



Popcorn Kickoff

Thursday, September 3, 2015

Two Sessions: 12:00 Noon or 6:30 p.m.

Location: Northside United Methodist Church (2571 N. Highland, Jackson)

- ✓ Everything you need for a successful Popcorn Sale!
- ✓ The Popcorn Kickoff is for all units. - Up to 3 volunteers per unit may attend!
- ✓ Popcorn Samples, Sales Kit, Prize Program, On-Time Drawings, Food & Fun!

Popcorn Sale Kickoff Reservation for September 3, 2015

12:00 noon 6:30 p.m.
 District _____ Pack # _____ Troop # _____ Crew # _____

Volunteers attending: 1. _____
2. _____
3. _____

Please return to: Fax: 731-668-3788 Email: Susan.Gall@scouting.org
Mail: 1995 Hollywood Drive, Jackson, TN 38305

2015 Popcorn Sales Unit Commitment

District _____ Pack # _____ Troop # _____ Crew # _____

- Yes, our unit will participate in the 2015 Trail's End Popcorn Sale – **Take Order Sale**
- Yes, our unit will also participate in the 2015 Trail's End Popcorn Sale - **"Show & Sell"**

Unit Popcorn Kernel (all correspondence will be sent to this person) please print

Name _____

Address _____

City/State/Zip _____

Daytime Phone _____ Home Phone _____

Email Address _____

Please return to: Fax: 731-668-3788 Email: Susan.Gall@scouting.org
www.wtacbsa.org 1995 Hollywood Drive, Jackson, TN 38305

Current Resident or

Popcorn 2015



- Thursday, September 3.....Popcorn Kickoff
Friday, September 11.....Show & Sell Orders Due
Friday, September 25.....Show & Sell Order Pick up
Thursday, November 5.....Take Orders Due
- Any "Show and \$ell" returns due
(Full cases only, no chocolate products)
 - "Show and \$ell" payment due (*One Unit Check*)
 - Unit Popcorn Prize and Top Salesman Forms due
- Thursday, November 19.....Take Order Popcorn Pickup
Friday, December 4.....Charters, JTE, budgets due
Friday, December 11.....Popcorn Funds Due

All orders may be completed on-line @ www.trails-end.com

All popcorn forms and resources @ www.wtacbsa.org



Trail's End
POPCORN FOR OUR TROOPS
 Check the \$50 Gold Donation Level or the \$10 Silver Donation Level to send popcorn treats to our military men and women, their families, and veterans' organizations.

West Tennessee Area Council, Inc.
 1995 Hollywood Drive
 Jackson, TN 38305

Current Resident Or

Member of the
 U.S. POSTAGE
PAID
 Jackson, TN
 Permit No. 661

West Tennessee Area Council www.wtacbasa.org

Trail's End
Online sales count toward your Scout Rewards!

- 1 Sign in or create your account
- 2 Select items and place in your cart
- 3 View your order and checkout

NAME	STREET/EMAIL ADDRESS	\$50	\$30	\$55	\$40	\$30	\$25	\$25	\$22	\$20	\$20	\$20	\$20	\$15	\$15	\$10	DELIVERY DATE			
1																				
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29																				
30																				
																	*TOTAL			\$

SCOUT'S NAME: _____
 COUNCIL/FIELD: _____

MY GOAL \$ _____ + TOTAL TROOP SALES _____ = Rewards Total _____

Trail's End Popcorn Donation Levels:

- \$50 Gold Donation Level
- \$30 Silver Donation Level
- \$55 Bronze Donation Level
- \$40 Bronze Donation Level
- \$30 Bronze Donation Level
- \$25 Bronze Donation Level
- \$25 Bronze Donation Level
- \$22 Bronze Donation Level
- \$20 Bronze Donation Level
- \$20 Bronze Donation Level
- \$20 Bronze Donation Level
- \$20 Bronze Donation Level
- \$15 Bronze Donation Level
- \$15 Bronze Donation Level
- \$10 Bronze Donation Level

trails-end.com
 To see full list of product information for all Trail's End products visit trails-end.com

MAKE CHECKS PAYABLE TO: _____ Please direct your popcorn payment to your Pack or Troop. ©2015 Trail's End. All rights reserved.



Gourmet popcorn that's making a difference.

73% of the purchase of Trail's End gourmet popcorn helps make a difference in the life of a Scout in your community by allowing him to experience camping, field trips and adventure outings. He will also benefit by making new friends, and learning to live the Scout law.

