</tr>
</thead>
<tbody>
<tr>
<td>33% Unit Commission</td>
<td></td>
<td>$4,158</td>
<td></td>
</tr>
</tbody>
</table>

### Bucket 6X  Retail of $15,000+ / Unit Net of $4,990

<table>
<thead>
<tr>
<th>Item</th>
<th>(Cont per Case)</th>
<th>Retail / Container</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn w/ACP</td>
<td>(12:1)</td>
<td>$20</td>
<td>12</td>
<td>$ 2,880</td>
<td>144</td>
</tr>
<tr>
<td>18pk Kettle Corn</td>
<td>(6:1)</td>
<td>$25</td>
<td>12</td>
<td>$ 1,800</td>
<td>72</td>
</tr>
<tr>
<td>18pk Unbelievable Butter</td>
<td>(6:1)</td>
<td>$20</td>
<td>24</td>
<td>$ 4,800</td>
<td>144</td>
</tr>
<tr>
<td>White Cheddar TIN</td>
<td>(6:1)</td>
<td>$20</td>
<td>18</td>
<td>$ 2,160</td>
<td>108</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>(12:1)</td>
<td>$15</td>
<td>6</td>
<td>$ 1,080</td>
<td>72</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>(12:1)</td>
<td>$12</td>
<td>30</td>
<td>$ 4,320</td>
<td>360</td>
</tr>
</tbody>
</table>

Six (6) free table sales kits

**BUCKET 6X TOTALS**

<table>
<thead>
<tr>
<th></th>
<th>102</th>
<th>$15,120</th>
<th>900</th>
</tr>
</thead>
<tbody>
<tr>
<td>33% Standard Unit Commission</td>
<td></td>
<td>$4,990</td>
<td></td>
</tr>
</tbody>
</table>

### Bucket 7X  Retail of $17,500+ / Unit Net of $5,821

<table>
<thead>
<tr>
<th>Item</th>
<th>(Cont per Case)</th>
<th>Retail / Container</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn w/ACP</td>
<td>(12:1)</td>
<td>$20</td>
<td>14</td>
<td>$ 3,360</td>
<td>168</td>
</tr>
<tr>
<td>18pk Kettle Corn</td>
<td>(6:1)</td>
<td>$25</td>
<td>14</td>
<td>$ 2,100</td>
<td>84</td>
</tr>
<tr>
<td>18pk Unbelievable Butter</td>
<td>(6:1)</td>
<td>$20</td>
<td>28</td>
<td>$ 3,360</td>
<td>168</td>
</tr>
<tr>
<td>White Cheddar TIN</td>
<td>(6:1)</td>
<td>$20</td>
<td>21</td>
<td>$ 2,520</td>
<td>126</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>(12:1)</td>
<td>$15</td>
<td>7</td>
<td>$ 1,260</td>
<td>84</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>(12:1)</td>
<td>$12</td>
<td>35</td>
<td>$ 5,040</td>
<td>420</td>
</tr>
</tbody>
</table>

Seven (7) free table sales kits

**BUCKET 7X TOTALS**

<table>
<thead>
<tr>
<th></th>
<th>119</th>
<th>$17,640</th>
<th>1050</th>
</tr>
</thead>
<tbody>
<tr>
<td>33% Unit Commission</td>
<td></td>
<td>$5,821</td>
<td></td>
</tr>
</tbody>
</table>

