



Agenda



Unit Recognition



Top Selling Unit



2019 Program



Q&A

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Black Swamp Area Council

Unit Leader Dinner

Defiance, OH.

Welcome! Please check in before you sit.

Join us on Facebook!

Free Banners!

facebook.com/groups/TEPopcornCommunity





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OVER \$4 BILLION RAISED FOR SCOUTING SINCE 1980

We have partnered with Boy Scouts of America Councils and Units to raise the funds needed to deliver the promise of Scouting for over 38 years.

Thank you!





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Top Selling Unit Recognition

Congratulations to all the top sellers!



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Top Selling Unit Presentation

Sean Stanford
Pack 2017

California Inland Empire Council



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Best Practices Planning

Build a Team

- Shared ideas, shared efforts
- Prevent burnout
- Pass down tribal knowledge

Plan like a business

- Why does your Unit sell Popcorn?
- Plan your Ideal Year of Scouting
- Calculate your IYOS Cost
- Create your Scout sales goal





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Best Practices Storefront Sales

Storefronts

- One Scout per 2-Hour Shift
- Maximize Hourly Sales
- Use every store in your area
- \$18 Avg. Transaction, \$100+/hr
- Recruit at the Storefront!

Recruiting

- We're already selling Scouting
- Scouts recruiting Scouts
- Have flyers
- Interest list





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Best Practices Personal Sales

Door to Door

- Neighbors
- \$28 Avg. Transaction,
\$100/hr

Friends, Family, Workplace

- Door to Door
- Friends & Family,
Workplace

Blitz Days

- Dens & Patrols are
assigned neighborhoods
- Top Selling Den incentive
- Social gathering after





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Best Practices Online Sales Methods

Online Sales

- In 2018, the average online transaction was \$73
- The average Scout that sold online averaged over \$200 in online sales!

Create Accounts

- Scouts need an account to sell online
- Consider an account creation incentive

Sharing

- Sharing drives sales
 - Facebook
 - Email
 - Text
 - Twitter, LinkedIn, etc
- “Sharing Sunday” – Every Scout shares their online page every Sunday throughout the sale.





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Best Practices Motivating Scouts

Scout Motivation

- Every Scout Sells
- Set a Goal
- Bigger Prizes

Parent Buy-In

- Scouts Personal Growth
- Scout Rewards

Kickoff:

- Info
- FUN!
- Parent Buy-In
- Top Seller Pledge





Trail's End App



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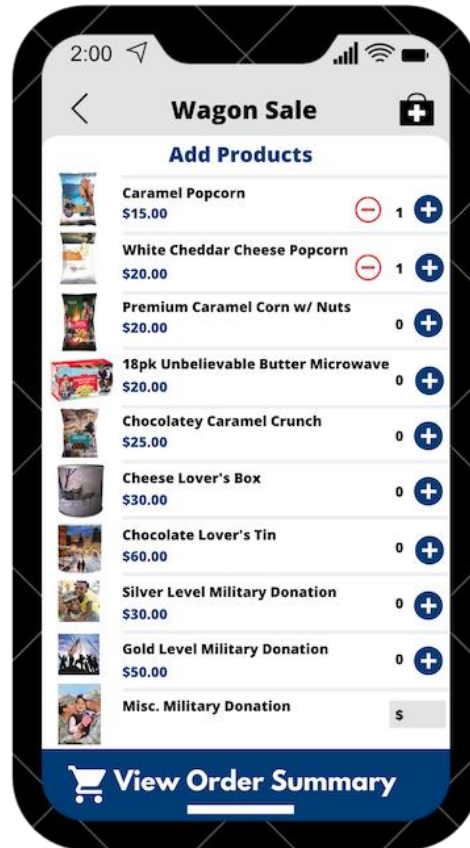


