

POPCORN SALE 2019



Get more YESSES with the

New Trail's End App

Accept cash and credit cards (FREE CREDIT CARD PROCESSING), track sales and inventory, and sign up for available storefronts.

The App for All the Ways You Sell!

✓ Storefronts ✓ Door-to-Door ✓ Online ✓ At Work ✓ Local Businesses

Download → Register → Set Your Goal → Start Selling

FREE SHIPPING on EVERY online order!

Reach friends and family far away by sharing your personalized Scout fundraising page from the app via email, text, and social media.

Personalize it! → Share it! → We deliver for you!

MT. ADVENTURE CHALLENGE

Download the NEW Trail's End App to learn more. Challenges will be released in the App with chances to win BIG giveaways, including vacation packages!

2019 SALE Sept 20-Oct 27

- **NEW** Trail's End App
- **NEW** Prizes, including:
 - Camp Stool/Cooler Combo
 - Foxtail LED
- **NEW** Adventures at
 - Conquer Ninja Warrior
 - Star Wars Episode 9
 - Minnesota Twins
 - Monster Jam
 - RADZOO Overnight
 - and more!

Cash option version

LUMBERSNACKS CAMP

How to start your Popcorn Sale

LumberScouts

Welcome to LumberSnacks Camp! At Camp we will teach you how to have a successful popcorn sale and go on adventures! Follow our tips to cut down your tree and become a Timber Top Seller!



SET A GOAL

Scouts who set a goal sell 50% more on average. Choose which prizes you want to earn and create a plan to get there. Use the chart on the right to help formulate your selling plan.

SALES GOAL	SALES PER WEEK	SALES PER DAY	AVERAGE #OF ITEMS PER DAY
\$350	\$70	\$10	1
\$750	\$150	\$20	1.5
\$1000	\$200	\$27	2
\$1500	\$300	\$40	2.5
\$1750	\$350	\$47	3
\$2000	\$400	\$54	3.5
\$2500	\$500	\$68	4



DOWNLOAD THE TRAILS END APP

Your Unit Popcorn Chair will send you an email with a link to download the App. If you do not get an email, with your parents' help, visit the Google Play Store or the Apple App store and search for Trail's End. Open the App, choose Northern Star Council, and make sure to know your Unit Type (Pack/Troop/Crew) and four digit number.



KNOW YOUR PRODUCT

Make sure to look at the products in the sale on page 11. It is helpful for you to know what flavors and collections we have. Most customers will ask you what your favorite is, so make sure to know which you like best. **Timber Top Tip #4:** The Sweet & Savory collection has 3 different flavors AND is the best deal--three bags for the price of two!

ASK FOR SUPPORT



Create your Scouting Popcorn Sales Speech.

An example:

Hi, my name is _____, and I am a Scout with (Pack/Troop) _____. I am trying to earn my way to _____. Can I count on your support? The popcorn is delicious and there are many different kinds to choose from. Which flavor do you like? (Always say "Thank You" when you are done, even if they don't buy anything).

Timber Top Tip #12: Practice your sales speech with an adult AND with other Scouts.

Sign up for Top Seller Timber Tips

TIMBERRRRRRR!



Learn from other Top Sellers by signing up for Top Seller Timber Tips.

Sign up at buyscoutpopcorn.com & click **Timber Tips**

Timber Top Tip #1: Don't think of it as selling popcorn. Think of it as selling Scouting and the adventures you get to experience. People can buy popcorn at most any store, but no one can buy the adventures and fun. Scouting is for you and your friends. The popcorn is a tasty bonus! Most of all, HAVE FUN!

BONUS PRIZES

Earn each one as you pass the sales level

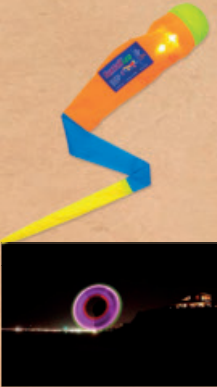
\$700

Night Flyer Foxtail or 2020 Camp Slushie Cup

Choose between a Night Flyer Foxtail or the 2020 Slushie Cup.

