



Case File 250
The Crunch Caper
www.buyscoutpopcorn.com

2022 SALE

Sale runs September 23-October 30



"POPS" McSNACKFACE

- Stole all of the popcorn out of the caramel corn, leaving only a sticky mess, leaving people corn-fused.
- Threw microwave popcorn at local park. Charged with a-salt and buttery.
- Sold stolen corn cobs to local pirates, charged them a buck-an-ear.

TOP SECRET

- Notes:
- Leaves a clue at every crime scene.
 - It has something to do with his job...but what??
 - We need help to solve this Crunch Caper.

HELP US SOLVE THE CRUNCH CAPER CASE!

Pssst....Hey you.Yeah you. We need your help to solve the case of the Crunch Caper. Can you help figure out what kind of job our suspect has? Decode the messages in this sales guide using the pig pen cypher below. Solve all five clues, then head to www.buyscoutpopcorn.com, enter the answers and you could win part of over \$1000+ in prizes!

How does a pig pen cipher work?

The cipher does not substitute one letter for another; rather it substitutes each letter for a symbol. The alphabet is written in the grids shown, and then each letter is enciphered by replacing it with a symbol that corresponds to the portion of the pigpen grid that contains the letter.

Pig Pen Cypher

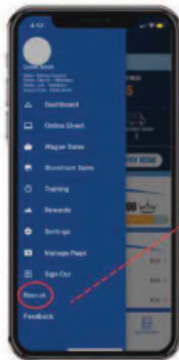
A	B	C	J	K	L	S	W
D	E	F	M	N	O	T	X
G	H	I	P	Q	R	U	Y
						V	Z

POP CORN

TRAIL'S END APP HELP

Have your parents help you set up your account and start selling Sept 23!

RECRUITMENT

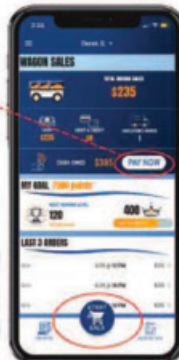


Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

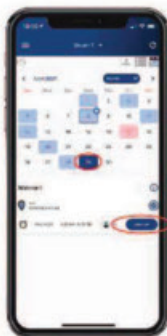
RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

Tip: Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items so you know where to deliver the product later! Lastly, don't forget to update the status when delivered!

SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

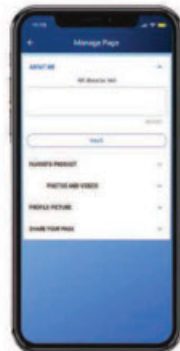
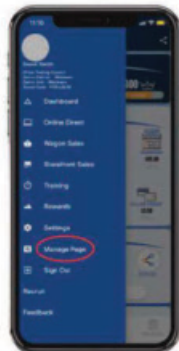
Available SAME DAY only for kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

*Screenshots subject to change

MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE: Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autosshare feature.

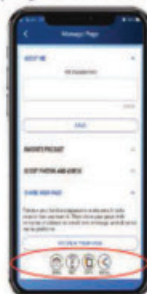


Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature:

Clue #5

←READ ME THIS WAY→

Clue #1

←READ ME THIS WAY→



TRAIL'S END PRIZE PROGRAM

The more you sell, the more points you earn for Amazon gift cards!

Trail's End

REWARDS

Collect points to earn Amazon.com Gift Cards and choose the prize YOU want!



Earn More! Earn Easier! No need to write in orders!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transactions fees.

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront) 1PT Per \$1 Sold Cash and Online Direct

trails-end.com/rewards



POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



An Amazon.com Gift Card prize program where kids get to buy the prizes they want. The more you sell, the more you earn!

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NOTE—UNITS that take the BONUS CASH COMMISSION option are NOT eligible for the above Amazon card prizes. Check with your popcorn chair to see what your unit has chosen.

HOW TO SELL \$1,000

Sell for 8 hours, fund your entire program year!

STEP 1

Create a Trail's End Account For Your Child

- 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 child, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3

Draft Your Child'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. "Can I count on your support?"

STEP 4

Build Your Child's Personalized Fundraising Page

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your child smiling.
- Paste your sales pitch into the About Me section.
- Select your favorite product.

STEP 5

Ask For Support

- Share your fundraising page from the App through Social Media (Facebook, Twitter), text message, email, and more.
- For BEST results, kids should make phone or video calls (FaceTime, Zoom). kids 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 6

Ask For Support In The Neighborhood

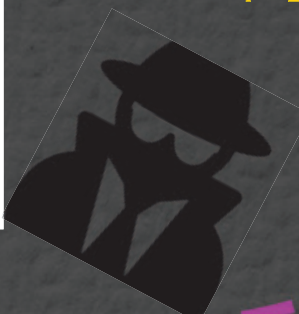
- Ask neighbors for support in local Facebook Groups, Apps (NextDoor).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit the Training tab in the Trail's End App for more resources.