Over 73% GOES TO LOCAL SCOUTING*



COLLECTION

Chocolate Lover's

- White Chocolatey Pretzels 7oz
- Milk Chocolatey Pretzels 7oz
- Chocolatey Triple Delight™ 11.5oz
- Chocolatey Caramel Crunch™ 15oz

Over \$33.00 to local Scouting

\$55



COLLECTION

Sweet & Savory

- Butter Toffee 20oz
- White Cheddar Cheese Corn 5oz
- Chocolatey Triple Delight™ 11.5oz

Over \$27.00 to local Scouting

\$40



COLLECTION

Cheese Lover's

- White Cheddar Cheese Corn 5.5oz
- White Cheddar Cheese Corn 5.5oz
- Jalapeño Cheddar Cheese 5.5oz

Over \$20.00 to local Scouting

\$30



POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and volunteer organizations.

\$50 Gold Donation Over \$35.00 to local Scouting

\$30 Silver Donation Over \$11.00 to local Scouting



Support Scouting anytime at trails-end.com

15oz.

Over \$16.00 to local Scouting

Chocolatey Caramel Crunch

Sweet crunchy caramel sauce in a creamy chocolatey coating.

20 oz.

Over \$18.00 to local Scouting

White Chocolatey Pretzels

The perfect blend of crispy pretzels wrapped in creamy white chocolatey goodness.

22 oz.

Over \$14.00 to local Scouting

Premium Caramel Corn with Almonds, Cashews & Pecans

A delicious gourmet caramel treat loaded with almonds, cashews and pecans.

18 oz.

Over \$14.00 to local Scouting

Chocolatey Triple Delight™

Delicious caramel corn with a decadent dark chocolatey coating and white chocolate drizzle.

5.25 oz.

Over \$11.00 to local Scouting

Jalapeño Cheddar Cheese

Crispy cheese popcorn with a spicy punch of jalapeño.

5.25 oz.

Over \$11.00 to local Scouting

White Cheddar Cheese Corn

The perfect combination of light, crispy popcorn and rich white cheddar cheese.

11 oz.

Over \$7.00 to local Scouting

Classic Caramel Corn

A traditional favorite, our Classic Caramel Corn is full of rich caramel flavor.

18-Pack

Over \$15.00 to local Scouting

Kettle Corn Microwave

Our deliciously sweet and salty Kettle Corn is better than ever!

18-Pack

Over \$14.00 to local Scouting

Unbelievable Butter™ Microwave

A customer favorite with more buttery flavor than ever before.

18-Pack

Over \$14.00 to local Scouting

Butter Light Microwave

Our lightest butter popcorn with next and improved flavor.

*This 55% corporate gift program is available only to eligible Trail's End customers. Trail's End popcorn is made with 100% natural ingredients and contains no artificial flavors or colors. All products are made in the USA with premium ingredients.

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BOY SCOUTS OF AMERICA WEST TENNESSEE AREA COUNCIL



Sell any **TWO**
items and receive a patch:
Collectable Patch



Sell **\$1,500**

and receive one bonus prize card:
\$50 Amazon Gift Card
\$50 Wal-Mart Gift Card
\$50 WTAC Scout Dollars

Sell **\$625**

and receive choice of one:



Durable, breathable, nylon travel
hammock holds 300 lbs.!

Parachute
Camping Hammock

OR

Aqua Pod
Bottle Launcher



The Aqua Pod launches any
2-liter bottle over 100 feet in air!
Watch a video on our website!



Sell **\$2,500**
Trails End
Scholarship Program
6% of your total sale is
invested into a personal
scholarship account. Qualify
just one time and then have
6% invested each year. *

Sell **\$175** (choose one)

- 5-n-1 Survival Tool
- Carabineer Flashlight
- Giant Bear Claw Necklace
- Scout Oath & Law Coin



Sell **\$265** (choose one)

- Liquid filled Compass
- NITE IZE SpotLit carabineer
- All-Weather Flint Striker
- C.R.K.T. Eat N' Tool



Sell **\$365** (choose one)

- CAMELBAK water bottle
- Scout 5 pc. Cooking Kit
- Cub Insulated Lunch Bag
- Survival 8 pc. Bottle Kit
- \$15 Gift Card



Sell **\$465** (choose one)

- Official BSA or Cub Pocket Knife
- NITE IZE Inova STS Headlamp
- Syma Remote Control Drone
- \$20 Gift Card



Sell **\$665** (choose one)

- ESBIT Fuel Stove & Cookset
- Barnett Archery Set
- BSA Swiss Army Knife
- \$30 Gift Card



Sell **\$855** (choose one)

- \$40 Gift Card

Sell **\$1155** (choose one)

- \$60 Gift Card

Sell **\$1755** (choose one)


- \$100 Gift Card

SEE OTHER CONTESTS at
www.wtacbsa.org

Prizes are not cumulative. Rewards are based on individual sales. NO combining of sales with others. Scout Bucks redeemable at WTAC Scout Shop or any WTAC camp. Expire 12/31/2016. West Tennessee Area Council reserves the right to substitute a reward with another of equal or greater value.