Night Flyer Foxtail

- Spin to throw, and catch by the tail.
- Soft foam ball made of Light-Transmitting Foam
- Flies over 30 yards



See Scouts using the Foxtail at www.buyscoutpopcorn.com

Slushie Cup

- Comes with five coupons for free slushies
- Valid at Tomahawk or Many Point Scout Camps during the summer of 2020.



\$900

Crayola Experience Ticket

Discover the magic of color with 25 hands-on attractions. More than 60,000 square feet of wonderful, whimsical adventure await you at the this one of a kind attraction at the Mall of America.



\$1200

Camp Stool/Cooler/Backpack Combo

FULLY INSULATED, LIGHTWEIGHT & PORTABLE! Take on any adventure! With two adjustable backpack straps and a lightweight design you can easily take food, supplies, tools and so much more with you. (color subject to change)



\$1500

Adventure Points



Earn your first adventure with the Adventure points program. Use points towards exclusive rewards. (See pages 8&9 for more details.)

\$1800

\$50 Walmart Gift Card

Earn a \$50 Walmart Gift card to use in store or online.



\$2000

Champions Breakfast on Jan. 11, 2020



All Scouts who reach this level can bring up to three guests to a recognition pancake breakfast. All Scouts in attendance will be recognized and top sellers will be announced. Special guests and prizes!

\$2500

Qualify for a College Scholarship

Once you qualify by reaching \$2,500 in sales, start earning 6% on all your popcorn sales until you turn 18. (See more details on page 7.)



Bonus prizes are something ANY selling Scout can earn. Popcorn Chairs order these prizes and distribute them to Scouts at a unit meeting. If you have **NOT** received your prize(s) by Jan 15, 2020, please contact the Northern Star Scouting office at popcorn@northernstar.org.

ADVENTURES

The more you sell, the more points you earn!

How Adventure Points work:

Earn 60 points starting at \$1500 in sales and earn 10 points for every additional \$100 in sales.

The more you sell, the more points you earn! **Example**--Sell \$2,200 and earn 130 points.

-Partial points are not awarded. Scout has to reach the next \$100 increment to earn 10 points.

-Leftover points can be used for the \$500 LEGO shopping spree drawing. 10 points per entry.

-Unused points will be forfeited and are non transferrable. All tickets/passes **MUST** be used by December 31, 2020.

Information for Parents:

- Some prizes are Scout and Parent events. See prize details for more information.

- Sales must be credited to one Scout, you cannot combine sales of multiple Scouts to reach \$1500.

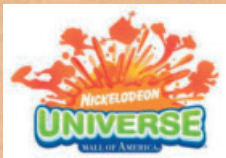
- Once chosen, all prizes will have a "buy-in" option if you want to bring more youth or adults. Details in packet.

- Prize registration is available at www.buyscoutpopcorn.com starting October 27, with online and paper registrations.

- **Adventure Prize registration is due November 20, 2019.**

- If you have not received an order confirmation email by December 15, 2019, please contact popcorn@northernstar.org

NICKELODEON UNIVERSE



50 POINTS--Two UPGRADED 5 hour unlimited ride wristbands, good any day the park is open in 2020.

ALSO--if you choose Nick U, you can also choose ADD ONS (points for each ticket):

15 Points--Mini Golf

15 Points--Flyover America Ticket

20 Points--Dutchman's Deck Ropes Course

IFLY INDOOR SKYDIVING

75 POINTS--Flight package at Ridgedale Mall, Minnetonka.

Package includes:

Two Flights, Flight Gear Rental, Pre-Flight Training, One-on-One Flight Instruction and Personalized Flight Certificate.



