## 2016 Popcorn Key Sale Dates

**May/June/August**  
**Area Popcorn Trainings**  
**July/August**  
**District & Unit Kick-offs**

### August

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<tr>
<td><strong>Online Sales Begin</strong></td>
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<tr>
<td><strong>Pick Up #1 Orders Due ONLINE</strong></td>
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<td>***<strong>Show and Sell/Show and Deliver Begins - Popcorn Pick Up #1</strong></td>
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- August 1: Online Sales Begin
- August 8: Pick Up #1 Orders Due ONLINE
- August 27: Pick up #1 (No Chocolate). 70% of retail value due at pick up
<table>
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<tr>
<th>Sunday</th>
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<td>Pick Up #2 Orders Due ONLINE</td>
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<td>Council Deposits first order checks</td>
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<td>24 Pick Up #2</td>
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- September 5: Pick Up #2 Orders Due ONLINE
- September 13: Council deposits first order checks
- September 24: Pick up #2 (All items). 70% of retail value due at pick up

![Trail's End Logo]

*Over 73% goes to local Scouting*
- October 1: POPTOBER! All units in council to sell at a local Stater Bros.
- October 17: All Sales End
- October 17: Last day to return product (full cases only, no chocolate)
- October 18: Units final orders due online
- October 19: Council Deposits Second Order Checks
- October 28: All unit prize orders and VIP-S forms due
### November

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<tr>
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<td>5 Pick Up #3</td>
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- November 5: Final Pick Up. Invoices will be a close out balance
- November 21: Last day to order prizes. Units who chose prizes but did not make a prize order will gain 4% commission and will not be able to order prizes after deadline
- November 21: Council Deposits third order checks
- November 21: Scholarship forms due
- December: Scout Night with the Ontario Reign (Date TBA)
- January 18, 2017: Scout Spin and Win Night
## 2016 Popcorn District Kernel Contact Information

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>NAME</th>
<th>PHONE</th>
<th>E-MAIL ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrowhead</td>
<td>Gloria Romero</td>
<td>909-202-2753</td>
<td><a href="mailto:gsunny1169@yahoo.com">gsunny1169@yahoo.com</a></td>
</tr>
<tr>
<td>Grayback</td>
<td>Brett Wilson</td>
<td>909-795-2625</td>
<td><a href="mailto:luckypaws11@verizon.net">luckypaws11@verizon.net</a></td>
</tr>
<tr>
<td>High Desert</td>
<td>Lee Bayless</td>
<td>760-617-2135</td>
<td><a href="mailto:leebayless@aol.com">leebayless@aol.com</a></td>
</tr>
<tr>
<td>Old Baldy</td>
<td>Maria Lopez</td>
<td>714-610-3056</td>
<td><a href="mailto:maria_lopez10494@yahoo.com">maria_lopez10494@yahoo.com</a></td>
</tr>
<tr>
<td>Mt. Rubidoux</td>
<td>Rebecca Lemay</td>
<td>909-228-1998</td>
<td><a href="mailto:popcornDK.RL@gmail.com">popcornDK.RL@gmail.com</a></td>
</tr>
<tr>
<td>Sunrise</td>
<td>Jesse Arias</td>
<td>909-793-2463</td>
<td><a href="mailto:jesse.arias@scouting.org">jesse.arias@scouting.org</a></td>
</tr>
<tr>
<td>Tahquitz</td>
<td>Beth Heires</td>
<td>951-302-1462</td>
<td><a href="mailto:beth.heires@gmail.com">beth.heires@gmail.com</a></td>
</tr>
<tr>
<td>Temescal</td>
<td>Rebecca Ault</td>
<td>951-833-4578</td>
<td><a href="mailto:be_ault@yahoo.com">be_ault@yahoo.com</a></td>
</tr>
<tr>
<td>Five Nations</td>
<td>Rebecca Lemay</td>
<td>909-228-1998</td>
<td><a href="mailto:popcornDK.RL@gmail.com">popcornDK.RL@gmail.com</a></td>
</tr>
<tr>
<td>Three Peaks</td>
<td>Beth Heires</td>
<td>951-302-1462</td>
<td><a href="mailto:beth.heires@gmail.com">beth.heires@gmail.com</a></td>
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</tbody>
</table>