Sample Method to Ask People to Buy Popcorn

- Hi my name is _____.
- I am a Scout with Pack/Troop _____. We do lots of fun things such as _____.
- I am selling popcorn to support Scouting in our community.
- I am learning to be thrifty. I am trying to pay my own way and to help other people.
- There are _____ different choices of delicious popcorn! (Show popcorn)
- Would you like to help me? (if yes) Which popcorn would you prefer?
- Thank you!



SET YOUR SALES GOAL

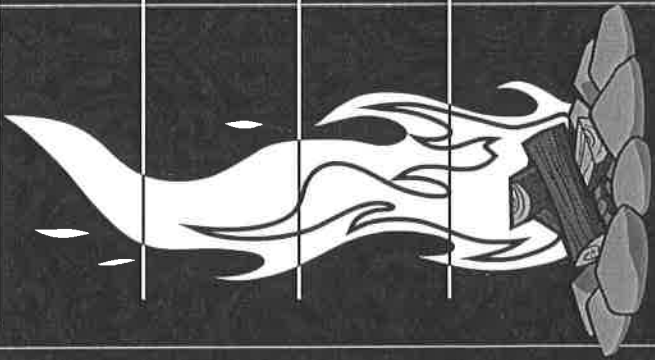
\$ _____

100%

75%

50%

25%



I am fundraising for: _____

SEPTEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT
	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						
SUN	MON	TUE	WED	THU	FRI	SAT
				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	31

Top Selling Tips

- 1 ALWAYS** wear your uniform.
- 2 ALWAYS** smile and introduce yourself.
- 3 ALWAYS** ask your customers if they want to support Scouting.
- 4 KNOW** the popcorn flavors you are selling.
- 5 ALWAYS** say "Thank You!"



How To Sell Trail's End Gourmet Popcorn

Take Order

Door-to-door selling with the take order form. Your customer chooses the product(s), and writes the order on your form. You will collect the money when you deliver the product to your customers a few weeks later.

✓ **Advantages:** Provides a personal connection with your customers. Higher dollars per customer than storefront sales.

Selling at Work

Parent and/or guardian takes an order form to their work place. Their co-workers write their order on the order form. Your parent and/or guardian delivers product and collects the money a few weeks later.

✓ **Advantages:** Expands your customer base, and offices often need snacks and gifts.

Show and Deliver

Carry Trail's End products with you as you visit customers. The customer is able to purchase the products from you, and you collect the money right then and there.

✓ **Advantages:** No return trip required for product delivery and money collection.

Show and Sell

Your unit gets permission to sell in front of a retail store or in the local mall. You set up a display with products for people to purchase as they walk by.

✓ **Advantages:** Gives you access to a large number of potential customers and promotes the Boy Scouts of America in the community.

Selling Online

You can send emails and text messages, as well as social media posts to your customers asking them to purchase Trail's End products online. They order products online and pay with a credit card, and Trail's End ships the products directly to your customers.

✓ **Advantages:** No product delivery or money collection. Ability to sell popcorn year-round and reach your friends and family who live far away.

Corporate Sale

This method is a best kept secret of popcorn top sellers, because local businesses in your community are great places to find support. Visit local businesses during business hours, and ask them to make a supporting purchase.

✓ **Advantages:** Gives you access to a large number of potential customers, and it is easy to return year after year.

Over 73% of each popcorn item sold directly supports your local West Tennessee Area Council programs and camps. The popcorn sale teaches youth the value of earning their own way. Youth learn valuable communication and sales skills to help them be better prepared for life as an adult. Thank you for your support!

Accept Credit Cards with SQUARE

Trail's End and **SQUARE** are making it easy to grow your Popcorn Sale!

Trail's End is working with **SQUARE**, the leading provider in tools for every part of running a business, from accepting credit cards to sales and inventory tracking. Industry research indicates that the ability to accept credit cards increases revenue by as much as 23%.

Never lose a sale because your customer says "Sorry, I don't have any cash!"
Now you can accept credit cards with **SQUARE**.

- Accept all major credit cards: Visa, Mastercard, Discover, and AMEX.
- Works with iPhone, iPad, and Android devices.
- Promotional rate of 2.4% per swiped transaction exclusively through Trail's End for 2015
- No credit card processing fees on the first \$100 in sales.
- Free, easy to use readers are PCI-compliant.*
- To receive this exclusive rate, you must sign up through the Popcorn System - begins July 1.



*Payment Card Industry