### Bucket 8X  Retail of $20,000+ / Unit Net of $6,653

<table>
<thead>
<tr>
<th>Item</th>
<th>(Cont per Case)</th>
<th>Retail / Container</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caramel Corn w/ACP</td>
<td>(12:1)</td>
<td>$20</td>
<td>16</td>
<td>$ 3,840</td>
<td>192</td>
</tr>
<tr>
<td>18pk Kettle Corn</td>
<td>(6:1)</td>
<td>$25</td>
<td>16</td>
<td>$ 2,400</td>
<td>96</td>
</tr>
<tr>
<td>18pk Unbelievable Butter</td>
<td>(6:1)</td>
<td>$20</td>
<td>32</td>
<td>$ 3,840</td>
<td>192</td>
</tr>
<tr>
<td>White Cheddar TIN</td>
<td>(6:1)</td>
<td>$20</td>
<td>24</td>
<td>$ 2,880</td>
<td>144</td>
</tr>
<tr>
<td>Jalapeno</td>
<td>(12:1)</td>
<td>$15</td>
<td>8</td>
<td>$ 1,440</td>
<td>96</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>(12:1)</td>
<td>$12</td>
<td>40</td>
<td>$ 5,760</td>
<td>480</td>
</tr>
</tbody>
</table>

Eight (8) free table sales kits

**BUCKET 8X TOTALS**

<table>
<thead>
<tr>
<th></th>
<th>136</th>
<th>$20,160</th>
<th>1200</th>
</tr>
</thead>
<tbody>
<tr>
<td>33% Unit Commission</td>
<td></td>
<td>$6,653</td>
<td></td>
</tr>
</tbody>
</table>
**HOW TO ACCEPT CREDIT CARDS FOR POPCORN SHOW-N-SELL POPCORN BUCKETS!**

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**Don’t let a cashless customer walk away that easily.**

By adding a cheap credit card reader, your pack, troop or crew will be equipped to accept plastic for popcorn sales and other uses where credit cards are used. With a few taps, the money can be deposited into your unit’s bank account in a day or two.

Units that add these readers see an instant increase in sales. Units have enjoyed a jump of 10 to 20 percent once they started taking credit cards.

There are downsides to these readers. First, there’s an up-front cost for the newer chip-enabled readers that accept chip cards.

Then there’s the fee. The companies behind the readers charge a fee per swipe or chip read. The fee can be up to 2.75 percent. That’s not nothing, but sacrificing 82.5 cents on a $30 bag of caramel corn is better than missing out on the sale entirely.

**What’s new in credit card readers?**

Three readers — from Square, PayPal and Intuit/QuickBooks — are the three best options.

You can email receipts to customers with ease, accept tips and give access to multiple people. That means, for example, you could allow a parent to process sales but leave refund power to a handful of registered leaders.
What’s new in credit cards?

Credit and debit cards now come with built-in chips meant to make the card information harder to steal.

Having a card reader that can accept chips isn’t just a good idea; it could reduce your liability in fraud cases. As of Oct. 1 2015, sellers — not credit card issuers — are on the hook for fraudulent charges when the customer has a chip card but the seller swipes instead.

Also card readers offer contactless payment options like Apple Pay and Android Pay that use near-field communication (NFC) to process payments.

Accepting dues and other unit payments

Now that you have the card reader and account set up, why not use it to accept other unit-related payments? This could include dues, camp fees and more. It’s all about convenience for our Scouting families.

Once again, don’t forget about the processing fee. Some units pass that fee along to the Scout or Scouter. For example, a troop whose yearly dues are $100 would charge $102.75 to those using credit cards.

What else should I consider when using these?

- Read the fine print for additional fees. Some of these companies charge for things like manually keyed-in card numbers.

- Remember that these readers work best when the phone is connected to the internet. Some units have used an old iPhone, set it up on a prepaid plan — $40 or so for 1 GB of data, which is plenty — and set up the phones so the only icons visible are the chip-reader app and the calculator app. Some leaders have claimed that the extra sales more than made up for the expense of the cellular plan and the service charge for taking cards.

- Use the built-in memo field within the app to categorize each transaction. This will help you know whether that random $75 was for popcorn sales or winter camp.

- Units already using PayPal for things like rechartering fees or camps should probably go with the PayPal reader. It will work with your existing PayPal account.

- Take time to add your product line into the sales system. This means each transaction is just a matter of tapping which product was being purchased and processing payment.
What are the best options for card readers?