Q&A

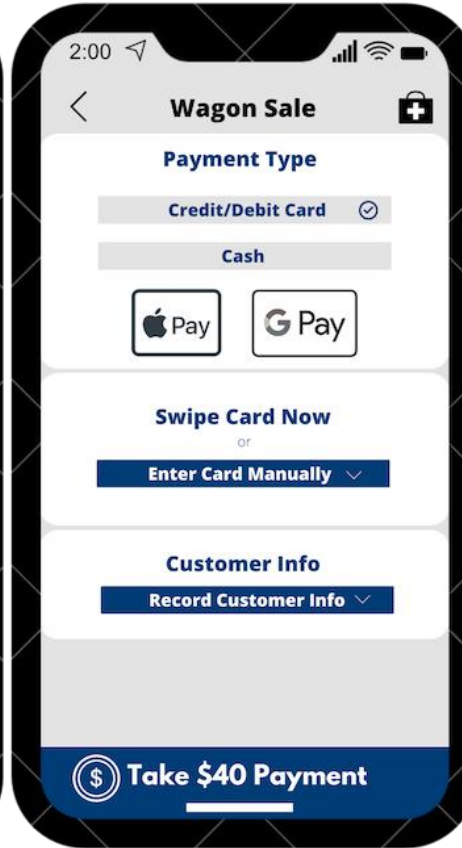
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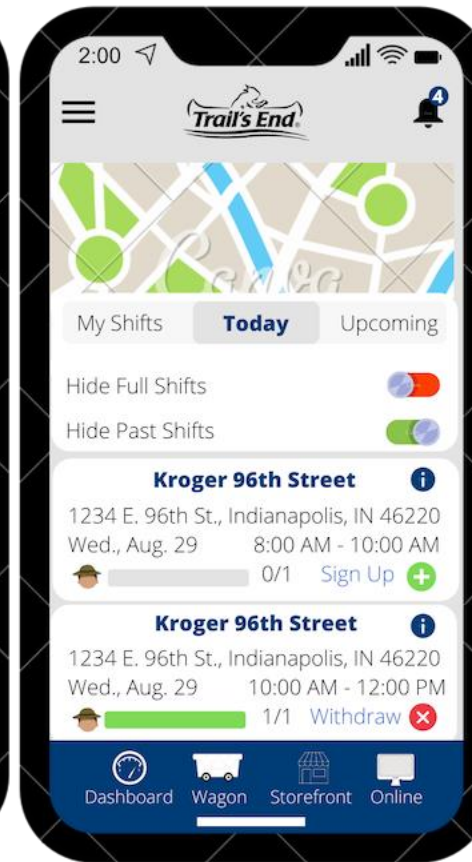
Point of Sale



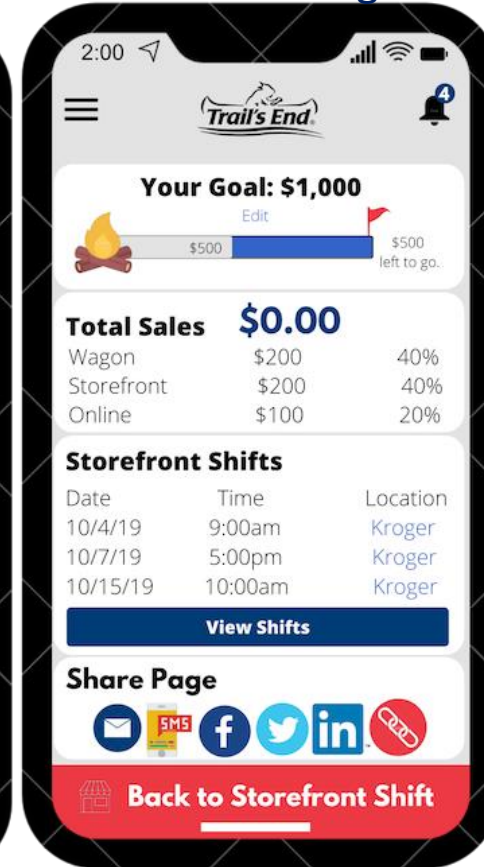
Payment



Storefront Scheduling



Sale Tracking



New app functionality will be launched end of June 2019.



