Southwest Florida Council

Enter District

2020 Popcorn Kickoff
1. No stupid or dumb questions…EVER.
   • We are here to serve YOU so you can serve your FAMILIES.
WHY DO WE SELL POPCORN?

• 73% Return to Scouting
• Fund our unit’s Scouting program
• Scout character development
• Improve our camps and council resources

OVER $4 BILLION Returned to SCOUTING SINCE 1980!
WHY DO WE SELL POPCORN?

Benefits your local camps and ScoutReach at-risk youth programs.
2021 Family F.O.S., 2021 Camp Card & 2020 Fall Annual Popcorn Sale

The primary financial support to operate our seven-county council comes from self-generated sources (over 93%) such as the Annual Friends of Scouting (FOS) Community & Family Campaigns, special events/activities, annual popcorn sale, annual camp card sale, and other council revenue sources. These funds provide critical program support services for our units, 2,575 adult volunteers, year-round operation of the Price-Sanders Scout Reservation—Camp Miles, Camp Flying Eagle, council service center and many other vital support services that enables Scouting to operate in our community. Yes, it costs parents to be in Scouting, but above and beyond this expense, it costs the SWFL Council around $285 per Scout, which adds up to a lot when you think of the thousands of youth in Scouting across the Southwest Florida region. Supporting the Annual Family FOS, Popcorn & Camp Card Sale effort enables the mission of Scouting to be delivered through quality programs and camp facilities to all Scouting families. Without this support, Scouting would cost significantly more for all participants.
## 2019 Top Sellers!

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Gender</th>
<th>Unit</th>
<th>Total Sales</th>
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## 2019 Top Units!

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<th>SHOW N SELL</th>
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All Support Resources

All resources at www.swflcouncilbsa.org

- Electronic prize submission forms (must use PC w/Adobe Acrobat Reader)
- Replacement Documents
- Door Hangers
- Unit Presentations
- Training Videos
- 2-stop resource shopping!!!
Back to the Basics!

- Value Continued: Great products and well supported sale.
- Recognition of changing dynamics and world scouts live in
- Renewed Focus on Take Order, Friends & Family
- Simplified Product Line
- Technology opens wider variety of possibilities
- Simplified & Straight-Forward Prize program for parents & scouts
- Continued Top Seller & Theme Park programs
- Utilize the improved app to drive sales and value for Scouts
- Remember: This is about supporting Scouting.
Unit Expectations!

• Back to the Basics: Neighborhood Family & Friends.

• Show & Deliver, Take Order still available.

• NEW Online Direct Concept with social distancing
  • Record customer order, text shopping cart
  • Send links through social media for customer to choose product.

• Set goals, units & scouts with goals are more successful!

• Renewed focus on $1,200 top seller day for the family!

• Virtual Kickoff may be required, support is provided!
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

**STEP 1**
Create a Trail’s End account for your Scout.
- Text APP to 62771 to download the Trail’s End App.

**STEP 2**
Make a list of 30+ people you know to ask for support.
- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

**STEP 3**
Draft your Scout’s sales pitch.
- Example: Hi **customer’s name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?
**Step 4**
Build your Scout’s personalized fundraising page.
- Once signed into the app, go to **Online Direct** and then **Manage Page**.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the **About Me** section.
  - Select your **Favorite Product**.

**Ask for support.**
- Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
  - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

**Step 5**
Ask for support in the neighborhood.
- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood.
- Use the cart sharing feature to remain socially distanced.
Personal Sales

ONLINE SALES
- Every Scout creates their own person fundraising page.
- Average order is $67 vs. $25 for traditional sale.
- All sales count for the rewards program.
- No face-to-face contact, no product of money to handle.

DOOR TO DOOR
- Sell to your close neighbors and friends
- Scouts have averaged $250 per hour in sales
- Have product on hand so no need to go back to delivery. Use the app to manage the sale.
- Scouts can take a credit card, fees paid by Trail’s End, for higher sales.

FRIENDS, FAMILY, WORKPLACE
- Use the app to take and manage orders.
- Using the online platform, no handling of product. Take the order and Trail’s End ships direct.
Assign Scouts selling territories
• Sets expectation
• Reduces duplication

Offer popcorn blitz day to break the ice
• Scouts gather in neighborhood
• Kernel models a sale and the scouts disperse to sell.
• Prizes offered at meet up.