Clue #3

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BONUS PRIZES

Earn each prize as you pass each level. All Scouts selling can earn these prizes!

\$ Sell 1 Item

Earn the 2022 Patch



\$800

FISHING HAT

Receive this Northern Star Scouting logoed hat when you sell \$800. (Actual hat may vary from one pictured).



\$1100 - CHOOSE 1

Beach Towel OR Camp Slushie Cup



Beach Towel

Be the envy of your friends and family at camp, the beach or anywhere you need to keep dry with the 2022 Microfiber Beach Towel featuring the 2022 Popcorn Sale logo. (Final towel may vary from one pictured).



Camp Slushie Cup

-Comes with five coupons for free slushies.

-Valid at:

Tomahawk Many Point
Phillippo Navajo

During the summer of 2023. Cup vouchers will be handed out by your popcorn chair, then a parent fills out an online form to have their cup mailed in May 2023.

\$1800

Adventure Points

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



Clue #2

V E R F F <

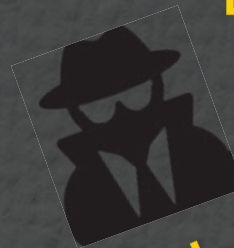
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\$2500+



Champions Breakfast - Jan. 7, 2023

New for 2023! Sell \$2500 and you and a guest can attend the largest Popcorn recognition event in the United States! For each \$250 you sell over \$2500, you earn another guest spot. Maximum 4 guests. (5 people total with Scout).



\$1800+ ADVENTURES

The more you sell, the more points you earn!

Adventure Points Details:

Earn 60 points starting at \$1800 in sales and earn 10 points for every additional \$100 in sales.

The more you sell, the more points you earn! **Example**--Sell \$2500 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 nontransferable. **All tickets/passes MUST be used by December 31, 2023.**
- Points are calculated by sales in dollars. Adventure Points are different than Trail's End Prize Points.
- Adventures are subject to change; final details will be in the registration website starting Nov 1, 2022.

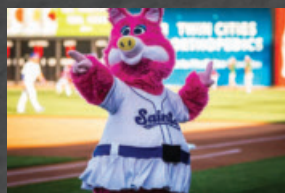
Information for Parents:

- 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 \$1800.
- Once chosen, some 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 no later than November 1, 2022, online.**
- **Adventure Prize registration is due November 20, 2022.**
- If you have not received a confirmation email by December 15, 2022, please contact popcorn@northernstar.org.

ST. PAUL SAINTS EVENT

NEW FOR 2022!

90 POINTS--One Package to the Popcorn Scout Day with the Saint's event in spring of 2023. Package includes two tickets, two pre-game meals. Exclusive



access to the Cub-A-Cabana lawn featuring activities for Scouts and families. Random Scouts will participate in many of the in-game contests, including first pitch, announcer and more!

Date will be announced in

October 2022 after the MLB schedule is announced.

CLIMBING AT BASE CAMP

NEW FOR 2022!

70 POINTS--Sunday May 7, 1-4pm. Climb all over Base Camp and participate in the following Climb activities:

- Indoor Climb Wall
- Indoor Ropes Course (Low COPE)
- Outside Climbing Wall (5th Grade and older)*
- Flying Squirrel



*Subject to weather. We will try and reschedule if weather does not cooperate.

BAKKEN DROID DECEMBER

NEW FOR 2022!

60 POINTS--Join us at the Bakken Museum for Droid December. Pick one day from December 17, or 26-31. Celebrate all things robots and science fiction. Droid December offers coding challenges and experiments for kids and adults. Some of the scheduled activities include:

- Art Bot -- program a Wiggle-Bot to make art.
- Droid Noise -- explore electronic sound creation.
- Trench Run -- Operate a remote-controlled droid to avoid obstacles and collect points. Package includes two admissions and a special gift for the Scout.



MEGA POINTS PRIZES

200 Points Each



Science Museum of MN
Family Membership



MN Zoo Family
Membership



Valleyfair 2023
Gold Season Pass

400 Points



Overnight at Great Wolf Lodge in Bloomington, Minnesota. Enjoy a standard room and four water park passes. Some restrictions may apply, see registration for details.