Most Scouters use one of these three readers:

<table>
<thead>
<tr>
<th>Name</th>
<th>Square Chip Card Reader</th>
<th>PayPal Here Chip Card Reader</th>
<th>QuickBooks GoPayment EMV Card Reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price for read-</td>
<td>$29.00</td>
<td>$79.00</td>
<td>$30</td>
</tr>
<tr>
<td>EMV/chip</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Contactless (Apple Pay, NFC)</td>
<td>No (but available in $49 version)</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>iOS compatible</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Android compatible</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Commission</td>
<td>2.75%</td>
<td>2.70%</td>
<td>2.40% + 25 cents per</td>
</tr>
<tr>
<td>Free version?</td>
<td>Yes (lacks chip reader)</td>
<td>Yes (lacks chip reader)</td>
<td>No</td>
</tr>
</tbody>
</table>

Note: Many of these readers plug into your phone or tablet’s headphone jack. If you have a device like an iPhone 7 that lacks a 3.5-millimeter headphone jack, you can use Apple’s $9 Lightning-to-headphone adapter.
Take Order
Product Mix

**CHOCOLATE LOVER’S COLLECTION**
- Milk Chocolate Pralines
- White Chocolate Pralines
- Chocolate Caramel
- Pecan Cheesies
$60

**CHEESE LOVER’S COLLECTION**
- White Cheddar Cheese Corn
- Yellow Cheddar Cheese Corn
- Jalapeño Cheddar Cheese Corn
$35

**SALTED CARAMEL POPCORN**
Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.
$30

**WHITE CHOCOLATEY PRETZELS**
The perfect blend of crisp pretzels wrapped in white chocolatey goodness.
$25

**KETTLE CORN**
Deliciously sweet and salty popcorn that melts in your mouth.
$25

**UNBELIEVABLE BUTTER**
The perfect combination of sweetness, salt, and butter to make you feel like you’re at the cinema.
$20

**CLASSIC CARAMEL CORN**
A traditional favorite full of rich caramel flavor.
$12

**JALAPEÑO CHEDDAR CHEESE**
Crunchy cheese popcor with a spicy punch of jalapeños and white cheddar cheese deliciousness in every savory bite.
$15

**POP CORN FOR OUR TROOPS**
Donate a gift of popcorn to our military men and women, first responders, and veterans’ organizations.
- $50 Gold Donation
- $30 Silver Donation
Units earn a base commission of 30% and can earn a 3% bonus commission if unit sales are increased by 5% or more over the previous year. Units will also receive 33% commissions on all Show-N-Sell orders.

**Base Commission**

- **30%**

**With 5% increase**

- **33%**

**Show-N-Sell Orders**

- **33%**

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**Bonus Scout Rewards From Your Quapaw Area Council**

**$225 LEVEL BONUS PRIZE:**

Every Scout who reaches $225 in total sales will receive a Quapaw Area Council “I Get a Kick Out of Selling Popcorn” Movable Parts Patch. Units will be provided with a sample patch to be used at Popcorn Kickoffs. (These will be distributed at the district popcorn pickup location).

**KICKOFF BLITZ WEEKEND and MILITARY SALES WEEKEND PRIZE:**

Scouts who sell $500 in total popcorn sales by or during the KICKOFF BLITZ WEEKEND, or sell $500 of Military Sales by or during the MILITARY SALES WEEKEND will receive an incredible Quapaw Area Council Indoor Ollyball.

All units signed up to sell popcorn will receive a free sample ball from the Quapaw Area Council to be used at Popcorn Kickoffs and unit meetings.

**TOP 50 POPCORN SELLERS RECOGNITION:**

The Top 50 overall selling Scouts will receive exclusive invitations to VIP events!

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**Bonus Scout Rewards from Trail’s End**

- **Trail’s End Scholarship Fund:** Sell $2,500 one time in a calendar year and receive 6% of your sales into your Scout’s own college fund. Then receive 6% every subsequent year regardless of the amount sold.