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<thead>
<tr>
<th>COUNCIL SUPPORT</th>
<th>NAME</th>
<th>PHONE</th>
<th>E-MAIL ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council Popcorn Kernel</td>
<td>Anna Escalante</td>
<td>951-642-1388</td>
<td><a href="mailto:eight4lord@yahoo.com">eight4lord@yahoo.com</a></td>
</tr>
<tr>
<td>Popcorn Support</td>
<td>Veronica Whitman</td>
<td>909-793-2463x116</td>
<td><a href="mailto:vwhitman@bsamail.org">vwhitman@bsamail.org</a></td>
</tr>
<tr>
<td>Staff Advisor</td>
<td>Ricci Dula</td>
<td>909-793-2463X118</td>
<td><a href="mailto:rydula@bsamail.org">rydula@bsamail.org</a></td>
</tr>
</tbody>
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For news and updates about the Popcorn Sale, visit: [www.BSA-CIEC.org/Popcorn](http://www.BSA-CIEC.org/Popcorn)
2016 Unit Popcorn Kernel Responsibilities

- Be the “GO TO” person for your unit!

- Coordinate and promote the Popcorn Sale in your unit and assist unit leaders in setting a unit sales goal.

- Attend a council training.

- Contact all the Scouts in your unit and secure their participation in the sale.

- Have all Scouts create an account to sell online at [http://sell.trails-end.com](http://sell.trails-end.com)

- Facilitate a Unit Kick Off.

- Total all orders (show and sell, mid sale, and take order) and submit your unit order on-line on time. See calendar for timeline.

- Coordinate your unit popcorn pick up(s). Be sure to bring a volunteer to help you.

- Coordinate with your District Kernel dates and times to sell at Local Stater Bros. stores.

- Distribute popcorn in your unit and monitor that it is delivered to customers and money is collected in a timely manner.

- Make sure you turn in all forms on time to ensure your unit will receive all prizes, awards, and incentives (i.e. scholarship, VIP-S, etc)

- Order and distribute patches, prizes, and other incentives and awards earned by participating Scouts.

- Contact your District Popcorn Kernel if you have any questions.
# 2016 Product Line-Up

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SELLING PRICE</th>
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<tbody>
<tr>
<td>30oz Popping Corn</td>
<td>$10.00</td>
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<tr>
<td>11oz Original Caramel Corn</td>
<td>$10.00</td>
</tr>
<tr>
<td>5oz White Cheddar Cheese</td>
<td>$15.00</td>
</tr>
<tr>
<td>5oz Jalapeno Cheddar</td>
<td>$15.00</td>
</tr>
<tr>
<td>18 Pack Butter Light Microwave</td>
<td>$20.00</td>
</tr>
<tr>
<td>18 Pack Unbelievable Butter Microwave</td>
<td>$20.00</td>
</tr>
<tr>
<td>18oz Premium Caramel Corn w/Almonds &amp; Pecans</td>
<td>$20.00</td>
</tr>
<tr>
<td>18 Pack Kettle Corn Microwave</td>
<td>$22.00</td>
</tr>
<tr>
<td>18oz Chocolately Caramel Crunch Bag</td>
<td>$25.00</td>
</tr>
<tr>
<td>20oz White Chocolate Pretzels Bag</td>
<td>$25.00</td>
</tr>
<tr>
<td>$25 Military Popcorn Donation</td>
<td>$25.00</td>
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<tr>
<td>Cheese Lover’s Collection</td>
<td>$35.00</td>
</tr>
<tr>
<td>Sweet and Savory Collection</td>
<td>$40.00</td>
</tr>
<tr>
<td>$50 Military Popcorn Donation</td>
<td>$50.00</td>
</tr>
<tr>
<td>Chocolate Lover’s Collection Box</td>
<td>$55.00</td>
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</table>
2016 Unit Commission Program

Units who sold in 2015 and will be selling again in 2016 can earn the following:

Base commission 28%
Attend council popcorn training +1%

Tier 1: $6000-$11,999 or 8% sales above last year +2%
Tier 2: $12,000-$19,999 or 12% sales above last year +4%
Tier 3: $20,000+ or 15% sales above last year +6%
Tier 4: $30,000 and above – We deliver the popcorn to you!

