

Trail's End®



Unit Kickoff

2020 Popcorn

June 11, 2020



WHY POPCORN?

Trail's End®



- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Awesome Scout Rewards
- Improve our camps and council resources

OVER **\$4 BILLION** Returned to SCOUTING SINCE 1980

WHY POPCORN?

Trail's End®



Fundraising with Popcorn Helps Scouts



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Over 73% supports our local Scouts**
- Personal growth program with BSA advancement opportunities
- Earn Amazon.com Gift Cards
 - Millions of prize choices
 - Scouts buy prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skills

POPCORN = PROGRAM



Fund all your Scouting related expenses and activities that you want your Scouts to enjoy this year through Popcorn.

- Yearly Membership Dues
- Boys Life Magazine
- Advancements & Awards
- Camping Trips
- Hikes
- Blue & Gold Banquet
- Christmas Party
- Pinewood Derby
- & More!

Unit Goal: \$_____ **Scout Goals:** \$_____ (each; \$1,000 suggested)

TRAIL'S END APP

Trail's End[®]



The Trail's End App supports all the ways our unit sells:

- Online Direct
- Friends & Family
- Wagon Sales / Door-to-Door
- Parent's Workplace
- Storefronts / Booths
- Locations where you can setup a table

Credit card fees are paid by Trail's End

Text APP to 62771 to download the App



TRAIL'S END APP

Trail's End®



ONLINE DIRECT: SHIP TO CUSTOMER

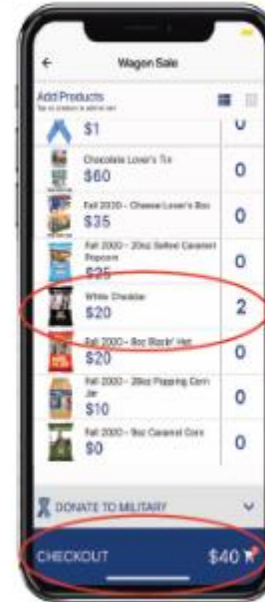


Tip: Click Share to text the cart to the customer to complete the purchase on their phone.



Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE



Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

Text **APPGUIDE** to 62771 to download the App Quick Start Guide

TRAIL'S END APP

Trail's End®



SIGN UP FOR A STOREFRONT SHIFT

ISSUE A REFUND

Available SAME DAY only for Scouts.



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

Tip: You can also edit customer information and re-send a receipt from this screen.

Text **APPGUIDE** to 62771 to download the App Quick Start Guide

LET'S STOP & REGISTER



Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY



ONE MINUTE to register your account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Scout Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.



Record ALL of Your
Sales in the App, Even
Take Order Sales!

READER CLAIMING

Trail's End®



Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:

- Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
- Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

When the Scout first signs in starting July 1, they will receive a pop-up to...

- Select a reader
- Enter their shipping information

Your reader will ship from Trail's End to the address you enter.



TRAIL'S END REWARDS

Trail's End[®]



Trail's End[®] REWARDS
Earn amazon.com Gift Cards and choose the prize **YOU** want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS
NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

SCOUTS EARN **DOUBLE ONLINE**

Points	Reward	Requirement
2PTS	PER EVERY \$1 SOLD	ONLINE DIRECT
1.5PTS	PER EVERY \$1 SOLD	CREDIT/DEBIT
1PT	PER EVERY \$1 SOLD	CASH

6,000 pts Earn a \$450 Amazon.com Gift Card

5,000 pts Earn a \$375 Amazon.com Gift Card

4,000 pts Earn a \$300 Amazon.com Gift Card

3,500 pts Earn a \$250 Amazon.com Gift Card

3,000 pts Earn a \$200 Amazon.com Gift Card

2,500 pts Earn a \$150 Amazon.com Gift Card

2,000 pts Earn an \$80 Amazon.com Gift Card

1,750 pts Earn a \$70 Amazon.com Gift Card

1,500 pts Earn a \$60 Amazon.com Gift Card

1,250 pts Earn a \$50 Amazon.com Gift Card

1,000 pts Earn a \$40 Amazon.com Gift Card

800 pts Earn a \$30 Amazon.com Gift Card

600 pts Earn a \$20 Amazon.com Gift Card

400 pts Earn a \$10 Amazon.com Gift Card

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app

The value and points of merchandise collected by Trail's End. There are no cash prizes or prizes in cash. Amazon.com Gift Cards are delivered to your door. Amazon.com Gift Cards are delivered to your door. Amazon.com Gift Cards are delivered to your door.

