

August 2022 Communications

August 31

Special Promotion!

The message below will be communicated tomorrow via Facebook and directly to Scouts and Unit Leaders/Kernels. While our council sale has not officially started with Show-n-Sell popcorn and storefront sales, this is an excellent opportunity for Scouts and their parents to familiarize themselves with the Trail's End app.

Labor Day Promotion - Limited Time Only!

Scouts will receive 1.25 Reward points (an additional .25 points) per \$1.00 sold for all orders through "Online Direct" within the Trail's End App and Scout shared link.

Promotion runs from 8:00 p.m. EST Thursday, September 1st through 8:00 p.m. EST Tuesday, September 6th. Points will be applied to Scouts' accounts by Friday, September 9th.

Don't miss out, start earning more today!

And speaking of Storefronts...

There are still many, many days and hours of storefront sale opportunities available for ALL units. Just go to the Trail's End leader portal and click "Storefront Reservations" in the blue menu bar on the left. You can also access the function from your phone.

Are you used to the idea that storefront sales are limited to weekends and "big box" stores? Or that they require multiple Scouts and leaders for an entire weekend day? Instead, consider promoting storefront sales as a parent/child activity. Consider booking storefront hours and then promoting them to your families, so that a parent and their Scout can pick a storefront shift and go work it together, maybe even on a weeknight. And the location may be a Lowes or Walmart - or maybe a Casey's or other small business.

This gets away from what may be the traditional "4-6 kids and a leader" model, yet is often even more effective - and *more fun* for the parent and the Scout - than what we're used to. Give it a try!

Finally, are you making your own storefront arrangements? Great! You can add those to the Trail's End system - just for **your** Scouts and parents to sign up for - so that those are also available for them.

Here's a video on Storefront Management: [https://youtu.be/ DaY54dxl7E](https://youtu.be/DaY54dxl7E)

August 30

All orders entered in the Trail's End leader portal have been approved. Units have been assigned a pick-up location by district, as follows:

Crossroads: NuWay - 25 Access Way, Bloomington, IL 61705
Heartland: Federal Warehouse - 200 National Road, East Peoria, IL 61611
Lowaneu: Test, Inc - 2323 4th St, Peru, IL 61354
Wotamalo: Federal Warehouse - 200 National Road, East Peoria, IL 61611

To select your desired pick-up time for September 8, please visit the sign-up page for your pick-up location and select a 30-minute window from available times:

- [NuWay - Bloomington](#) - 8 am to 5 pm
- [Federal Warehouse - East Peoria](#) - 8 am to 5 pm
- [Test, Inc. - Peru](#) - 4 to 6 pm

Volunteers Needed! (Get your popcorn on Wednesday!)

Would you be willing to help us sort orders from 12-4 pm on Wednesday, September 7? As a thanks for helping, you can then take your order will you that day instead of coming back on Thursday.

We also need volunteers to help distribute popcorn on Thursday, September 8.

Please respond to this email and let me know which location you can help at and when you can be there. (You can also indicate this on the sign-up page as well.)

Chocolate and Peanuts Update 🍫🥜

With apologies for any prior confusion, here is clarification on when our limited items are available for ordering:

- Honey Roasted Peanuts: Only in Initial Orders
- Dark Chocolate Salted Caramels : Only in the FIRST Replenishment Order

- Chocolatey Pretzels: Only in Replenishment Order(s) and the Take Orders

If your initial order included any chocolate items, please be aware that those will be removed and you'll need to re-order them in the September replenishment order, which will be due Sunday, September 18, and available for pick up on Friday, September 23.

Today's Reminder:

When people buy popcorn, they're only nominally buying a product - what they're really buying into is an ideal: Scouting. The popcorn is effectively a high-quality "thank you" for their support that goes along with our smiles and sincere verbal thanks as well.

August 17

Show and Sell Popcorn Orders Due Monday, August 22

Monday is a big day - that's the day our Show and Sell popcorn orders are due. ***But don't wait! If you know what your order will be, go ahead and enter it today!***

Not quite ready? That's okay, too. If you haven't already done so, go into the Trail's End site and get familiar with it. If you have concerns or questions about the ordering process, take a look at this two-minute video from Trail's End:

Popcorn Ordering Demo

<https://youtu.be/WyOtCqa4Vf8>

Finally, if you need help determining how much popcorn to order based on what your goal for retail sales might be, here's a handy chart provided by Trail's End, based on the past experience of units selling Trail's End popcorn:

	\$5,000 Retail	\$10,000 Retail	\$15,000 Retail	\$20,000 Retail
	Case	Case	Case	Case
Kettle Corn & White Cheddar Gift Box	8	18	26	36
Salted Caramel	2	4	6	8
Honey Roasted Peanuts	1	2	3	4
White Cheddar	4	8	12	16
Kettle Corn	2	4	6	8
Unbelievable Butter MW	8	16	24	32
Popping Corn	2	5	8	11
Caramel Corn	5	9	13	17

[Can't see it? Click here!](#)

Over 10,000 Pre-Arranged Storefront Hours Still Available!