- **ONLINE Prize Program:** Earn 5% for every dollar sold online, over $300. Sell $300 online, and receive a $15 Amazon e-gift card, sell $400 online and receive a $20 Amazon e-gift card, sell $500 online and receive a $25 Amazon e-gift card, etc.
<table>
<thead>
<tr>
<th>Prize Level</th>
<th>Award</th>
<th>Description</th>
</tr>
</thead>
</table>
| 130 | Apple Watch AirPods | 130 Apple AirPods  
131 Wireless BEATS Headphones  
132 Gold Camping Bundle  
133 Scout Shop Gift Card $200.00 |
| 129 | Ninja Rope & Ninja Line | 129 Ninja Rope & Ninja Line  
122 Silver Camping Bundle  
123 Walmart Gift Card $100.00  
124 Scout Shop Gift Card $150.00 |
| 111 | Starpaks Drone | 111 Starpaks Drone  
112 Kick Stand Swing Bag  
114 Walmart Gift Card $75.00  
115 Scout Shop Gift Card $100.00 |
| 101 | Matrix II Drone | 101 Matrix II Drone  
102 Imperial TF Fighter Logo Kit  
105 Walmart Gift Card $50.00  
106 Scout Shop Gift Card $75.00 |
| 91 | Build Your Own Drone | 91 Build Your Own Drone  
93 Leatherman Tool  
95 Walmart Gift Card $25.00  
96 Scout Shop Gift Card $60.00 |
| 82 | Quadcopter Turbo Racer | 82 Quadcopter Turbo Racer  
83 Magic Kit  
84 Scout Shop Gift Card $25  
88 Scout Shop Gift Card $25 |
| 70 | Escape Room Game | 70 Escape Room Game  
71 Slingshot Wrist Slinger  
74 USA Hammock With Straps  
77 Mystery Prize F |
$650 Prize Level 5
61 Assorted Star Wars Lego Kit
62 RC Flash Speed Motorcycle
63 Headlamp Truckbox 150
64 Mystery Prize E

$450 Prize Level 4
65 Proton Rubber Band Shooter
66 Spy Science Kit
67 Stretta Monster Sleeping Bag
68 Mystery Prize D

$350 Prize Level 3
69 Robotic Hand
70 Assorted Star Wars Lego Kit
71 85A Mass Kit
72 Mystery Prize C

$225 Prize Level 2
73 Metal Shovel
74 Pocket Bat
75 Fire Starter
76 Mystery Prize B

$115 Prize Level 1
77 Gak Super Stretch
78 Sillyball
79 Knot Tying Cards
80 Mystery Prize A

$225 Bonus Level
244B Kick Out Selling Popcorn

$500 Bonus Level
244B Incredible Indoor Play Ball for Kids, $20
244A Incredible Indoor Play Ball for Military Sales, $15

PRIZE ORDER FORM
Name
Level
Description
Quantity
Pack/Troop No.
Total Sales:

Scout will receive the bonus item and the item from the other named level.
Scouts who reach the $225 prize level or higher will receive the Quapaw Area Council “I GET A KICK OUT OF SELLING POPCORN” MOVABLE PARTS PATCH. These will be distributed by the Council at the district take-order popcorn pickup locations.
KICKOFF BLITZ AND MILITARY SALE WEEKENDS  
BONUS PRIZE

Sell $500 or more in popcorn sales by or during the  
September 21-23 POPCORN KICKOFF BLITZ WEEKEND

or

Sell $500 in Military Popcorn Sales by or during the  
October 5-7 MILITARY POPCORN SALES WEEKEND

Qualifying Scouts must submit the completed and signed forms on the back to their scout unit’s Popcorn Kernel. Scouts are eligible to earn two (2) Ollyballs by achieving both weekend sales criteria.