Max Commission: 35%

NOTE: Bonus commissions will be applied to your final invoice in November. If you have a credit, we will refund your unit by December 5 based on the request on your unit commitment card.

If your unit did not sell in 2015, your unit can earn the following:

Base commission 28%
Attend council popcorn training +1%

Tier 1: Sales of $2000-$5,999 +2%
Tier 2: Sales of $6,000-$19,999 +4%
Tier 3: Sales of $20,000 and above +6%

Max Commission: 35%

NOTE: Patches will be available for PURCHASE at the Jack Dembo Service Center if your unit chooses to opt out of prizes. Patches will be $1.00 for the participation patch, and $.25 for each collection segment.

NOTE: The council does not and will not manage any unit-to-unit product swapping.

NEW!! 2 for 2% Commission! Film a video of your units popcorn kick off, and submit to veronica.whitman@scouting.org with at least 2 photos and earn a bonus 2% commission at the end of the campaign!

Rules:
- Must be a video of at least 2 minutes and you must submit at least 2 photos
- Scouts must be in uniform and having FUN
- Unit Goal must be either seen or said during video
- Cannot just be a general announcement. Must be an ACTIVE kick off
- Be innovative and exciting! The point is to get families motivated to have a great sale!
2016 Very Important Popcorn Seller Rewards Program (VIPS)

- Sell $2,500 in total sales and 6% of your total sales each year is invested in your own scholarship account for college or mission!
- Top 6 sellers in the council will ride the Zamboni at the Ontario Reign Scout Night!

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<tr>
<th>Starter Level</th>
<th>All Star Level</th>
<th>CIEC Cup Level</th>
<th>Champions Level</th>
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<tbody>
<tr>
<td>Sell $500 Online or Sell $2,000-$2,499</td>
<td>Combined Sales Sell $2,500-$3,249</td>
<td>Combined Sales Sell $3,250-$5,249</td>
<td>Combined Sales Sell $5,250+</td>
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<tr>
<td>Hockey Puck</td>
<td>Hockey Puck</td>
<td>Hockey Puck</td>
<td>Hockey Puck</td>
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<tr>
<td>2 Tickets to Ontario Reign Game</td>
<td>2 Tickets to Ontario Reign Game</td>
<td>2 Tickets to Ontario Reign Game $10 Food Voucher</td>
<td>4 Tickets to Ontario Reign Game $20 Food Voucher</td>
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<tr>
<td>Recognition on the Jumbo Tron</td>
<td>Recognition on the Jumbo Tron</td>
<td>Recognition on the Jumbo Tron</td>
<td>Recognition on the Jumbo Tron</td>
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<tr>
<td>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</td>
<td>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</td>
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2016 Popcorn Sale

VERY IMPORTANT POPCORN SELLER ENTRY FORM

Scouts qualify to be a VIP Seller if they sell at least $500 online or sell $2,000 or more in popcorn from verified Face-to-Face and Online Sales. This VIP Seller Form is to be completed by the parent or unit popcorn kernel. Please attach a copy of each of the Scout’s take order forms and a copy of your Scout’s online sales report from http://scouts.trails-end.com and send to the address below by Wednesday, November 2.

Please indicate which level achieved:

- **Starter Level** - $500 in online sales or $2,000-$2,499 in total sales.
- **All Star Level** - $2,500-$3,249 in total sales
- **CIEC Cup Level** - $3,250-$5,249 in total sales
- **Champions Level** - $5,250 or more in total sales

The VIP Sellers are invited as special guest to attend the 2016 Ontario Reign Scout Night Hockey game.