The Storefront claiming process continues, with all storefront times and locations open to all units, regardless of your district. Please look at the available storefront times - of the 12,000+ hours secured by Trail's End, only 1673 hours have been claimed thus far - so there are MANY excellent times and locations available!

Popcorn Samples Available

We heard you loud and clear, and so did Trail's End! Several of you asked about getting samples of popcorn to share with your Scouts, so that they'll know first-hand just how good Trail's End popcorn really is.

To help meet that need, Trail's End has shipped us a supply of popcorn. We have three flavors: white cheddar, kettle corn, and salted caramel. Beginning this Friday, you can call either Service Center to request a 3-bag sample for your unit (one bag of each flavor) which you can then pick up **at no cost to your unit** during regular Service Center hours.

As supplies are limited, be sure to CALL FIRST to reserve your sample. Samples will be provided on a first-come, first-served basis.

Peoria Service Center: (309) 673-6136

Bloomington Service Center: (309) 828-6983

September Replenishment Order

We WILL have a September replenishment order. Orders will be due no later than 5 p.m. on Sunday, September 18. Pick-ups will be on Friday, September 23, with details TBD.

Dark Chocolate Salted Caramels

As previously communicated: To help avoid selling bags of chocolatey, gooey messes of liquified caramel goodness, Trail's End can't bring themselves to ship these until September 19. Dark Chocolate Salted Caramels will be available for a *one-time-only* item in the September replenishment order.

Popcorn Page

Speaking of our Popcorn page (wdboyce.org/popcorn), we've added quite a bit more information there for you:

Quick Start guide to the Trail's End app

Five videos from Trail's End YouTube channel:

2022 New Kernel Webinar

Mobile Functionality for Leaders

Storefront Management

Popcorn Ordering Demo

Mobile App for Scouts and Parent

Be sure to check out the other Trail's End resources we have linked from our site, including their webinars. Those webinars include "Open Office Hours" sessions where you can ask

questions directly of Trail's End experts.

Finally, today's reminder: Our Scouts and parents look to us for a baseline of how they approach the sale.

If you're enthusiastic, they'll see that as a reason to have and reflect a positive attitude as well. The converse is also true. Show the attitude you want your Scouts to have, and they will surely meet and exceed your expectations!

August 8

Storefront Claiming Continues

The Storefront claiming process began smoothly last week. It continues this week as follows.

Monday, August 8th - All Units, 1 Reservation within District

Wednesday, August 10th - All Units, 4 Reservations within District

Friday, August 12th and Beyond - All Units, Unlimited Reservations throughout the Council

Each release takes place at 11 am CT

Please note some businesses have requested a gap between multiple storefront sessions on any given day. If you have signed up for multiple sessions on a single day and would like to remain set up all day, please check directly with the business and respect their decision. After all, they are doing us a favor by allowing us to sell there!

September Replenishment Order

We haven't even received our first order and some of you are thinking about replenishment! *That's great!*

We WILL have a September replenishment order. Orders will be due no later than 5 p.m. on Sunday, September 18. Pick-ups will be on Friday, September 23, with details TBD.

That brings us to...

Dark Chocolate Salted Caramels

Some of you have noticed that Dark Chocolate Salted Caramels are not yet available for order. To help avoid selling bags of chocolatey, gooey messes of liquified caramel goodness, Trail's End can't bring themselves to ship those until September 19. (Frankly, I'd just include a spoon!)

Kidding aside, I appreciate their dilemma!

Dark Chocolate Salted Caramels will be available for a *one-time-only* item in the September replenishment order.

Product Mix Guidance

A number of you have asked for guidance on the product mix you should order based on your retail sales goals for the year. Trail's End has provided their suggestions for units seeking to achieve retail sales of \$5,000, \$10,000, \$15,000 and \$20,000. You can find it on our Popcorn page (wdboyce.org/popcorn) under the heading "Planning Your Order."

Popcorn Page

Speaking of our Popcorn page (wdboyce.org/popcorn), we've added quite a bit more information there for you, as we want it to be a valuable resource for you. You'll find the following there and more:

- Kernel Training Presentation
- 2022 Kernel Guide
- Downloadable Order Card
- Links to the Trail's End site, webinars and Facebook page
- 2022 Product Allergens

Finally, a gentle reminder: Let's be our best selves!

Popcorn season brings out great passion in some of us, and that's fantastic when we focus it on enabling a great experience for our Scouts and helping to fund their programs. Let's be sure to keep the Scout Law first and foremost in our dealings with businesses, customers, and each other.