

NORTHERN STAR SCOUTING
2025 POPCORN SALE

LEADER GUIDE

SCOUT POPCORN 2025



2025 POPCORN SALE CALENDAR

See Pages 13-15 for calendar templates to help you plan your sale

Pre-Sale Prep

July 22-24	Sign up for Storefront Sales in Trail's End Leader Portal (see page 5)	
Aug. 1-31	Set Unit & Scout Goals. Set your unit Popcorn Kickoff Date for Sept.	
Aug. 1-31	Continue to set up Storefront Sales and Blitz Days	
Tues. Aug. 19	Home Delivery Info due via survey link emailed out	12:00 p.m.
Tues. Aug. 26	Show & Deliver Order Due at Trails-End.com	11:59 p.m.
Sat. Sept. 13	Road Rally– Council Kickoff—Hermantown	10:00 a.m.—12:00 p.m.
Sat. Sept. 13	Road Rally– Council Kickoff—Base Camp	1:00—4:00 p.m.
Thurs, Sept. 11	Show and Deliver Popcorn Distribution	Varies by Area
Sept. 10-16	Home Deliveries Dropped off	Varies
Mon. Sept. 15	Training completion to qualify for 3% bonus	11:59 p.m.

During the Sale

Fri. Sept. 19	SALE STARTS!	5:00 p.m.
Sun./Mon. Oct. 5-6	Early Returns - Full cases only	5:00 p.m.-7:00 p.m.
Sun. Nov. 2	SALE ENDS!	11:59 p.m.

After Sale Wrap Up

Sun. Nov. 9	Final Returns	Varies by area
Sun. Nov. 9	Take Orders Due MIDNIGHT	11:59 p.m.
Fri. Nov. 21	Take Order Distribution	Varies by area
Nov. 10-16	Take Order Home Deliveries Dropped Off	Varies by area
Mon. Dec 15	Payments Due to Council office	

WHO ARE YOU?

To help you (and Northern Star Scouting) keep track of your sale, you need to know who you are.

Council: Northern Star Council

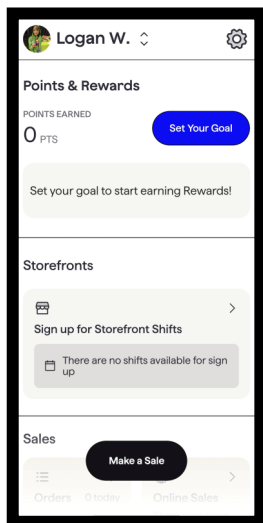
District (Area within the Council, Alpha Letter)

Unit Type (Pack, Troop, Crew, Post, Ship)

Unit Number (4-Digit Number)

Knowing these four things will help keep things accurate with data entry and app usage. Please include these four things on all paperwork or emails to Bill and Becki to make things go smoothly. If you are not sure of any of this information, email popcorn@northernstar.org.

NEW AND IMPROVED TRAIL'S END APP



NEW FEATURES

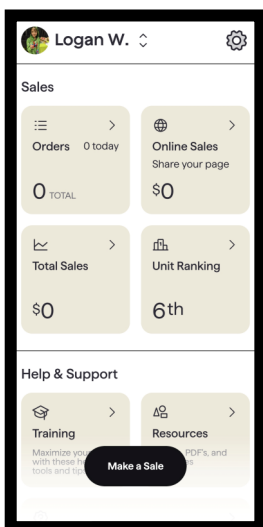
- Tap to Pay—fast and easy credit card sales with no reader needed!
- Simple dashboard for easy navigation
- Sales button right on the dashboard
- New Training videos (featuring Northern Star's own JJ Werner!)

CONTINUING FEATURES

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app
- Sharable online cart so customer can enter shipping address and complete payment
- Track undelivered Wagon Sales

PROVEN RESULTS

- Used by over 14,500 units & 160K Scouts—95% of NSC Scouts use the app
- Credit Card transactions averaged 29% higher than cash



SHARE MY PAGE

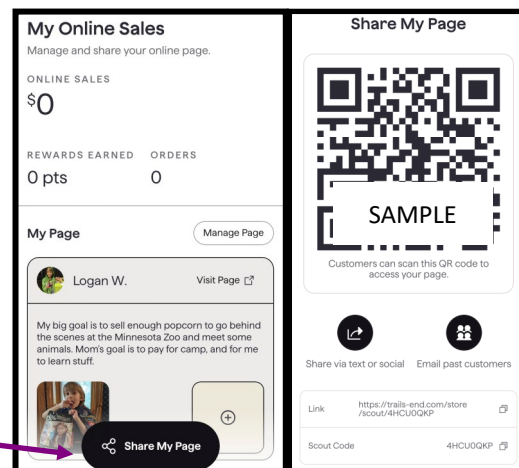
- Send customers to your page with a custom QR code
- Share via text or social
- Email prior Customers