NORTHERN STAR CAMP CASH



Points	Discount
10	\$5

Use your Points to receive a voucher for a Camp Discount. Discount valid only at Northern Star Council Camp programs. Vouchers must be used by December 1, 2020. Order multiple vouchers and earn your way to camp!

CONQUER NINJA WARRIOR

CONQUER
Ninja Warrior



50 POINTS--30-Day Pass good at any Conquer Ninja Warrior location: Eden Prairie, Woodbury, Blaine, Burnsville. 30 days start on the first day of use.

VALLEYFAIR



50 POINTS--One general admission ticket to Valleyfair, good any day during the 2020 season. Must be used in 2020.

STAR WARS EPISODE 9 SATURDAY DEC. 21, 2019

50 POINTS--Exclusive viewing package to Star Wars Episode 9. Attend a private screening of Episode 9 at one of four theaters in the area at 9:00 a.m. on Saturday, December 21. Package includes two tickets, two popcorns, two sodas and photo opportunities with members of the 501st Legion (Scheduled to appear). Final theater locations will be included in the registration packet.

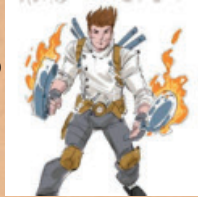


ADVENTURES

Continued

IRON CHOPPED II SATURDAY MAR. 7, 2020

60 POINTS--Join Food Network personality and celebrity chef Justin Warner at the second annual Iron Chopped event at St. Paul College. Join area chefs, celebrities and culinary students for a once in a lifetime experience! Half culinary competition, half instruction, Iron Chopped is an event like no other! See Justin as the host of the official Marvel comics Eat The Universe web show. (@eatfellowhumans)



Winner of Food Network Star Season 8 Justin Warner

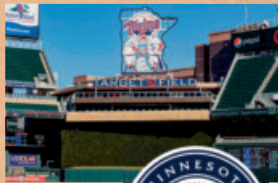
MINNESOTA TWINS EVENT APRIL/MAY 2020

75 POINTS--Root for the home team with a Minnesota Twins Adventure.

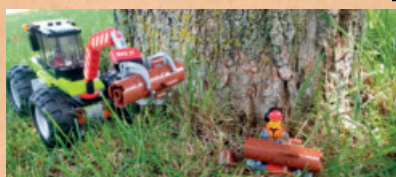
Package includes:

- 2 lower level tickets (Game date TBA*)
- \$10 food voucher
- On field pre-game parade
- An invitation to a special non-game day event at Target Field.

*Game day tickets, a Saturday or a Sunday in 2020, will be chosen after the schedule is released in September 2019 and published in the registration packet.



BRICKBUILDERS 5.0 SUNDAY FEB. 9, 2020



50 POINTS--It's back! Spend an afternoon doing all things Lego! Scout and parent teams go to seminars,

contests, brick builds and more. All Scouts go home with a Lego set and have a chance to win one of 10 big sets.

NSC SUPER EVENT SATURDAY JUNE 6, 2020

25 POINTS--Earn a ticket to the Northern Star Scouting SUPER EVENT at TCO Performance Center and get access to the exclusive Popcorn lounge at the event. Details at www.buyscoutpopcorn.com.



RADZOO OVERNIGHT FEB.-MAR. 2020

80 POINTS--Choose from Camp-Ins held Saturday Feb 22, Mar 14, 21 or Apr 4.

Camp with Crocs at the RAD Zoo!

Adventure includes admission for Scout and parent to the Camp-In Program.

Includes zoo admission, dinner, light breakfast, Amazon Adventure show, flashlight safari, and

more! Max per date is 40. Sessions must have minimum of 18 participants 3 weeks prior to event, or registrations will need to be transferred to another date. More details on website.