VIP-S 2016- Due by Wednesday, November 2

Parent or Unit leader-Please complete this section (Please Print Clearly)

**Scout Name:** ____________________________ **Phone:** ( ___ ) ________________ **Age:** __________

**Street Address:** ________________________________ **City:** ______________ **Zip** __________

**Parent’s Email address:** ______________________________________________________________________

**Total Sales:** $ __________________

Unit Leader or Unit Popcorn Kernel please complete this section

**Popcorn Kernel:** ______________________________

**Unit Type & Number:** ______________________________

**Unit Signature:** ______________________________

**Council Signature-Popcorn Staff Advisor:** ______________________________

Program Rules:

1. Registered Scouts who sell at least $500 online or $2,000+ in total sales during the fall sale.
2. Limit one (1) entry per Scout. ABSOLUTELY NO COMBINING OF ORDERS WILL BE ALLOWED.
3. Submit with copies of Scout’s “Take Order” forms for verification. Online sales (through October 17) will be verified by the published Trail’s End sales report.
4. Information about the VIP Seller event for the Scout and one adult will be sent Friday, Nov. 11.

**Send completed form to:**

California Inland Empire Council
Attn: Veronica Whitman
P.O. Box 8910 Redlands, CA 92375
Or email veronica.whitman@scouting.org
2016 Spin and Win Party!!

New in 2016!!

We want to recognize all of our top sellers! So in 2016, we are doing exactly that! On January 18, 2017, we will have a dinner to recognize all Scouts who sold $650 or more. The top 50 in total sales will spin the wheel for awesome prizes!! Door prizes for all Scouts who qualify. Must sell minimum $1,500 to qualify for Spin and Win.

Sell $650: You and 1 parent will join the party! Top 50 in sales: 1 spin per $1,000 sold! Door Prizes for all Scouts in attendance who sold at least $650

Examples of Spin and Win Prizes:
Legos  Sports Items  Camping Equipment
Fishing Gear  Action Figures  Toys
Gift Cards to Jamba Juice, Game Stop, Scout Shop

SPIN AND WIN PARTY 2016-Due by Wednesday, November 2

Parent or Unit leader-Please complete this section (Please Print Clearly)

1. Registered Scouts who sell at least $650 in total sales
2. Limit one (1) entry per Scout. ABSOLUTELY NO COMBINING OF ORDERS WILL BE ALLOWED.
3. Submit with copies of Scout’s “Take Order” forms for verification. Online sales (through October 17) will be verified by the published Trail’s End sales report.

Scout Name: _____________________ Phone: ( ____ ) __________ Age: __________

Parent’s Email address: _______________________________________________________________________

Total Sales: $ _________________

Unit Leader or Unit Popcorn Kernel please complete this section

Popcorn Kernel: ____________________________

Unit Type & Number: ____________________________

Unit Signature: ____________________________

Council Signature/Popcorn Staff Advisor: ____________________________

Complete and send to:
California Inland Empire Council
Veronica Whitman
P.O. Box 8910, Redlands, CA 92375 -or -
veronica.whitman@scouting.org
$5500
PRIZE LEVEL 15
- 654845: PS4® 4 Player Bundle
- 654846: Star Wars™ Assault on Hoth™

$4000
PRIZE LEVEL 14
- 623401: GameStop® + 1® Person View
- 623402: Campfire Package
- 623403: Gopro® Camera
- 623404: 1® Tablet
- 623405: Walmart® Gift Card $120.00
- 623406: Sound Shop® Gift Card $200.00

$3500
PRIZE LEVEL 13
- 628206: BB-8® Star Wars™ Droid
- 628207: Bee-Bot® Robot Kit
- 628208: Apple® iPad® Mini
- 628209: Diamondback® Helicopter
- 628210: Walmart® Gift Card $100.00
- 628211: Sound Shop® Gift Card $150.00