Step 1– Click the “Online Sales” box

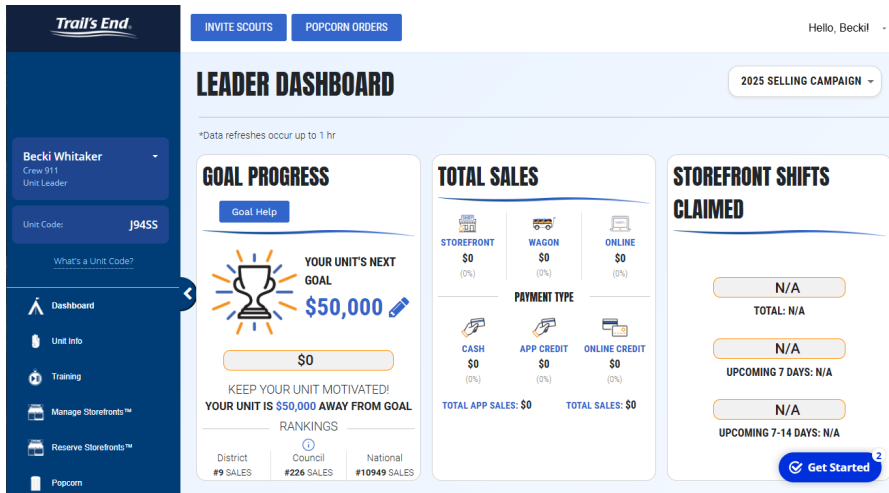
Step 2—Click the black “Share My Page” button

Step 3—Select how you want to share:

- **QR code** - Customers can scan the QR code using their camera
- **Share via text or social** - Send the link to the Scout's online page with a pre-populated message or your own message. Share via the Messages app, email, or social media.
- **Email past customers** - Choose the customers that have purchased from your online store in the past and ask them to support you again.
- **Copy your online page link** - Copy the link to your online page to paste and share with others.
- **Copy your Scout code** - Copy your Scout code to paste and share with others. Your Scout code can be used to find your page using the 'Add a Scout ID' option on trails-end.com.



LEADER PORTAL



Leader Portal/Dashboard

The leader portal is your key to keeping track of your sale.

Log in to <https://portal.trails-end.com/> to access your dashboard.

NOTE: Leader portal login is DIFFERENT than your Scout selling app login and can only be accessed via the website.

- Invite Scouts to your Unit
- Manage Inventory and money
- Schedule Storefronts
- Set Goals
- And More!!!

TYPES OF SALES (4)

WAGON SALES

Orders due Tuesday, Aug. 26 at midnight

Wagon Sales provide units the opportunity to order popcorn before the start of the sale. This is a proven method to boost sales! Scouts will have product available to deliver at the point of sale and will not need to return at a later date to deliver product or collect money. This product can be sold in the neighborhood, to friends and family, at Storefront Sales, or anywhere else you sell in person. No up-front payment from the unit is required. See the **Return Requirements** on Page 9 for information on returning product during and after the sale. Keep track of what each Scout has at any time and assign individual Scout's inventory within the Leader Portal.



TAKE ORDER SALE

Orders due Sunday, Nov. 9 at midnight

Another method of sale is for Scouts to take orders during the sale window and deliver afterward. Units order the products needed based on the orders received from individual Scout orders without having the product in hand at the point of sale. Units can order by the individual bag to get exactly what is needed. Many units have great success combining these two sales methods, ordering product that is still needed at the end of the sale.

ONLINE DIRECT SALE

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders
3. Products ship to your customers

SCOUT RECORDED

1. Share your link in person from the Trail's End App (see p.3 of this guide)
2. Customers click your link to place online orders
3. Products ship to your customers

Nationally, online continues to grow.