Mystery Houses
• Give higher level prizes to 3 or more random houses in community
• The first Scout to knock on the door of each mystery house wins the prize
Take Order Form to work
  • Form in break room?
  • Can Scout walk around office?

Create a map of your area
  • Give Scout families a Google map of your area
  • Scouts mark houses that did / didn’t purchase
  • Use each year to help save time
  • Scouts can ask for phone numbers & email addresses
Businesses in your community will support you
  • Corporate gifts for clients
  • Holiday gifts for staff
  • Staff purchases

Other methods
  • Ask to set up a drive & buy in the parking lot.
Create or have scouts bring displays

Bring a wagon to show parents

Display banners

Role Play – scout sales pitch

Run a Unit kickoff with scooter and goofy costumes
Create or have scouts bring displays

Bring a wagon to show parents

Display banners

Role Play - scout sales pitch

Run a Unit kickoff with scooter and goofy costumes

Unit Kickoffs - Demonstrate
TRAIL'S END APP

Key Benefits

• Free Credit Card Processing - Paid by Trail's End
• Real-time tracking and reporting of sales, inventory and storefront registrations
• Families can turn in cash payments via credit card
• System-calculated Scout sales for easy Council Prize Ordering
• Take Online Direct orders in the app as a way to fundraise while social distancing

Proven Results

• Used by over 14,500 units & 160,000 Scouts
• Over 10% growth for units that recorded more than 75% of sales in the app in 2019
• Credit Card transactions averaged 27% higher than cash

Text APP to 62771 to download the App.
Text APPGUIDE to 62771 to download the App Quick Start Guide.

https://youtu.be/-J0KgWMiFY
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Text **APP** to 62771 to download the App.

Text **APPGUIDE** to 62771 to download the App Quick Start Guide.
TRAIL’S END APP

Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY

ONE MINUTE to register your account!

Accept Debit & Credit Cards for FREE!
No Reader Required.

Each Scout Must Have a Registered Account.
Same Email Can Be Used For Multiple Accounts.

Record ALL of Your Sales in the App, Even Take Order Sales!

Only Scout accounts can log into the app. Leader accounts will not allow access.
Login at: www.Trails-End.com with your Trail’s End Leader account.

One Platform to Manage Your Fundraiser

- **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
- **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
- **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
- **Place Popcorn Orders** - Order popcorn for your council’s scheduled pick-ups.
TRAIL’S END IMPROVEMENTS

App Improvements
• Faster, more intuitive Scout registration
• Faster checkout (From 9 to 4 clicks)
• List, grid and product detail views
• Record online orders directly in app
• Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
• New undelivered logic for Wagon Sales so Scouts enter them correctly
• Credit payment option for parents to pay cash owed to unit

Unit Leader Portal Improvements
• Onscreen guides to help leaders learn Unit Leader Portal features
• Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
• Robust products table to easily view inventory at storefronts and with Scouts
• Ability to convert orders between Wagon to Storefront
• Ability to change the shift credited to a storefront order
ONLINE DIRECT

Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Traditional products and prices
  - $10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
  - Take Online Direct orders in the TE App
  - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer.

Text MYPLAN to 62771 to download:
How to Sell $1,000 Social Distancing
ONLINE DIRECT

HOW IT WORKS

TWO WAYS TO SELL

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship to your customers.

TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only).
3. Products ship to your customers.

Starting July 1

- The Online Direct Store features products sold at traditional prices. Example White Cheddar is only $20!
- Shipping prices of only $7.99 for the first item and $0.99 for each additional item
- You will earn DOUBLE POINTS on every Online Direct Sale*
- All products popped fresh to order, and will arrive in about three weeks**
CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
Trail’s End pays for all credit card fees!

• **Bigger Prizes** – Increase sales with the App and go for “Top Seller Day”!
• **Safer** – Scouts don’t have to handle cash
• **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
• **Easier** – Parents turn in cash sales with credit/debit payments to the unit
• **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
REGISTER YOUR UNIT

1st – Fill out Unit Commitment form and turn it in today!