$3000
PRIZE LEVEL 12
- 628177: BCB® Lounger Hanging Chair
- 628178: Justin® 6 Pack Coffee Koozie®
- 628179: Jeep® Camping Stove
- 628180: Lego® Benny's Spaceship, Spaceship, SPACESHIP®
- 628181: Kodak® Camera C3
- 628182: Sound Shop® Gift Card $100.00

$2500
PRIZE LEVEL 11
- 627722: Coleman® 4 Person Dome
- 627723: Midway® 2-Way Radio Set
- 627724: Camera Koda® Drone
- 627725: Walmart® Gift Card $75.00

$2000
PRIZE LEVEL 10
- 616498: BCB® Camping Hammock
- 623403: CamelBak® Arrow 1.0 Hydration Pack
- 623404: Bear Grylls® Bear Essentials Bag
- 623405: Walmart® Gift Card $100.00
- 623406: Sound Shop® Gift Card $75.00

$1500
PRIZE LEVEL 9
- 615808: Boy Scout® Camping Swiss Army Knife®
- 615809: Walmart® Gift Card $25.00
- 615810: Helicopter® Cooper®
- 615811: Walmart® Gift Card $25.00
- 615812: Sound Shop® Gift Card $50.00

$1000
PRIZE LEVEL 8
- 615813: Sound Shop® Gift Card $25
- 615814: Coleman® 6 Person Lantern
- 615815: Lego® Cherry Convertor Drag Race Kit
- 615816: Radio Flyer® Scooter
- 615817: Walmart® Gift Card $25
- 615818: Sound Shop® Gift Card $25

Products subject to substitution of equal or greater value.
<table>
<thead>
<tr>
<th>PRIZE LEVEL</th>
<th>PRICE</th>
<th>ITEMS</th>
</tr>
</thead>
</table>
| LEVEL 7     | $850  | 634167 RC Helicopter 1:6 scale  
|             |       | 634183 Star Wars Millennium Falcon Model with Lights  
|             |       | 616781 4" BSA Multi Tool  
|             |       | 619004 BSA Helicopter  
|             |       | 625705 Rite In the Rain LED Flying Disc |
| LEVEL 6     | $650  | 621148 Smithsonian 3x Tele  
|             |       | 619591 Binoculars 8 x 22 |
|             |       | 616782 BSA Dive Knife  
|             |       | 621336 Traxx LED Headlamp  
|             |       | 624000 Landmark 4"  
|             |       | 624168 Lazer  
|             |       | 620293 Scout Shop Gift Card $20.00 |
| LEVEL 5     | $450  | 634166 RC Car 1:24 scale  
|             |       | 634191 REEBOX Aquabot Jigfish  
|             |       | 627443 Spy Science Kit  
|             |       | 624344 Me Toyz Flashlight  
|             |       | 610254 Scout Firefighter  
|             |       | 610168 Tin Can Robot  
|             |       | 615774 Green Rubber Lock Back Knife |
| LEVEL 4     | $350  | 634181 Marshmallow Shooter  
|             |       | 624143 Bowline Wood Kit  
|             |       | 633996 Luxor Solar Lantern  
|             |       | 7408 Science Lab Electronics Kit  
|             |       | 615778 Cub Scout Utility Knife |
| LEVEL 3     | $225  | 634190 REEBOX Waterboy  
|             |       | 624167 Marble serene Light-Up Helicopter  
|             |       | 7291 Delta Dart Kit  
|             |       | 607133 Survival Aid  
|             |       | 621140 Zero-Gravity Fridge Rover  
|             |       | 7144 Japan Bli Bli Crystal Kit |
| LEVEL 2     | $100  | 634179 Slingshot  
|             |       | 634180 Raptor Paraglider  
|             |       | 644325 Zipper Pull Thermometer with Compass  
|             |       | 1667 Test Spark Fire Starter |

**PRIZE LEVEL 1**

**Sell 1 Item**

<table>
<thead>
<tr>
<th>GALACTIC PATCH COLLECTION SEGMENTS</th>
</tr>
</thead>
</table>
| GMH 1 Military Patch  
| GMH 1 Online Sales Patch  
| GMH 100 Frame Patch  
| GMH 896 Scout Club Patch  
| GMH 42 Top Seller Pin |

