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Subject: 2022 W.D. Boyce Council Popcorn Campaign
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To:



POPCORN NEWS

Greetings - And welcome to the 2022 W.D. Boyce Popcorn Campaign!

I'm Charlie Zimmerman, your new council Field Director and this year's council contact for all things popcorn! In the last few weeks, we've had a number of meetings with last year's popcorn "kernels" to share the news about a big change to our program for 2022, but now we want to share it with ALL LEADERS of W.D. Boyce units:

This year, our council will partner with Trail's End, an outstanding company with a long history of helping units and councils execute incredibly successful popcorn sales.

For more information, please watch this short video and download our introductory presentation:

Video: https://youtu.be/ebMxB4_yxHA

Intro Presentation: <https://bit.ly/wdbc-pop2022-intro>

If your unit hasn't sold popcorn in the past, this will be a great year to jump on board and discover what a great fundraiser popcorn can be for your unit. And if your unit HAS sold popcorn before, we're convinced this could be your best year ever!

And if your unit has already signed up for this year's campaign, thank you!!! This email is going out to ALL unit leaders and committee chairs, 2021 kernels AND 2022 kernels - we didn't want to leave ANYONE out!

Action Item: Sign up today to register your commitment to participate in this year's popcorn campaign. Doing this takes only a few minutes, and ensures that your unit will be fully plugged-in from the beginning to all communications related to this year's sale.

 [CLICK HERE TO MAKE YOUR COMMITMENT TO THIS YEAR'S POPCORN CAMPAIGN](#) 

(See below if this link doesn't work for you)

Key Details

Training and Webinars: We will be offering in-person training in Normal (7/14), Washington (7/19) and Peru (7/21). All three sessions will run from 6:30 - 8:00 pm. A make-up virtual session

will also be scheduled, but we really encourage you to attend in-person if at all possible. Mark your calendars now and watch for registration details coming soon.

Also, beginning July 9, learn more about Trail's End technology and hear directly from other Unit Leaders and Scouts themselves on best tips & tricks for this year's sale. Sign up for Trail's End webinars at <https://www.trails-end.com/webinars>.

Sale Dates: This year's sale will officially run from September 9 thru October 17. This will include "show and sell" sales at local businesses, "wagon sales" (i.e. door-to-door neighborhood sales) and "take" (one-to-one) orders. Additional dates are in the presentation linked above.)

Online ordering: Online sales will be easier than ever, and can be attributed to individual Scouts using a QR code they can generate themselves. Online ordering will also feature some exclusive products, and orders can be made outside of the official sale dates.

Easier Show and Sell Bookings: Working with our input, Trail's End has already booked over 12,000 hours of "show and sell" sales opportunities with businesses around our 14-county area. Units will have the chance to sign up for these times and locations beginning in early August, saving you from having to make numerous calls or visits to make arrangements for your unit's sales.

More digital resources than ever before! Our move to Trail's End was driven by input from our units, and that input told us we needed to make better use of technology. Trail's End offers an easy-to-use smart phone app, integration with Square credit card processing, webinars and social media and more.

Great Rewards for Scouts: Trail's End offers an Amazon Gift Card program, so Scouts get to buy the prizes they want!

30-40% Commissions for Units: Commissions go up based on increasing sales and use of the Trail's End app.

I look forward to working with all of you as this year's sale kicks off - and please don't hesitate to let me know if you have any questions!

Watch your email inbox for more communications as they become available, and LET'S GET POPPING!

Charlie Zimmerman | Field Director

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2022 Popcorn Campaign Commitment Link

<https://bit.ly/wdbc-pop2022>