BENEFITS FOR UNITS

- No risk of excess inventory
- No cash collection
- No extra work
- No handling product

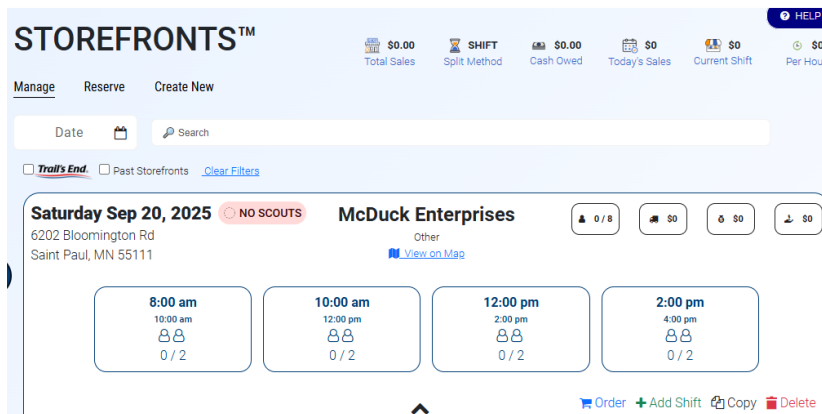
BENEFITS FOR SCOUTS

- Average online sale \$73 vs. \$22 face-to-face
- More product variety
- Sales count toward Trail's End Rewards
- 35% Commission on all sales
- Can sell year round!

STOREFRONT SALES

Manage your storefront sales in the Leader Portal. Determine how the profits are split, make changes, send messages, and more.

- Option 1-Schedule two youth and two parents for two hours. It keeps the chaos factor very low, allows older Scouts to mentor new sellers, and selling is more fun with friends!
- Option 2-Schedule one youth and parent per shift.



Trail's End is once again arranging sales at several store chains for us. See the newsletter section in the Kernal Central section of buyscoutpopcorn.com for the full list. Beginning July 22, popcorn chairs can reserve half day blocks. **You must set a unit goal prior to reserving Storefronts.** Scouts see what shifts are available and claim them in their app. You can divide the half day reservation into the shifts your unit wants. Please only reserve the stores you will actually use. If a conflict arises and you need to cancel please release any you won't be using ASAP. *If you reserve storefronts but do not place a Show & Deliver popcorn order, your storefronts will be released.*

NEW in 2025: Auto Release - If no Scouts are signed up in a reservation by 7:00pm on Thursday, those reservations for Friday, Saturday, or Sunday will be automatically released. Empty shifts in a reservation with other sign ups will stay.

For locations not on the Trail's End list, you can still set up storefronts using the Leader Portal. You will need to contact these locations directly. Note that you need a valid address entered in the TE system.

For Unit Reservations—Before the Sale Date

- Visit or call locations early!
- Talk with the store manager, and possibly the weekend manager.
- If the store requires proof of insurance, please contact popcorn@northernstar.org.
- When reserving your day, ask the business where you can set up, if there are any restrictions, etc.
- Double check with the business the day before. Conflicts have been known to happen.
- Confirm with the parent(s) of the youth who are scheduled three days out.

During and After the Sale Date

- Have Scouts in uniform and standing.
- Never have the Scouts ask customers if they want to buy popcorn. Have them ask things like: "Would you support me going to camp? Can I count on you to support my Scouting adventure?"
- Have the products neatly displayed. Do NOT put prices out. It discourages higher purchases.
- Make sure to thank the store manager. Consider buying a bag and giving it to the store manager along with a thank-you note signed by the Scouts.

PRODUCT UPDATE



WHITE
CHEDDAR
POPCORN
\$20



SALTED
CARAMEL
CORN
\$20



SWEET & SALTY
KETTLE CORN
\$20



POPPING
CORN
\$20



MICROWAVE
BUTTER
POPCORN
\$25



CHOCOLATEY
PRETZELS
\$30

**WHAT'S
NEW?**

- Most products @ \$20
- Bigger Kettle bag
- Pretzels @ \$30

PLACING AN ORDER

Sign in to your Leader Portal and click the blue "Create New Order" button. You can see last year's sale numbers for the Scouts currently in your unit by changing the campaign dropdown menu.

POPCORN ORDERS

Change the year in the campaign dropdown menu to view orders from previous years.

Create New Order Invoice Statement Return Popcorn

2025 SELLING CAMPAIGN

- 2025 SELLING CAMPAIGN ✓
- 2024 SELLING CAMPAIGN
- 2023 SELLING CAMPAIGN

Input the retail dollar amount you want to order and it will auto-populate how many cases of each product based on our Council's order history

What can Units order for their initial order?

Order up to 90% of what you sold in 2024. If you did not sell Show and Deliver in 2024, talk to a Popcorn Committee member.

NEED MORE PRODUCT DURING THE SALE?