2nd

New to popcorn?
You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
UNITS THAT ATTENDED A TRAIL’S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text WEBINAR to 62771 to Register!
Get your questions answered and share ideas between Unit Leaders across the country about the Trail’s End popcorn fundraiser in the Trail’s End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail’s End when your unit needs support and share ways Trail’s End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!
HOST A VIRTUAL KICKOFF

**Use Zoom (or similar software)**

**Agenda:**
- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell $1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail’s End App
  - Text **APP** to 62771 to download.
- Council Prizes
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail’s End Scout Parents Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.
Reasons to Start Selling in August

• Uncertainty of COVID-19 return
• Take orders for delivery after Sept. 26\textsuperscript{th} or December 12\textsuperscript{th} delivery
• Easy on the phone, email parents now to get moving even before meetings start.
• Set up with Social Networks, Media, etc. VERY EASY!
• If optionally start now EXTENDS SALE ALMOST A MONTH if you start today!

COUNCIL PROMOTIONS

• Kernels, we will email announcements to you for any promotions.
• Disregard any Trail’s End promotions from this date forward.
Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

$35
Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk
- White Cheddar Popcorn
- Blazin’ Hot Popcorn
Comes in a gift box.

$25
Salted Caramel Popcorn
Over $17 to local Scouts*
Contains Milk and Soy

$20
Blazin’ Hot Popcorn
Over $14 to local Scouts*

$20
White Cheddar Popcorn
Over $14 to local Scouts*
Contains Milk

$15
Unbelievable Butter™
Over $10 to local Scouts*

$10
Caramel Corn
Over $7 to local Scouts*
Contains Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!
Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels

$50
$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
American Heroes Donations

AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail’s End has teamed up with Soldiers’ Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over $66 million worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over 129,000 Military Donations
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states

Support Scouts, the Military and First Responders with an American Heroes Donation!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels

$50

$30
$70 Chocolate Lover’s Tin
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$65 Chocolate Lover’s Bundle
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$35 Cheese Lover’s Bundle
- (1) White Cheddar Popcorn
- (1) Blazin’ Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
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2020 SWFL COUNCIL BONUS COMMISSION

(Combined Take Order/On-line/S&S)

(Note: Southwest Florida Council returns far more in commissions and prize value than most councils in the country)

QUALIFY BY:
1) Attending District Training.
2) Increasing Sales by only 10% over 2019.
3) Paying on time by December 12, 2020.
4) Turning in Sales Prize form into the Council by December 12, 2020.
   (all Scouts and amount sold listed).
### 2020 POPCORN BONUS STRUCTURE

*(ADDITIONAL BONUS ON TOP OF REGULAR PRODUCT COMMISSION)*

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<td>$ 20,000</td>
</tr>
<tr>
<td>$ 20,001</td>
<td>$ 20,500</td>
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<td>$ 20,501</td>
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<td>$ 21,001</td>
<td>$ 21,500</td>
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</tbody>
</table>

*Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.*
## Military CSP Collector’s Edition (#2 of 5)
Sell $250 or more American Heroes Donation Sales

### COUNCIL PRIZES

**Parent Note:** SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.

<table>
<thead>
<tr>
<th>Sell</th>
<th>$250</th>
<th>$350</th>
<th>$450</th>
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</thead>
<tbody>
<tr>
<td><strong>EARN PATCHES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Achiever Patch</td>
<td>Sell at least two different popcorn products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top Seller Patch</td>
<td>Patch $1,200 or more</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sell</th>
<th>$10 Walmart Gift Card</th>
<th>OR</th>
<th>Emergency Stove</th>
<th>Camillus 5” Knife</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Fire Starter 2.0</td>
<td>Sierra Folding Saw</td>
</tr>
<tr>
<td>(Choose One Prize)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sell</th>
<th>$15 Gift Card</th>
<th>OR</th>
<th>8 pc. Survival Pack/Drybag</th>
<th>Wood Burning Stove</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(Choose One Prize)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sell</th>
<th>$20 Gift Card</th>
<th>OR</th>
<th>40/60 Degree Sleeping Bag</th>
<th>BSA Day Pack</th>
<th>Camo Hammock w/ Straps</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(Choose One Prize)</td>
</tr>
</tbody>
</table>

**Parent Note:** SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.
COUNCIL PRIZES

Attend Top Seller Day!
Saturday, February 27th, 2021
Bring Your Family!

• Special Fun Filled day for top salesmen!
• Additional Prize Drawings!
• Boating, shooting, games, laser tag, & more!
• Catered cookout lunch!
• Ice cream buffet extravaganza

(Choose One Prize)

Sell
$600
$20 Gift Card
(Your Choice of One Gift Card)

Sell
$1,200
BSA Deluxe Pocket Knife

Sell
$1,500
$50 Gift Card
(Your Choice of One Gift Card)

Two Tickets To
Universal Studios,
Busch Gardens
OR Legoland

Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.
COUNCIL PRIZES

Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.