Unit Popcorn Kernels or their designee are responsible to turn in submitted forms to the Scout Service Center by the end of the business day the following Friday after each sales weekend:

Friday, September 28th Form Deadline for the Kickoff Blitz Weekend

Friday, October 12th Form Deadline for the Military Popcorn Sales Weekend
$500 IN POPCORN SALES BY SEPTEMBER 23\textsuperscript{rd} BONUS PRIZE FORM

\begin{center}
\begin{tabular}{l}
\textbf{Scout’s Name} \\
qualified for the Ollyball bonus prize with $500 or more in total popcorn sales by September 23rd:
\end{tabular}
\end{center}

\begin{center}
\begin{tabular}{l}
\textbf{Take Order Sales by September 23\textsuperscript{rd}}: \hspace{1cm} $\_______ \\
\textbf{Online Sales Orders by September 23\textsuperscript{rd}}: \hspace{1cm} $\_______ \\
\textbf{*Show-N-Sell Sales Made by September 23\textsuperscript{rd}}: \hspace{1cm} $\_______ \\
\textbf{Total Sales by Scout by September 23\textsuperscript{rd}}: \hspace{1cm} $\_______ \\
\end{tabular}
\end{center}

\begin{center}
\begin{tabular}{l}
\textbf{Scout or Parent/ Guardian Signature} \\
\textbf{Unit Popcorn Kernel Signature}
\end{tabular}
\end{center}

\textit{Note:} Unit Popcorn Kernels must verify Scout’s Show-N-Sell popcorn sales based on actual sales made or by equal allocation if more than one Scout sold at a single Show-N-Sell location. For example, if two (2) Scouts working together at a single Show-N-Sell location sold $1000 or more together, then both Scouts would qualify for the Ollyball bonus prize. If together the two (2) Scouts sold less than $1000, then neither would be allocated $500 in sales from that Show-N-Sell location.

$500 IN MILITARY SALES BY OCTOBER 12\textsuperscript{th} BONUS PRIZE FORM

\begin{center}
\begin{tabular}{l}
\textbf{Scout’s Name} \\
qualified for the Ollyball bonus prize with $500 or more in military popcorn sales by October 12th:
\end{tabular}
\end{center}

\begin{center}
\begin{tabular}{l}
\textbf{\#______ of $30 Military Sales by October 12th} = \hspace{1cm} $\_______ \\
\textbf{\#______ of $50 Military Sales by October 12th} = \hspace{1cm} $\_______ \\
\textbf{Total Military Sales by October 12th} = \hspace{1cm} $\_______ \\
\end{tabular}
\end{center}

\begin{center}
\begin{tabular}{l}
\textbf{Scout or Parent/ Guardian Signature} \\
\textbf{Unit Popcorn Kernel Signature}
\end{tabular}
\end{center}
Quapaw Area Council Top 50 Sellers
Special Recognition Day

**TOP 50 SELLING SCOUTS**

The Top 50 selling Scouts will be invited to an exclusive **INVITATION ONLY POPCORN RECOGNITION DAY** for the scout and up to four (4) family members!

The Top 50 selling Scouts will be invited to bring up to four (4) family members as their guests to an exclusive **INVITATION ONLY POPCORN MOVIE PREMIERE OF “THE LEGO MOVIE 2: THE SECOND PART”**!

Popcorn and soft drinks will be provided for the entire family!

After the movie the Top 50 Popcorn Sellers and their families will be treated to lunch and a **“SPIN-N-WIN”** in which the Top 50 Popcorn Sellers will spin the Popcorn Prize wheel to choose from a selection of nice prizes!
Popcorn Sales Tips

POPCORN SAFETY TIPS

• When selling popcorn in your neighborhood, always have an adult or buddy with you.
• Never enter a stranger’s house without an adult.
• Keep checks and cash in a separate envelope with your name on it.
• Always walk on the sidewalk whenever possible.
• Never sell at night.
• Always be courteous.

POPCORN SALES TIPS
Ten ways to make a popcorn sale (Always wear your uniform!)

1. Ask your parents to be the first to buy popcorn.
2. Ask your relatives to buy popcorn.
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "BLITZ Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives to by popcorn to give out as holiday gifts.
10. Ask the community to buy popcorn or military popcorn donations at a Show-N-Sell.