**Make 1 Military Sale**

**Make 1 Online Sale**

**Sell 1 of Each Product**

**Sell over $450**

**TOP SELLER**

**Top Seller Pin**

---

**Prize order form**

**Name:________________________**

**Pack/Troop No.:________________________**

**Total Sales:________________________**

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
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GALACTIC COLLECTION PATCH

The sky is no longer the limit with the GALACTIC COLLECTION PATCH!
Take selling to new heights as Scouts make sales that complete the collection patch and earn the Top Seller Pin.

HOW IT WORKS:
★ Will be offered as part of National Supply’s prize programs.
★ Contact Veronica Whitman at veronica.whitman@scouting.org if not using a prize program.
★ Funded by Trail’s End.

MILITARY PATCH
Make One Military Sale

ONLINE SALE PATCH
Sell One or More Product Online

TOP SELLER PIN
Sales Goal Determined by Council: $1,500

PARTICIPATION PATCH
Sell One or More Product

ONE OF EACH PATCH
Sell one of each product offered

SELLER CLUB PATCH
Sales Goal Determined by Council: $650
Top Things to look for from Trails End:

- Updated Website for unit leaders, Scouts and consumers
- New, separate items for online sales with different packaging
- New online ordering site
- Digital Take Order App
- New Patch Program
- Continued excellent service to you and your council
College Scholarship Enrollment Form

Please submit this completed form to enroll or to report your 2016 sales. To enroll, you must sell at least $2,500 from January 1, 2016 to December 31, 2016.

SALE INFORMATION
Spring 2016 Face-to-Face Sales (Take Order): $ ______________  Fall 2016 Take Order: $ ______________
Spring 2016 Show & Sell: $ ______________  Fall 2016 Show & Sell: $ ______________
2016 Online Sales (sell.trails-end.com): $ ______________
2016 Total Sales $ ______________

SCOUT INFORMATION (to be completed by Scout)
Scout’s Full Name: ___________________________  Birth Date: _____ / _____ / _____
Qualifying Year: ______________  Social Security # (last four digits – for account payout): XXXX-XX-______
Street Address: ___________________________  City: ___________________________
State: ______  Zip Code: ______________
Email Address (account balance will be emailed to you): ___________________________
Council Name: ___________________________  Council City & State: ________________

COUNCIL APPROVAL (to be completed by Council)
Council Popcorn Staff Advisor (print name): ___________________________
Council Popcorn Staff Advisor’s Signature: ___________________________
You must have your Council Popcorn Staff Advisor’s signature to add sales

HOW TO ENROLL OR REPORT SALES
Please email the following documents to scholarship@trails-end.com. Trail’s End does not accept faxes, zipped files, or files over 10MB. This form may be submitted by the Scout or Council.

1. This completed form signed by your Council Popcorn Staff Advisor.
2. A copy of each paper order form used in the spring and/or fall sale.
3. A copy of your online sales report from sell.trails-end.com.

You can also mail this information to:
Trail’s End Popcorn
Attn: Scholarships
4485 S. Perry Worth Rd.
Whitestown, IN 46075
Build a GREAT campaign!
Follow these 6 steps for a successful sales season

- Fill out the Unit Commitment Card today to sell Trail’s End Popcorn this fall.
- Attend a Council Popcorn Training. Get the information you need to set a sales goal and have a great sale!
- Hold a Unit Kick Off. Units who do a big kick off for their Scouts and families will get more Scouts to sell and are more likely to reach their sales goal.
- Create your “Ideal Year of Scouting.” Start by establishing an activity plan and budget with input from your Scouts and parents.
- Set a Popcorn Sales Goal. This goal is based on your “Ideal Year of Scouting” activity plan and budget. Then break that goal down to a Per Scout Goal.
- Have Scouts go Online. Have each Scout create a Trail’s End account to sell popcorn to friends and family everywhere! To register, have Scouts go to www.trails-end.com/Scouts.