Warehouse & Snack Semi

- During the sale reorders will be done via a DIFFERENT online order system at www.buyscoutpopcorn.com.
- Do **NOT** order additional product during the sale through the Trail's End site.
- This year we will have one central Warehouse and the Snack Semi.
- **WAREHOUSE:** The warehouse schedule will be emailed to chairs, and on www.buyscoutpopcorn.com.
- **SNACK SEMI:** Our truck will drive around the council area on a defined schedule. Full details and the schedule will be emailed out to chairs starting in September, and available on our website. The schedule can change week to week so be sure the reference the most recent email.
- Some product limits will be enforced if the team deems it necessary.
- Reorder in CASES ONLY during the sale.
- Reminder—Reordering of product will not be available for the first six days of the sale. Make sure to maintain enough inventory for any storefronts you have within the first two weeks.
- Add-on orders will be updated to your Unit after you pick up within a few business days. You will see the inventory change in your Leader Portal.
- You can go negative in your inventory when assigning new inventory to Scouts until things are updated.
- If your inventory is not lining up after a few days please email Becki (bwhitaker@northernstar.org)

PRODUCT TRANSFERS—UNIT TO UNIT

Unit-to-Unit product transfers are done via The Trail's End Leader Portal under Popcorn>Transfers.

- The unit GIVING the product enters the transfer.
- Select the district and unit of the receiving party, enter the quantities, and hit "Submit Transfer"
- The receiving unit chair can approve or reject the transfer.
- Inventory updates automatically once the recipient approves the transfer.
- Transfers can be full cases or singles.

DISTRIBUTION

Sept. 11 for Wagon Sales. Nov. 21 for Take order.

District Pick up locations will be announced by Aug 15.

Step 1: You will receive an email at the end of August that details your Show and Deliver pick up location. If you need to change it, please follow the prompts in that email.

Step 2: Pick up your product at your chosen location. If you cannot be at the location, please find another parent to pick up the product. We cannot store product longer than our agreements with the warehouses. They let us use their space for free. Use the following estimates to know how many cars/volunteers you will need:

Car: 20 cases

SUV, Mini Van, Pick-up: 30-40 cases

Full Size Van: 50-60 cases

Step 3: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 4: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 5: Have a receipt for each Scout to verify the amount of product they received as well as the date that the payment is due back to the unit. Receipts are provided at Show and Deliver distribution.

HOME DELIVERY *\$15,000+ in sales in 2024*

- Units that sold a total of \$15,000+ in 2024 total have earned Home Delivery in 2025.
- Must order at least \$7,000 or 35% of last year's sale (whichever is greater).
- Units will be contacted by the courier 1-3 days prior to their delivery date in September to schedule drop off.
- Units that order \$15,000+ in Take Order will have it delivered in November.

RETURN POLICIES

EARLY RETURNS

- We will have one "Early Return Forgiveness" period mid sale, Oct 5-6. Units can return full cases of product if they over ordered. There are no percentage limits to what you can return.
- Units can return up to 100% of their initial order in **FULL CASES** of product at early return days. **No singles.**
- We will not accept bricks of chocolate pretzels.
- Do **NOT** put stickers, tape or anything else on the product. Post-it notes are OK. Do not write on bags or boxes.

FINAL RETURNS

- Units will only be able to return up to 15% of their TOTAL Show and Deliver order checked out as of Nov 7.
- Single packages in good condition will be accepted at FINAL return sites only.
- On Final Return dates, each warehouse will have the calculated amount each unit can return. Any product over the 15% mark, the unit will keep and continue to sell. For example, if the unit is \$400 over in product they can return, they can choose to keep whatever \$400 in product they feel they can sell easiest. Staff advice available at the sites.
- Any member of the unit can bring returns in if the popcorn chair is unavailable.
- Return dates for popcorn are scheduled below (subject to change, check www.buyscoutpopcorn.com for changes).

Sunday, Nov. 9

Final Returns Locations

4 p.m.-7 p.m.

Sunday, Nov. 9

Snack Semi

9 a.m.-5 p.m.

ABSOLUTELY NO RETURNS AFTER NOV. 9, 2025

INVENTORY MANAGEMENT HELP

- Visit the popcorn Facebook trading page via www.buyscoutpopcorn.com. Transfer and trade with other units in Northern Star. Transfers are initiated by the giving Unit in the Leader Portal. (See transfers on previous page)
- If your inventory is off, there's a solution somewhere. **DO NOT ADJUST YOUR INVENTORY NUMBERS IN THE TRAIL'S END LEADER PORTAL** to fix it. Reach out to our volunteers on the back of this guide or Becki in the office, for help.
- Product Receipt slips will be available at distribution and throughout the sale. These are handy for keeping a paper trail of inventory you give and receive to Scouts. You can also use them to track Storefront inventory. Have your Scouts take inventory and count money at the end of their shift so you can track where things go wrong.
- Have over 15% to return? Keep selling! Have an additional storefront by checking what storefronts are left in the TE leader portal, or schedule your own. The key is to ask for help **EARLY**. Most of the units that had leftover product were able to get rid of all of it before the end of the year because they let Northern Star know they had it. We get late orders, new units and many others that need product. The key is to let us know early in the sale so we can help!
- Communicate with your Scouts. Encourage them to update their app with current sales. Have them return unsold product and transfer it to Scouts who have waiting customers. Prior to picking up additional product make sure you know how much your Scouts still have.