SCOUTS EARN **DOUBLE ONLINE**

Points	Reward	Requirement
2PTS	PER EVERY \$1 SOLD	ONLINE DIRECT
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1PT	PER EVERY \$1 SOLD	CASH

Visit the App to Set Your Goal and See All Levels and Reward Ideas!

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to your door

ONLINE DIRECT

Trail's End[®]



Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn **Double Points** for TE Rewards
- Traditional products and prices
 - \$10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer.

Text **MYPLAN** to 62771 to download:
How to Sell \$1,000 Social Distancing





HOW IT WORKS

TWO WAYS TO SELL



SHARE YOUR PAGE

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.



TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP

1

Create a Trail's End account for your Scout.

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

STEP

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?

STEP**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**.

STEP**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).

STEP**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.

SALES PITCH

Trail's End®



<https://youtu.be/0XCq7XB6900>

WAGON SALES

Trail's End®



Start early with Online Direct or take order!

- Sell door-to-door
 - Visit 30 homes in your neighborhood
 - With Online Direct, text order to customer to complete purchase on their phone to keep a social distance
- Sell to friend & family
- Sell at work



STOREFRONTS

Trail's End®



We've got all the equipment you need!

- Table
- Banner
- Tablecloth
- Cashbox
- Popcorn
- Laminated instructions, reminders, and info
- Bring your own device



Signup for storefront shifts in the Trail's End App.



CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT"

Trail's End pays for all credit card fees!

- **Bigger Rewards** – Earn 1.5pts per \$1 sold in the Trail's End App
- **Safer** – Scouts don't have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to the unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



CREDIT / DEBIT

Trail's End[®]



Turn in cash collected from Wagon Sales with **credit/debit payment to your unit.**

- Navigate to Wagon Sales in the App
- Click PAY NOW
- Enter the payment amount
 - You don't have to pay the full amount at once
- Swipe your credit card or enter manually

No need to carry around cash until you see your Popcorn Kernel. Pay your unit through the app at your convenience!



PRODUCTS - TRADITIONAL

Trail's End®



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS



Cheese Lover's Collection

Over \$22 to local Scouts*
Contains: Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn
Comes in a gift box.



Salted Caramel Popcorn

Over \$17 to local Scouts*
Contains: Milk and Soy

NEW! BIG BAG



Blazin' Hot Popcorn

Over \$14 to local Scouts*

BIG BAG



White Cheddar Popcorn

Over \$14 to local Scouts*
Contains: Milk

NEW! BIG BAG



Unbelievable Butter™

Over \$10 to local Scouts*

NEW!



Popping Corn Jar

Over \$10 to local Scouts*



Caramel Corn

Over \$7 to local Scouts*
Contains: Soy

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.



Donation Levels

\$50

\$30

**EVEN MORE PRODUCTS
AVAILABLE WITH
ONLINE DIRECT!**

PRODUCTS - ONLINE DIRECT

Trail's End



\$35 Chocolatey Caramel
Crunch Tin



\$30 Chocolatey Caramel
Crunch



\$30 Dark Chocolate
Salted Caramels



\$25 Salted Caramel
Popcorn



\$25 Unbelievable Butter
12pk



\$20 White Cheddar
Popcorn



\$20 Blazin' Hot
Popcorn



\$15 Unbelievable Butter
Popcorn



\$15 Popping Corn
Jar



\$10 Caramel Corn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.

PRODUCTS - ONLINE DIRECT

Trail's End[®]



\$70 Chocolate Lover's Tin

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$65 Chocolate Lover's Bundle

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$35 Cheese Lover's Bundle

- (1) White Cheddar Popcorn
- (1) Blazin' Hot Popcorn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.

DONATIONS

Trail's End®



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states



KEY DATES for Unit



Online Direct & Wagon Start
Storefront Signups Live
First Storefront Sale
Last Day to Return Wagon
Last Storefront Sale
Payment Due
Popcorn Party

July 1
July 23
August 25
October 12
October 14
TBD
TBD

SUPPORT



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text SCOUTFB to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.support.trails-end.com

UNIT CONTACT INFO

Enter Name: Unit Kernel

[@gmail.com](#)

(000) 000-0000

Enter Name: Unit Co-Kernel

[@gmail.com](#)

(000) 000-0000

THANK YOU

Trail's End[®]



Have a Great Fundraiser!

AMERICA'S POPCORN SALE - FUNDING ADVENTURES!

OVER \$4 BILLION BACK TO SCOUTING SINCE 1980

Appendix: Traditional Products *Trail's End*



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

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