

Pony Express Council

2020 Popcorn Returns and Replenishment Policies

To help manage risk and uncertainty during the 2020 popcorn sale, the Pony Express Council has instituted these policies regarding the checking out of popcorn:

- 1.) All pre-sale popcorn will be distributed early this year from the St. Joseph Warehouse around 8/20 and 8/21 and sales can commence immediately. Units and Scouts can begin using the Trails End App for Direct to Consumer and Wagon sales as soon as the app goes live on 6/17.
- 2.) Product supply will be tightly limited and the Council will work with each unit wanting pre-sale popcorn to come up with an appropriate amount of product to have on hand.
 - a. All chocolate items and microwave butter are only available using the Trail's End App's Direct to Consumer feature
- 3.) **NO PRODUCT RETURNS TO THE COUNCIL WILL BE ACCEPTED IN 2020... PLEASE BE MINDFUL OF THIS WHEN SUBMITTING YOUR UNIT'S EARLY ORDER... all checked out popcorn balances are due no later than October 17.**
- 4.) Units needing additional product during the sale will be required to pay for at least 50 % of the net balance due on all popcorn already checked out before being eligible for more product. Supplies to restock will be limited and units will be required to log their sales in the Trails End App for tracking purposes in order to receive additional product.
- 5.) Units are able to place a final popcorn order like in the past, and this is due in the system by 10/19 for distribution at district sites in early November.

2020 Popcorn Dates

June 17 The 2020 Trails End App becomes active for Scouts to sell direct to consumer and wagon sales

By June 30.....Popcorn Unit Commitments Due (online through Trails End is preferred)

Whichever date is more convenient, both workshops will have the same content (not tied to commission):

Wednesday, June 24 2020 Virtual Popcorn Kernel Workshop/Orientation via Zoom

Tuesday, July 7 2020 Virtual Popcorn Kernel Workshop/Orientation via Zoom

Friday, July 31 Early Unit Show and Sell/Presale orders due to Council Online

Thurs., Aug. 6..... **Scout Popcorn Boot Camp** at _____

Units who attend with 2 or more Scouts earn 2 % bonus commission towards the sale. Scouts who attend will learn tips from last year's top selling Scouts, set goals and develop their plan, practice sales scenarios for door-to-door and store-fronts, and get cool swag. Scouts are encouraged to begin using the app for wagon and direct to consumer sales anytime after downloading the app.

All unit sales that are "online direct to consumer" from the period of July 1 - August 15 will be rewarded with Amazon Cards for the units worth 5 % of these direct to consumer sales.

Thursday and Friday, August 20 and 21Early Popcorn Distribution (can begin selling immediately)
From St. Joseph Warehouse

August/September/October product replenishment... please reference the "2020 Returns and Replenishment Policy" document. Products returns will not be accepted.

Saturday, October 17.....**Traditional Sale End Date and all checked out popcorn balances due.**

Monday, October 19.....Final Orders input deadline to Council online

November 5 - 6Final product pick up at district Sites- details to be announced.

November 13\$1,250+ Sellers Club Forms Due to Council (if sales not in the app)

Wednesday, November 25.....Final Payment Due to Council Office

Sunday, December 13.....\$1,250+ Sellers Club Spin N Win Party at East Hills Shopping Center at 1 p.m.

2020 Unit Commission Plan

27% Direct to Your Unit- Includes the Council paying for cost of TE Rewards Program

4 % Bonus Commission Potential with On Time Payment for:

- **2 %- Unit has at least 2 Scouts attend the Popcorn Boot Camp on 8/6**
- **2 %- Unit has an increase of any amount over 2019 total sales including online, show and sell, and take order**

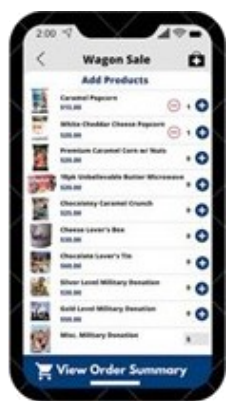
Unit Commissions for Online Sales in 2020 are a flat 35 %.

The Big Three of Popcorn for 2020... Fund Your Scouting Adventures with Less Time and Effort!

#1

Trails End App

Scouts who use the Trails End App are eligible to earn Trails End Rewards Amazon cards . It is also easy to accept credit cards using the app with no fees, and track sales and customers.



#2

Online Sales

Direct to Consumer is a new sales method for 2020 and includes all traditional products/prices..



Scouts earn double Trails End rewards points for online/direct to consumer sales in 2020 and can use the app to manage ALL sales.

#3

Military Donations



Scouts can collect military donations of any amount from customers and track these in the Trails End App. Product to be donated to local military units at the end of the sale. Scouts who collect \$100 or more in military donations receive this special patch.

2020 Pony Express Council Fall Popcorn Sale Incentives

[These Are In Addition to the Amazon Cards of the Trails End Rewards Program]

\$100 MILITARY DONATION PATCH

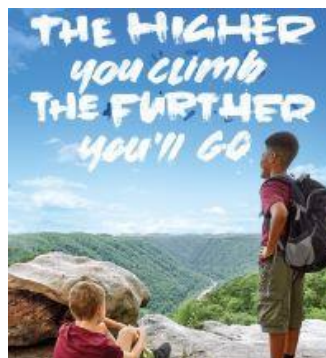
Each Scout who sells \$100 or more in military donations either through the app, on paper, or online earns a 2020 military patch. All military donations will be given out locally to a military unit within our Council. Remember to submit your cash donations of any amount as military sales!!! Scouts can also help distribute the popcorn to the military after the sale.



*this was 2019 patch

\$1,250+ Sellers Club *Please see \$1.25k+ Sellers Club Sheet for more details about what is earned:

1. Admission for the Scout and up to 3 guests to the **December 13?** Spin 'N Win Party at East Hills Shopping Center
 - Each Scout gets to spin for a prize, and earns a \$20 gift card for each additional \$500 sales level reached beginning at \$1,500
2. Camp Discount of \$100 for Scouts BSA Summer Camp or \$33 off any 3 Cub Scout Camps (including Day Camp)
3. Sales must be verified either through the app or with copies of sales sheets for Scouts to qualify.





2020 \$1,250+ Sellers Club DRAFT INCENTIVES

Spin 'N Win Party: **Sunday, December 13** at East Hills Shopping Center at 1 p.m.

Each \$1,250+ seller spins the prize wheel once. Scouts spin in order of their sales, starting with the top seller. Check out the photos below of last year's prizes in the categories of sports/hobbies, toys/science, and Scout gear.



Starting at \$1,500, and with every \$500 of additional sales above \$1,500, Scouts earn a \$20 Amazon card, no limits!

Qualifying Scouts also earn these Camp Discounts:

- \$100 off of Scouts BSA Summer Camp at Camp Geiger
- \$33 off of any 3 Cub Scout Camps including Webelos Weekend, Family Adventure Camp, and Day Camps