HOMETOWN HEROES (HH)

In 2024, over \$100,000 in popcorn was delivered to local Police, Fire, EMS, Military, and other heroes in our communities!

DOs and DON'Ts about Hometown Heroes

- Do know that all HH sales count toward a Scout's sales totals, just like any other product. They earn the same commission percentage. In 2025, HH sales earn a bonus .5 points per dollar for Trail's End rewards.
- Do tell customers that 100% of the HH sales will be donated to police, fire, EMS, military employees, and other community heroes.
- Do put out a bucket/boot/etc. at your Storefront to collect donations for HH popcorn.
- Do encourage Scouts to offer add-ons of \$1 or more in HH sales to customers once they purchase any item.
- Do choose to distribute your HH locally! Units can choose to pick up product equal to the amount they sell to give away to their local HH, or the unit can choose to have Northern Star Scouting distribute it.
- Don't forget to take pictures of your Scouts interacting with your Heroes and send them to popcorn@northernstar.org!
- Don't use donations for anything other than Hometown Heroes popcorn. National Scouting policy is that units are not allowed to ask for cash donations. All donations given while selling popcorn should go towards HH.
- **Don't use your excess inventory to fill Hometown Heroes popcorn.**
Northern Star Scouting is able to provide this program because we use excess inventory after returns to fill the HH need.
- **DON'T** use your donations to balance lost/miscalculated inventory. Reconcile within your unit funds, not HH.
- Do note that HH donations are automatically added to your unit's Take Order submission.



PAYMENTS

- Payments are due to the Northern Star office on or before **Dec. 15, 2025**. Please be prompt with your payment.
- Your invoice is found in the Leader Portal. Northern Star Scouting does front the cost of all product and does not ask its units to pay their invoice right away. You can pay earlier if you're sure you have finalized sales numbers. Make sure Due to Council and Credit Pending sections are at \$0 before sending payment. See the "Making Sense of Your Invoice" document in the Kernel Central section of www.buyscoutpopcorn.com.
- NOTE: If you take enough credit card payments from customers or Parent Pay, Trail's End will owe YOU money and you won't owe Northern Star anything.
- **Bounced checks**: Encourage a credit card instead of a check. Northern Star Scouting will work with units if they receive a bounced check from a popcorn buyer. See bounced check policy on www.buyscoutpopcorn.com. **Form must be submitted by Jan. 31, 2026.**
- If you are having problems collecting funds from someone in your unit (after a reasonable number of attempts) please contact Northern Star Office: 612-261-2405.
- Please submit **ONE** check to the Northern Star Scout office via mail or drop off with your invoice. Please include your district and 4 digit Unit # in the memo area, if not listed on the check.
- Checks can be mailed to: Northern Star Scouting, 6202 Bloomington Road, Fort Snelling MN, 55111.
- You can also call Becki (612-261-2403) or the customer service team (612-261-2300) with a unit Credit Card.
- **Payments not submitted by December 15 may be assessed a 4.25% late fee.**

SCOUT ACCOUNTS

Some units allow youth to accrue portions of funds raised in an account under their name. To prevent violation of IRS "private benefit" rules, the youth member should not earn more than 20% of the total gross from a fundraiser; the funds may only be used for Scouting purposes reflected within the scope of unit activities; and the criteria for how much "credit" they have earned should be based on Scout spirit and participation in all activities, rather than how much a Scout raised in the fundraiser. If a youth transfers to another unit, such funds can follow to the new unit, but must be transferred directly from one unit to another. Please check your unit's bylaws for how much gets transferred.

COMMISSION STRUCTURE

Commission Type:

ONLINE DIRECT*

TRADITIONAL/S&D/TAKE ORDER

Training Bonus

Commission Percentage:

35%

32%

3%

Training is not just helpful for you—it helps you earn more money for your unit!

TRAIL'S END WEBINARS—FOR LEADERS, SCOUTS, AND PARENTS

Register from your Leader Portal in



Webinar Registration

- Registration site is open for training!
- New and existing unit kernels are encouraged to attend.
- First session launches mid July. At time of printing, the last webinar is scheduled for mid August.
- *These are different from the Northern Star trainings and do not count for the training bonus*

UNIT KICK OFF—TRY SOMETHING FUN!