DRAWINGS!
PRIZES!
TROPHIES!
FOOD!
FAMILY FUN!

(Must be present to win & sell $1,200)

Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.
$1,200 TOP SELLER DAY!

Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings.

SWFL Council “Top Seller” Day
Camp Miles is yours for the day!
Saturday, February 27th, 2021
10:00 a.m. - 3:00 p.m.

◆ Special fun-filled day for top salesmen and their families at Camp Miles
◆ Special prize drawings!
◆ Boating, archery, shooting, climbing.
◆ Ice cream buffet extravaganza!
◆ Great catered cookout lunch, prizes and fun!
◆ Video game trailer with laser tag.
◆ Special activities - Wrecking Ball Pit, Shark Bouncer and much more!

SWFL Council Top Salesman Prizes
◆ Top Seller in each District wins a $300 gift card of their choice
◆ Top Seller in Council wins $500 gift card of their choice
◆ 2nd Top Seller in Council wins $300 gift card of their choice
◆ 3rd Top Seller in Council wins $200 gift card of their choice
◆ Top Council Online Seller wins a $200 gift card
◆ Top Council Military Seller wins a $200 gift card
◆ Top 10 Sellers in Council receive a Top Seller Trophy
◆ SPECIAL DRAWINGS: Top sellers attending February 27th, 2021 celebration are eligible for Kayak, Paddle Board drawings. Equal chance for all top sellers!
◆ SPECIAL DRAWING: Choice of Oculus Quest VR 64 GB Headset or DJI - Mavic Mini Quadcopter with Remote*. This drawing for all who sold $1,750 or more!

ALL $1,500+ LEVEL SELLERS
Recieve 2 tickets* to Busch Gardens, Universal Studios or LegoLand!

*Youth & chauffeured tickets - valid 1/1/2021 - 3/31/2021 only.
Parent Note: The Southwest Council provides a significantly upgraded prize program and does not utilize the Trails End Rewards program. Please disregard references to the Trails End Prize Program during trainings.

SOUTHWEST FLORIDA COUNCIL, BSA
WWW.SWFLCOUNCILBSA.ORG
1. Turn in your Unit Commitment form now

2. Are you ready to turn in your Show & Sell order form?

3. Have you registered your unit with Trail’s End?
   - [https://unit.trails-end.com/unit-registration](https://unit.trails-end.com/unit-registration)?
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Due Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit Commitment Form – (Fill today)</td>
<td>Monday, August 31st NOON</td>
</tr>
<tr>
<td>Show-N-Sell Orders Due</td>
<td>Friday, September 4th NOON</td>
</tr>
<tr>
<td>Show-N-Sell Distribution</td>
<td>Saturday, September 26th</td>
</tr>
<tr>
<td>Take Popcorn Order Due</td>
<td>Friday, November 20th NOON</td>
</tr>
<tr>
<td>Take Order Distribution</td>
<td>Saturday, December 12th</td>
</tr>
<tr>
<td>Prize Order Due - electronic</td>
<td>Saturday, December 12th</td>
</tr>
<tr>
<td>Payment Due Council</td>
<td>Saturday, December 12th</td>
</tr>
<tr>
<td>Prize Distribution (if deadlines met)</td>
<td>January District Roundtable</td>
</tr>
</tbody>
</table>
Commitment & Prizes – Electronic Submittal

• Forms available at www.swflcouncilbsa.org

• “Submit” button PDF submission REQUIRED
  • Prize Order Form

Benefits
• Electronic Record
• Reduce mistakes
• Increased order delivery accuracy
• Future mobile friendly website submission

• Hard stop on deadlines (logistics considerations)
CONTACTING SUPPORT

COUNCIL CONTACT INFO

James Giles: Staff Advisor
JamesG@scouting.org
(239) 207-5366

Justine Gonzalez: Kernel Fluff
Justine.Gonzalez@scouting.org
(239) 936-8072

CONTACT TRAIL’S END SUPPORT

JOIN OUR FACEBOOK GROUP
Trail’s End Popcorn Community

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQS:
www.Support.Trails-End.com
Remain in the meeting for questions or leave at any time when your questions have been answered.
Manatee Unit Keys to Success – Shannon & Josh

