



CROSSROADS
OF AMERICA COUNCIL
BOY SCOUTS OF AMERICA®

2024 POPCORN SALE

WHY SHOULD YOUR UNIT SELL POPCORN?

EMPOWERING FUNDRAISING – Beyond selling delectable snacks, the popcorn sale empowers our Scouts with invaluable skills like goal-setting, teamwork, and effective communication. Plus, it's a fantastic way to raise vital funds to support our unit's activities throughout the year.

COMMUNITY CONNECTION – Engaging in the popcorn sale isn't merely about transactions—it's about forging meaningful ties with our community. It's a chance for our Scouts to showcase their commitment to service and spread the Scouting spirit far and wide.

SKILL ENRICHMENT – The popcorn sale offers our Scouts opportunities to hone essential life skills such as salesmanship, financial literacy, and customer service—which will benefit them long after the sale ends.



INCENTIVES TO SELL

UNIT INCENTIVES

- New Unit Sales Incentive (one time only bonus) – \$570 in product at NO risk to the unit!
*To qualify, you must be a brand new unit selling popcorn for the first time OR you did not sell popcorn in 2023 and want to sell in 2024.
- Council gift cards for units who increase their sales from last year.
*benchmarks are outlined at CACIN.us/popcorn
- Incremental Commissions! The more you sell, the higher the %.

SCOUT INCENTIVES

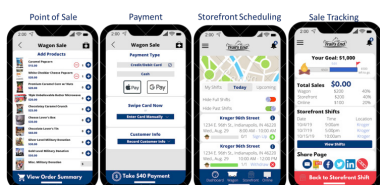
- Bonus Amazon points for 2 online sales of \$60 each
- At least \$1000 in sales earns a FREE Slushie Cup and FREE Slushies at CAC Camps in 2025

TOP SELLER INCENTIVES

- Skip + Alex Lange Innovation Center Experience
- Top sellers receive recognition on special banners at camps
- Opportunities to attend fun and exciting special events

TRAILS END APP

Trails End developed (and tested!) an app that makes selling easier for Scouts, and tracking easier for leaders. It includes FREE credit card processing within the app, real time inventory tracking, and much more!



POPCORN SALE TIMELINE

JUNE - JULY: Local District Trainings

JULY 20: \$20k+ Units, Storefront reservation blocks (4 available)

JULY 21: \$15k+ Units, Storefront reservation blocks (3 available)

JULY 22: \$10k Units, Storefront reservation blocks (2 available)

JULY 23: All Units, unlimited reservation blocks

AUG 15-16: Initial Unit Order Pick-up at warehouse

AUG 17: Sale Starts

UNIT SIGNUPS

Scan the Qr Codes to sign your unit up for the popcorn sale!

New Units



Returning Units



WHERE CAN YOU SELL?

Trails End sends units links to register for store front sales beginning July 20. You can also sell online through social media or go door to door with wagon sales.

LEARN MORE AT CACIN.US/POPCORN | HAVE QUESTIONS OR NEED SUPPORT?

CONTACT YOUR CONCIL KERNEL, KIM JULIUS, AT KIM@KRISJULIUS.COM / 219.669.3624 OR REACH OUT TO POPCORN@CROSSROADSBSA.ORG