Importance of the Kick Off —The Kick-off sets the tone for your popcorn sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes!

SAMPLE Agenda — Welcome and Introductions. Do a Popcorn Cheer or Skit. Have leaders dress up!

Review Pack's/Troop's/Crew's Planned Program

- Highlight last year's activities and what's planned for the new year.
- Ask SCOUTS what they want to do!
- Unit meetings and awards.

Pay for It All with Popcorn

- Importance of a Family/Scout Goal—Scouts with goals sell more!!
- Unit Goal: What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

What the Family Gets Out of Popcorn

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to "Nothing Out of Parents' Pocket"

Divide Group into Parents and Scouts

Parents

Why We Chose the Popcorn Program
Parent Packet or Guide
Lessons Your Scout Will Learn & Advancements
Unit Calendar and Budget
Sales Date, Order Forms, and Money Collection

Scouts

Role Playing
Sale Forms
Safety & Selling Tips
Prize Program

Recombine Group

- Recognize Last Year's Top Selling Scouts.
- Generate Enthusiasm
- Extra Incentives.
- Give Away Some Prizes!

COUNCIL POPCORN KICK OFF—

SEPT. 13—TWIN CITIES AND DULUTH

The Kick Off is for all Scouts selling popcorn and their families. Encourage all of your Scouts to attend this Open House style event! This year there are 2 locations to choose from, both on Sep 13.

Date: Saturday, Sept. 13

10am-12pm @ Hermantown/Duluth Service Center—3877 Stebner Road, Hermantown, MN 55811

1pm-4pm @ Base Camp—6202 Bloomington Road, Fort Snelling, MN 55111.

Stations: (subject to change)

Prize Extravaganza/Bonus Prizes/Adventures

Trail's End App

Practice Your Pitch

Hometown Heroes

Storefront Success

AND MORE!

All Scouts who preregister and attend will receive a packable backpack, a Firebuggz Cone Cooker, and other surprises!



Emails with sign-up information will be sent out in early August to all Scouts registered in the Trail's End app, as well as to popcorn chairs to forward to parents and Scouts.

PRIZE PROGRAM

The 2025 Prize program has Trail's End and Northern Star Scouting rewards—giving more to the Scouts!

- **Trail's End Rewards** — The points system that allows Scouts to earn gift cards and pick what they want. Cards will be electronic and ordered with 1 click by the unit popcorn chair. Cash sales earn 1 point per dollar, App Credit Card and Online earn 1.25 points per dollar, and all HH sales earn an extra 0.5 points!

- **Northern Star Bonus Prizes — Will be at Take Order distribution**

Sell 1 Item— Patch

\$200—Slushie or Soda from Holiday/Circle K

\$400—Cookie Cup from Holiday/Circle K

\$800 Club — Animal Expedition & Firebuggz Cone Cooker

\$1200 —Utensil Multi-tool

\$1600—Firebuggz Campfire "Fishing" pole

\$2000+ — Adventures! Passes include Activate Gaming, Vertical Endeavors, Hockey games, Camp Snack Packs, and more! See the Sales Guide for more details.

\$2600—Champions Pancake Breakfast! January 10, 2026 at Base Camp.



WHEN AND HOW TO ORDER PRIZES

TRAIL'S END GIFT CARD ORDERING

- Log into the Leader Portal when all of your sales are accounted for and correct.
- Click on rewards.
- Follow the prompts to order gift cards. It takes a few days for the codes to be released for Scouts to use.
- Order by December 15.
- Invoice must be paid before gift cards are released

Bonus Prize Ordering

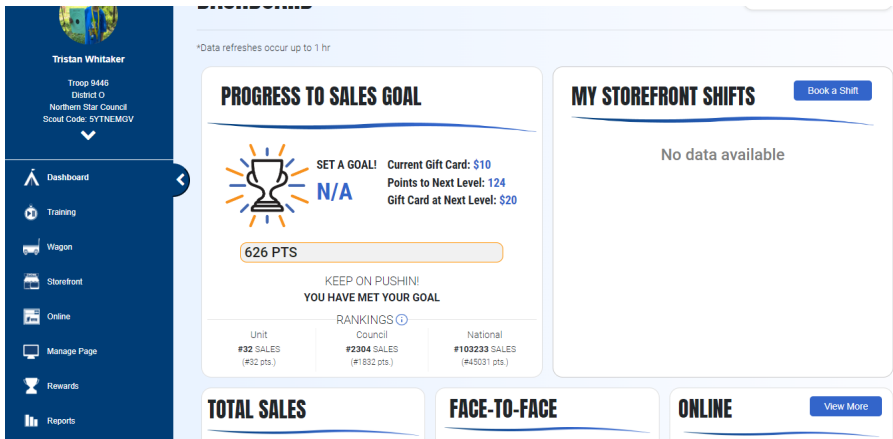
- Look for an email sent by Northern Star in late Oct. with details on ordering your bonus prizes
- Order your Bonus prizes by Nov 9
- Pick up at the Take Order Distribution site on Nov 21

WHAT'S NEW FOR 2025?