1. Backdate your important Dates
   • Publish on sale sheets & handout
2. Take advantage of Trail’s End Trainings and Webinars
3. Set up unit Trails-end.com account
4. Set goals
5. Have an exciting Kickoff
6. Talk about popcorn at every meeting
7. Enhance with your own (inexpensive) prizes
8. Collect prize order WITH money on sheets or verify app order entry.
9. MUST enter order by scout
10. Help with sort, get popcorn early
11. Reach out early for help, Shannon & Josh want to support!
12. Get those online accounts set up by parents!!!
13. WE ARE HERE FOR YOUR SUCCESS!!!!
WE ARE TO HELP YOU SUCCEED

MANATEE CONTACT INFO

Shannon Powenski: District Kernel
manatee popcorn kernel@gmail.com
(989) 493-5945

Joshua Powenski: Staff Advisor
Joshua.Powenski@scouting.org
(989) 964-9621

Popcorn website
www.swflcouncilbsa.org

TRAILS END SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

Trail’s End App Support
teappsupport@trails-end.com

General Support
support@trails-end.com
1. Backdate your important Dates
   • Publish on sale sheets & handout
2. Take advantage of Trail’s End Trainings and Webinars
3. Set up unit [Trails-end.com](http://Trails-end.com) account
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11. Reach out early for help, & Matt want to support!
12. Get those online accounts set up by parents!!!
13. WE ARE HERE FOR YOUR SUCCESS!!!!
WE ARE TO HELP YOU SUCCEED

TWO RIVERS CONTACT INFO

: District Kernel
tworiverspopcorn@gmail.com
(941)

Matthew Martin: Staff Advisor
Matthew.Martin@Scouting.org
(540) 421-7104

Popcorn website
www.swflcouncilbsa.org

TRAILS END SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

Trail’s End App Support
teappsupport@trails-end.com

General Support
support@trails-end.com
1. Backdate your important Dates
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11. Reach out early for help, Jennifer & James want to support!
12. Get those online accounts set up by parents!!!
13. WE ARE HERE FOR YOUR SUCCESS!!!!
WE ARE TO HELP YOU SUCCEED

**PANTHER CONTACT INFO**

Jennifer Hitchcock: District Kernel  
Pantherdistrictpopcorn@gmail.com  
(239) 470-2546

James Laughlin: Staff Advisor  
James.Laughlin@Scouting.org  
(772) 834-2004

Popcorn website  
www.swflcouncilbsa.org

**TRAILS END SUPPORT**

Facebook Group  
facebook.com/groups/TEPopcornCommunity

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9. MUST enter order by scout
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11. Reach out early for help, Janet & James want to support!
12. Get those online accounts set up by parents!!!
13. WE ARE HERE FOR YOUR SUCCESS!!!!
WE ARE TO HELP YOU SUCCEED

ALLIGATOR CONTACT INFO

Janet Howard: District Kernel
janeth@directorschoicellc.com
(239) 877-1295

James Giles: Staff Advisor
James.Laughlin@Scouting.org
(239) 207-5366

Popcorn website
www.swflcouncilbsa.org

TRAILS END SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

Trail’s End App Support
teappsupport@trails-end.com

General Support
support@trails-end.com
THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity
Appendix: Resources

Text the keywords below to 62771 to Download.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaders</strong></td>
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</tr>
<tr>
<td>KERNELGUIDE</td>
<td>Popcorn Kernel Guide (PDF)</td>
</tr>
<tr>
<td>KICKOFF</td>
<td>Unit Kickoff Presentation (PPT)</td>
</tr>
<tr>
<td>WEBINAR</td>
<td>Link to Webinar Registration Portal</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>Link to join the Trail's End Facebook Group</td>
</tr>
<tr>
<td><strong>Scouts</strong></td>
<td></td>
</tr>
<tr>
<td>APP</td>
<td>Link to download the Trail's End App</td>
</tr>
<tr>
<td>APPGUIDE</td>
<td>App Quick Start Guide for Scouts (PDF)</td>
</tr>
<tr>
<td>MYPLAN</td>
<td>How to Sell $1,000 Social Distancing (PDF)</td>
</tr>
<tr>
<td>SCOUTFB</td>
<td>Link to join the Trail's End Scout Parents Facebook Group</td>
</tr>
<tr>
<td>PRIZES</td>
<td>SWFL Council Prize Flyer &amp; Top Seller Brochure(PDF)</td>
</tr>
<tr>
<td>ORDERFORM</td>
<td>Take Order Form (PDF)</td>
</tr>
</tbody>
</table>