Don’t forget last year’s customers. Make sure you kept your Order Form from last year and ask each of them to buy again.

CUSTOMER CHECKLIST

☐ Parents ☐ Coaches
☐ Grandparents ☐ Relatives
☐ Neighbors ☐ Parent’s Work
☐ Religious Friends ☐ Show-N-Sell Location Arranged by Your Scout Unit
☐ Area Businesses ☐ You and a Parent/ Guardian at Your Own Show-N-Sell
☐ Teachers
A great sale starts with a great Unit Popcorn Kickoff!

Follow these simple steps to kickstart your popcorn sale and motivate scouts, parents and other volunteers.

⇒ Plan ahead. Be sure to set goals (both a unit goal and individual scout goals), share the calendar, and use the incentive samples provided for your Unit Kick-off. A good kickoff should not last over an hour.

⇒ Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. Trail’s End makes it easy to sell gourmet popcorn so scouts can spend more time having fun and less time raising money throughout the year.

⇒ Show scouts the tools available from Trail’s End. This includes their order forms, prize sheets, training videos and much more! Visit www.trails-end.com to see all the tools available.

⇒ Spend some time explaining the different ways to sell, key dates for the program, and KICKOFF BLITZ WEEKEND and MILITARY SALES WEEKEND bonus prizes available.

⇒ Motivate Scouts to set goals for their sales and to pick an awesome prize! The council offers several bonus prizes, top-seller incentives, and Trail’s End also offers a scholarship program for top sellers.

⇒ Finish the evening with a memorable event. An effective kickoff will involve scouts in the action! Play games with the incredible indoor Ollyball!
Unit Kernel’s Popcorn Checklist

☐ Attend and participate in the popcorn sale District Kick-off in September.

☐ Formulate a popcorn sales plan that includes the three methods of selling popcorn: Show-N-Sell, Take Order Form and Online.

(Don’t forget Kickoff Blitz Weekend and Military Sales Weekend!)

☐ Establish the unit timeline of when all order forms, popcorn monies and scout prize forms will be due. Be sure to follow the 2018 Popcorn Sale Calendar on Page 4.

☐ Coordinate the unit popcorn kick-off meeting for parents & scouts to inform and motivate them to help with your unit’s sale. This should be fun-filled & include food and prizes!

☐ Prepare hand-outs for your unit kick-off meeting for both leaders and scouts. Hand-outs include:

  • Family Guide with prize brochure and order form
  • Key Dates
  • Goals for the unit and for the family
  • A parent job description or list of expectations

☐ Promote corporate popcorn sales with your parents. They can take an order form to work and help boost their scout’s sales.

☐ Complete the unit product order form and submit online. Keep photocopies of your scouts’ take order forms so they can be used the following year.

☐ Coordinate your unit’s popcorn pick-up and distribution.

☐ Distribute prizes upon receipt in a timely manner.

☐ Celebrate your unit’s success and use the money raised to provide awesome program opportunities for the scouts to enjoy!
## TOP 25 POPCORN SELLING UNITS IN 2017

<table>
<thead>
<tr>
<th>Rank</th>
<th>Unit</th>
<th>District</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pack 12</td>
<td>Pinnacle</td>
<td>$31,070.00</td>
</tr>
<tr>
<td>2</td>
<td>Pack 3050</td>
<td>Ouachita</td>
<td>$29,277.00</td>
</tr>
<tr>
<td>3</td>
<td>Pack 30</td>
<td>Pinnacle</td>
<td>$28,922.00</td>
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<tr>
<td>4</td>
<td>Pack 3082</td>
<td>Ouachita</td>
<td>$26,103.00</td>
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<tr>
<td>5</td>
<td>Pack 227</td>
<td>Pinnacle</td>
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</tr>
<tr>
<td>6</td>
<td>Pack 87</td>
<td>Pinnacle</td>
<td>$22,116.00</td>
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<tr>
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<td>Pack 98</td>
<td>Three Rivers</td>
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<tr>
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