Here is a quick look at what is new for 2025. Check out the powerpoint or the sales guide for full details!

- NEW App design
- Tap to Pay—No need for Square readers!
- NEW—Video Tips and Help for Scouts and Parents (starring Northern Star's own JJ Werner!).
- NEW—Prizes at all levels
- Many new gift cards to choose from with Trail's End prize points
- Bonus 0.5 points for Hometown Hero sales!
- New Online Scout page design
- Simplified pricing
- No artificial colors or flavors in popcorn
- Scouting America branding and photos on packaging

SCOUT PORTAL

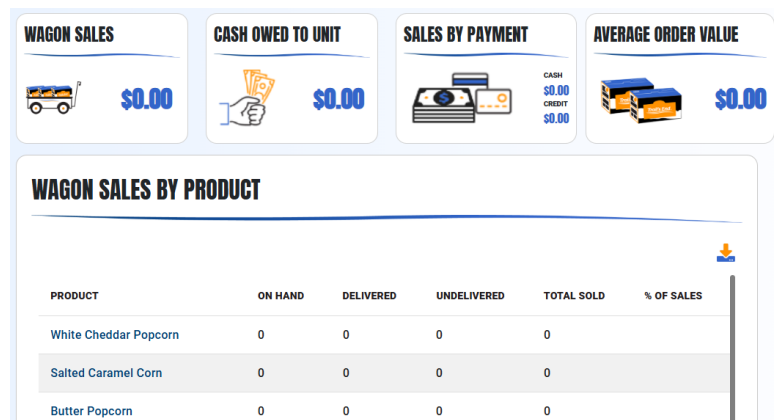


Scout Dashboard

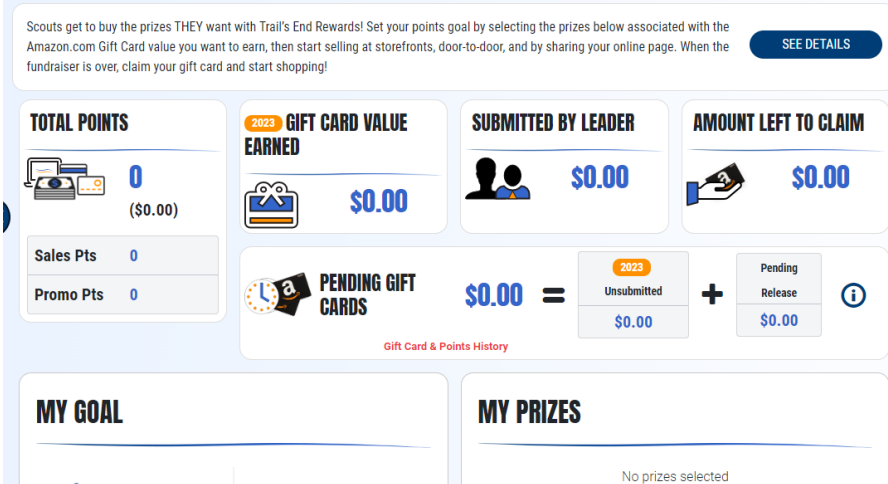
The first time they log in, Scouts will get a pop-up to confirm they are registered in the right unit. Scouts can see their progress at a glance: everything from online sales, Storefront shifts scheduled and available, and progress towards goal.

Wagon Sales

Shows Scouts their sales total (updated in real time), cash owed, and sales made in the current year. They can see at a glance which products they should have on hand and what still needs to be delivered.



REWARDS



Scout Rewards

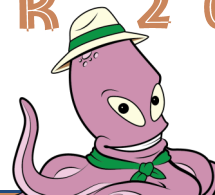
The Rewards page will show Scouts their progress towards the Trail's End gift cards. It will NOT show them bonus prizes or Adventure prizes from Northern Star Scouting. It only calculates the Points for the Trail's End cards.

MULTIPLE SCOUTS IN A FAMILY?

Trail's End requires that each Scout have their own account to earn rewards.

