### Donation Levels

<table>
<thead>
<tr>
<th>Donation Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50 American Heroes Donation</td>
<td>$50.00</td>
</tr>
<tr>
<td>$30 American Heroes Donation</td>
<td>$30.00</td>
</tr>
</tbody>
</table>

### Popcorn Options

- **Salted Caramel Popcorn**
- **Blazin' Hot Popcorn**
- **White Cheddar Popcorn**
- **Cheese Lover's Box**
- **Honey Roasted Peanuts**
- **Salted Virginia Peanuts**
- **Unbelievable Butter Popcorn**

### Nutrition Information

- **Salted Caramel Popcorn**: Over $22 to local Scouts*, Contains: Milk
- **Blazin' Hot Popcorn**: Over $17 to local Scouts*, Contains: Milk and Soy
- **White Cheddar Popcorn**: Over $14 to local Scouts*, Contains: Milk
- **Cheese Lover's Box**: Over $22 to local Scouts*, Contains: Milk
- **Honey Roasted Peanuts**: Over $14 to local Scouts*, Contains: Tree Nuts
- **Salted Virginia Peanuts**: Over $10 to local Scouts*, Contains: Tree Nuts
- **Unbelievable Butter Popcorn**: Over $14 to local Scouts*, Contains: Soy

*Average return to local councils, units and local organizations from product sales. © 2020 Trail’s End. All rights reserved. Packaging shown is not life size and is subject to change. ®
Dear Scouting Family,

The Piedmont Council knows these past several months have not been easy and that your Scouting Adventures may have been postponed this spring. The Piedmont Council is committed to continuing your adventure in Scouting and we hope that this fall’s popcorn sale will be one way to reach those adventures. Although our 2020 sale will look differently this year due to Covid-19 restrictions, Trails-End has provided a number of support materials to help you sell popcorn without direct contact with customers. Please take some time to study this important family guide (especially our “How to Sell $1,000 Social Distancing” and “Credit Sales are the Best for Scouts”). These specific two pages will help you maximize your 2020 popcorn sale. The 2020 Popcorn Sale is an excellent way to pay your own way through Scouting; from Cub Scout Day Camp to a Scouts BSA High Adventure Base, to your unit dues; overall, the popcorn sale is an excellent way to fund all of your adventures in Scouting.

Talk to your unit leader today about your interest in selling popcorn! If your unit isn’t selling, please contact Mr. Adam McCarrison at adam.mccarrison@scouting.org on how you can still sell and support your Scouting adventure through this sale. We have NEW prizes this year including two Blitz Day Weekends, 2020 Popcorn American Heroes Patch Sets (Silver and Gold) and a $650 Bonus Prize! A lot of GREAT prizes are waiting for you! Create a Trails-End Account Today!

Thank You!
Piedmont Council, BSA

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**NEW & EXCITING PRIZES!**

- **American Heroes SILVER** Level Donation Patch Set - Sell 7 of the Silver Level ($30) donations or $500 in total sales.
- **American Heroes GOLD** Level Donation Patch Set - Sell 6 of the Silver Level ($50) donations or $750 in total sales.
- **Sell $1,250 in total sales and receive BOTH patch sets.**

- **Blitz Weekend #1 Prize: Sept. 18-20,2020**
  Sell $1000 by Sept. 20th and receive a Blitz Prize - Scouts BSA & Venturers - Headlamp/Multi-tool Combo. Cub Scouts - Slime & Smithsonian Science Kit.

- **Blitz Weekend #2 Prize: Oct. 16-18, 2020**

- **$650 BONUS Prize: Sell $650 in total sales and receive a $20.00 Scout Shop Gift Card redeemable at the Gastonia Scout Shop!**

pieumontcouncilbsa.org/popcorn
ONCE YOU HAVE SOLD AT LEAST (7) SILVER LEVEL AMERICAN HERO DONATION SALES (or $500 in total sales) OR (6) GOLD LEVEL AMERICAN HERO DONATION SALES (or $750 in total sales), COMPLETE THE PATCH SET ORDER FORM ONLINE AT: PIEDMONTCOUNCILBSA.ORG/POPCORN
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

1. **Create a Trail’s End account for your Scout.**
   - Text APP to 62771 to download the Trail’s End App.

2. **Make a list of 30+ people you know to ask for support.**
   - With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

3. **Draft your Scout’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 in Scouting. Can I count on your support?

4. **Build your Scout’s personalized fundraising page.**
   - Once signed into the app, go to Online Direct and then Manage Page.
     - Upload a picture of your Scout smiling, preferably in their Class A uniform.
     - Paste your sales pitch into the About Me section.
     - Select your Favorite Product.

5. **Ask for support.**
   - Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
   - For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you 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).

6. **Ask for support in the neighborhood.**
   - Ask neighbors for support in local Facebook Groups, Apps (Next Door).
   - Visit 30 homes in your neighborhood
   - Use the cart sharing feature to remain socially distanced.

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