\$1800+ ADVENTURES

Continued

NICKELODEON UNIVERSE



60 POINTS--Two 5-hour ride wristbands, good any day the park is open in 2023. If you choose Nick U, you can choose ADD ONS (points for each ticket):

20 Points--Mini Golf **20 Points**--Flyover America Ticket

20 Points--Dutchman's Deck Ropes Course

iFLY Package

New Or Returning Flyer

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

New Flyer Package includes:

Two Flights, Flight Gear Rental, Pre-Flight Training, One-on-One

Flight Instruction and Personalized Flight Certificate. New for 2022-Returning Flyer option includes two longer flights.



MN STATE PARK PASS

NEW FOR 2022!

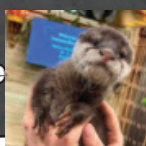
60 POINTS--Minnesota annual vehicle Pass. Good at any of the 75 Minnesota State Parks and Recreational areas. Pass will be valid from Dec. 2022 to Dec. 2023.



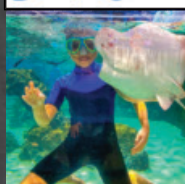
SUSTAINABLE SAFARI

NEW FOR 2022! 80 POINTS--Visit Sustainable Safari, an indoor animal encounter like none other. See and interact with over 98 animal species.

Package includes four admissions. Admissions can also be subbed out for feed cups if desired.



SEAQUEST MINNESOTA



NEW FOR 2022! 50 POINTS--Connect with animals & learn about their ecosystems through various hands-on activities which include hand-feeding sharks, stingrays, birds & tropical animals. Package includes one adult, one youth admission and feeding tokens.

VALLEYFAIR

70 POINTS--One general admission ticket to Valleyfair, good any day during the 2023 season.



AMC THEATERS PACKAGE

70 POINTS--Package includes:

Two Yellow AMC movie passes, two small popcorn and two small drinks.

AMC Yellow tickets are good at AMC theaters.

Excludes fan events, marathon showings, etc.

Extra Surcharge for IMAX, 3D and Dolby presentations.



CONQUER NINJA WARRIOR

60 POINTS--Package includes:

30-day UNLIMITED classes and open gym

pass good at any Conquer Ninja Warrior

location: Eden Prairie, Woodbury, Blaine, Burnsville, and Saint Paul. 30 days begins on first day of use.



BIG KAHUNA FUN PARK

NEW FOR 2022!

60 POINTS--Visit Big Kahuna Fun Park in Spicer, Minnesota and



enjoy a package that includes one mini golf, one bumper boats, one Go Karts, and a large pizza and drink. Must be used during the 2023 season.

CAMP CASH

Points Discount

10	\$5
20	\$10
30	\$15 (and so on)

Points must be redeemed in multiples of 10. Use your points to receive a voucher for a Camp fee discount. Discount valid only at Northern Star Council Camp programs. Vouchers must be used by December 1, 2023.

Clue #4



70% back to local kids

KETTLE CORN & WHITE CHEDDAR GIFT BOX *New*

\$35 Over \$22 to local kids*




CHOCOLATEY PRETZELS

\$20 Over \$14 to local kids*




SALTED CARAMEL

\$25 Over \$17 to local kids*




WHITE CHEDDAR

\$20 Over \$14 to local kids*




SWEET AND SALTY KETTLE CORN

\$20 Over \$14 to local kids*




12PK UNBELIEVABLE BUTTER MICROWAVE

\$25 Over \$17 to local kids*




POPPING CORN

\$15 Over \$11 to local kids*




CARAMEL CORN

\$15 Over \$11 to local kids*




Trail's End.



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

\$50 \$30 \$1 Custom amount

Visit trails-end.com/terms for details.

More products available through online direct APP.



trails-end.com/store

Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing, and specifications subject to availability and change without notice.



ALLERGEN AND NUTRITIONAL FACTS

Scan the QR code to see the allergen and nutritional details.

trails-end.com/nutrition

NAME	STREET / EMAIL ADDRESS / PHONE NUMBER	NUMBER OF PACKAGES ORDERED										AMOUNT DUE	OLYMPIC	PAID	
		\$50	\$30	\$25	\$20	\$15	\$10	\$5	\$3	\$2	\$1				
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
		(add lines 1-15 and enter here)										GRAND TOTAL	\$		

*Amount donated to kids is calculated based on the Trail's End Return to Youth Organizations, see trails-end.com/terms for more details.



trails-end.com/app



Earn More! Earn Easier!

1.25 PTS Per \$1 Sold App Credit/Debit Card (Wagon and Storefront) 1PT Per \$1 Sold Cash and Online Direct

Scan the QR code to download the APP thru Apple or Google Play to start earning today!
Trail's End pays all transactions fees.

Name _____ Unit _____ Leader Name _____ Contact Info _____ Our Goal _____ My Goal _____