August—Show and Deliver
Orders Due August 26
Home Delivery Information Due
to Northern Star Aug. 26

SEPTEMBER 2025



SUN	MON	TUE	WED	THU	FRI	SAT
	1 Labor Day	2	3	4	5	6
7	8	9	10	11 Show & Deliver Distribution (See email for specifics)	12	13 Council Kick Off Duluth 10-12 Base Camp 1-4
		Show and Deliver Home Deliveries				
14	15	16	17	18	19 Sale starts @ 5 p.m.	20
	Home Deliveries					
21	22	23	24	25	26	27
Have Scouts sell door to door in their neighborhoods						
		Rosh Hashanah				
28	29	30				

Popcorn Success List

- _____ Create your own incentives for your Scouts to motivate them to sell.
- _____ Hold your Unit Kick-off in person or virtually.
- _____ Sign up for a Time and Location for pick up of product.
- _____ Have a plan to hand out the popcorn to Scouts before the sale starts.
- _____ Start weekly communications with parents about upcoming deadlines and prizes.
- _____ Hold a Neighborhood Blitz on a Saturday morning. Meet at a park at 9 a.m. Send the Scouts out selling door to door. Meet back up and celebrate the success with prizes and food.
- _____ Follow up with Scouts to ensure they are out selling, check if more inventory is needed.



OCTOBER 2025

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
				Assess your inventory		
			Yom Kippur			
5	6	7	8	9	10	11
Early Returns 5-7pm	Early Returns 5-7pm		Hold a Mid Sale Rally			
12	13	14	15	16	17	18
				MEA	MEA	
19	20	21	22	23	24	25
26	27	28	29	30	31	
Last week of the sale-finish strong -Assess your inventory, fill Take Orders with S&D product						
					Halloween	

Popcorn Success List

- _____ Hold a Den Challenge. Who can sell the most going door to door in your town/neighborhoods?
- _____ Hold a Mid-Sale Rally. Celebrate successes and motivate Scouts to finish strong.
- _____ Give Scouts encouragement and tips if they are having slow sales.
- _____ Assess your inventory at the Unit and Scout levels. Call your Scouts. Will they sell or return their inventory?
- _____ Re-order inventory. Be mindful of your return percentage.
- _____ Weekly communications with Parents and Scouts.
- _____ Make sure your Scouts enter all orders by the end of the sale, or a day before of your choosing.
- _____ Promote Online Direct Sales!

[NOVEMBER 2025]



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 Sale ends	3	4	5	6	7	8
9 Final Returns (times vary) <u>Take Orders due by 11:59pm</u>	10	11	12	13	14	15
16	17	18	19	20	21	22
	Take Order Home Deliveries				Take Order Distribution (See email for details)	
23	24	25	26	27	28	29
30						
					<div> PAYMENTS DUE <u>Dec. 15</u> </div>	

Popcorn Success List

- _____ Organize all of your orders. Fill remaining orders with leftover Show and Deliver product.
- _____ If needed, return product to one of return sites. Only 15% or less of your overall Wagon Sales order can be returned.
- _____ Order Take Order Product via your Leader Portal before or on Sunday, Nov. 9.
- _____ Secure someone to pick up any needed popcorn at the Take Order site.
- _____ Gather all funds from Scouts and submit one check to Northern Star Scouting before Dec. 15.
- _____ Recognize Scouts for a job well done.

CONTACT INFORMATION www.buyscoutpopcorn.com

Need help? Have questions? Contact someone on our Council Popcorn Team for answers!

Please identify yourself with name and unit number when you reach out.

<u>Area</u>	<u>Volunteer</u>	<u>Contact</u>	<u>Specialty</u>
East	Lee Anne Graetz	651-706-9949	
East	Jason Tillman	651-983-1687	Leader Portal, Storefronts
East	Jill Knight	Knight.Jill.m@gmail.com	
East	Katherine Kunze	612-709-8215	Leader Portal
Central	Cynthia Zien	zienfamily@q.com	
Central	Lesley Farnham	612-205-9471	
Central	Ryan Staab	612-406-1529	
North	Brian Binkley	952-334-5432	
North	Krystal White	651-206-3859	
North	Serena Kolk	763-639-2842	Storefronts, Leader Portal
North	Bri Wipperfurth	651-399-4940	
West	Dana Geller	612-810-1945	
South	Bethany Bertsch	651-334-1327	Inventory, New Kernals
South	Angel Braaten	952-923-3021	TE App
Council Chair	Nikki Johnson	651-485-9719	New Kernals
Distribution Chair	Mike Glass	763-232-5020	Inventory/Returns
Office Support	Becki Whitaker	612-261-2403	bwhitaker@northernstar.org
Staff Advisor	Bill Anderson-Horecka	612-261-2405	billa-h@northernstar.org