MONSTER JAM DEC. 14, 2019

70 POINTS--Two tickets and pit passes to Monster Jam at U.S. Bank Stadium.



MEGA POINTS

100 Points each

- Zipline Tour admission to Kerfoot Canopy (1)
- Snow Tubing for 4 at Trollhaugen or Buck Hill
- Family Membership to the Works Museum



150 Points each

-Family Membership to (choose 1):

- Science Museum of MN
- Minnesota Zoo
- Sea Life Minnesota



-\$120 Credit for custom Vans Shoes

200 Points Each

-Overnight stay at Metropolis Resort in Eau Claire, WI Includes room and 4 CHAOS water park passes.



Visit www.buyscoutpopcorn.com for more detail

ONLINE SALES

Spend less time fundraising and more time Scouting

**YOU DON'T HAVE TO COLLECT MONEY.
YOU DON'T HAVE TO DELIVER PRODUCTS.
YOU CAN SELL WHENEVER, WHEREVER.**

**The #1 online fundraising platform for Scouts.
Reach friends & family outside of your community.**

2018 Proven Results: Nationally, online sales continue to grow at 28%.

Benefits for Scouts:

FREE SHIPPING on all orders

- 2018 free shipping tests grew 61% in sales.
- Eliminates consumers' #1 objection.
- More product variety.
- Higher sales - Average online sale \$73 vs \$22 face-to-face sales.
- Sales count toward Scout Rewards and Trail's End Scholarship.
- Access to special Trail's End online promotions and rewards.



**Back for 2019--win a Nintendo Switch system!
THREE WAYS TO WIN**



- ONE**-Download the Trails End App by Sept 30th--5 winners will be chosen.
- TWO**-Use the Trails End App to make an online sale. 1 per week, 6 winners total.
- THREE**-Random drawings during the sale!

Winners will be determined by random drawing and notified via email.





\$60
 Over \$35.00 to local Scouting
Chocolate Lover's Collection
 • Milk Chocolatey Pretzels 1.7 oz.
 • White Chocolatey Pretzels 1.7 oz.
 • Chocolate Caramel Peanut Clusters 7 oz. Comes in a gift tin.
 • Chocolatey Caramel Crunch™ 1.5 oz.



\$40
 Over \$26.00 to local Scouting
Sweet & Savory Collection
 • White Cheddar Cheese 5 oz.
 • Premium Caramel Corn with Nuts 16 oz.



\$30
 Over \$20.00 to local Scouting
Cheese Lover's Collection
 • White Cheddar Cheese Corn 5 oz.
 • Yellow Cheddar Cheese Corn 5 oz.
 • Jalapeño Cheddar Cheese Corn 5 oz.



\$20
 Over \$13.00 to local Scouting
 18 oz.
Chocolatey Caramel Crunch™
 Sweet, crunchily caramel popcorn coated in smooth and creamy chocolate.



\$20
 20 oz.
Salted Caramel Popcorn **with Sea Salt**
 A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.



\$20
 Over \$13.00 to local Scouting
 18-Pack Microwave **Kettle Corn**
 Deliciously sweet and salty popcorn that melts in your mouth.



\$20
 Over \$14.00 to local Scouting
 18-Pack Microwave **Unbelievable Butter™**
 The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.



\$20
 9 oz. **New JUMBO Bag!**
White Cheddar Cheese Corn
 The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite.



\$20
 18 oz.
Premium Caramel Corn **with Almonds, Cashews & Pecans**
 The ideal pairing of sweet caramel popcorn mixed with almonds, cashews & pecans.



\$10
 11 oz.
Classic Caramel Corn
 A traditional favorite full of rich caramel flavor.



\$10
 30 oz.
Popping Corn
 Trail's End plain kernels for those who like to make popcorn from scratch.

POPCORN FOR OUR HOMETOWN HEROES
 Send a gift of popcorn to our local heroes—Military, Police, Fire, EMS and all of our everyday heroes!

\$50 Donation **\$25 Donation**

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients. *Across the entire Trail's End® product line, an average of 73% goes to local Scouting. Average return based on all Trail's End product sales. ©2019 Trail's End®. All rights reserved.