Built with Square



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Trail's End App

Mobile app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and schedule Scouts for storefronts.

2018 Proven Test Results: 191 units / 2,300+ Scouts sold \$1.9 million and grew 26%.

Benefits for units:

- **NO CREDIT CARD FEES** (paid by TE) – powered by Square.
- Compatible with your Square readers.
- TE to provide and pay for following Square readers:
 - For every \$5,000+ a unit sold in 2018 – 1 reader.
 - For every \$10,000+ a unit sold in 2018 – 5 readers.
- Automatically communicates and tracks sales for Scout Rewards.



Benefits for Scouts:

- Every Scout can do credit card sales (20% higher vs cash).
- One Square reader for every Scout who sold \$3,500+ in 2018.



Built with Square

Scout Portal

Trail's End

BRANDON WILLIAMS
Pack 123

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SHARE YOUR PAGE

Setup your profile & get the Complete Profile badge!

Set a Goal

Get Trained

Setup Page

Share Page

HELLO, BRANDON!

DASHBOARD

Percent of Goal: 0%

Total Sales

100%

Face-to-Face Sales

daily · weekly · monthly

View More

Online Sales

daily · weekly · monthly

View More

FEED

Take these 4 steps to setup your profile.

This copy will need to be editable within the CMS.

Skip Intro

Continue

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21

22

23

24

25

26

27

28

29

30

31

Scout Portal

SHARE YOUR PAGE



GOAL



YOUR BADGES



HELLO, BRANDON!



DASHBOARD

Percent of Goal: 75%

Goal: \$2,000



Storefront Shifts

[all](#) [mine](#) [future](#) [previous](#)



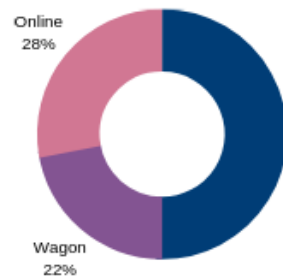
< MARCH 2019 >

SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEED



Total Sales



Storefront
50%

Face-to-Face Sales

[daily](#) [weekly](#) [monthly](#)



[View More](#)

Online Sales

[daily](#) [weekly](#) [monthly](#)



[View More](#)



BRANDON
WILLIAMS
Pack 123

Age



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Scout Portal



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Dashboard

Training

Sales
Overview
Face-to-Face
Online

Your Page

Rewards

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SHARE YOUR PAGE



GOAL



YOUR BADGES



HELLO, BRANDON!



SALES - FACE-TO-FACE

This is your Scout fundraiser Storefront Sales page.

Storefront



Storefront Customers

Order Number	Date	Location	Amount	Payment Type
1234567089	01-12-19	Kroger	\$15	Credit Card
1234567234	01-15-19	Kroger	\$20	Cash
1234569139	01-15-19	Lowes	\$20	Cash
1234562560	01-20-19	Home Depot	\$10	Cash
1234562560	01-20-19	Whole Foods	\$30	Credit Card

Showing 5 of 12

1 2 3

Wagon



Wagon Customers

First Name	Last Name	Order Number	Amt.	Date	Status
Beckham	Williams	1234567089	\$30	01-12-19	Delivered
Erika	Wilson	1234567234	\$20	01-15-19	Undelivered
Chris	Naviaux	1234569139	\$35	01-15-19	Undelivered
Fred	Flintstone	1234562561	\$10	01-20-19	Delivered
Nicole	Dashner	1234562562	\$25	01-20-19	Delivered

Showing 5 of 15

1 2 3

Storefront Shifts

all mine future previous



< MARCH 2019 >

SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Date	Location	Time	Availability	Action
Mar. 7	Kroger	10am-12pm	2 spots left	Reserve
Mar. 7	Kroger	10am-12pm	0 spots left	Withdraw
Mar. 7	Kroger	10am-12pm	5 spots left	Reserve

1 2 3

Scout Portal



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Pack 123



Dashboard



Training



Sales

Overview
Face-to-Face
Online



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Rewards

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Customer Orders



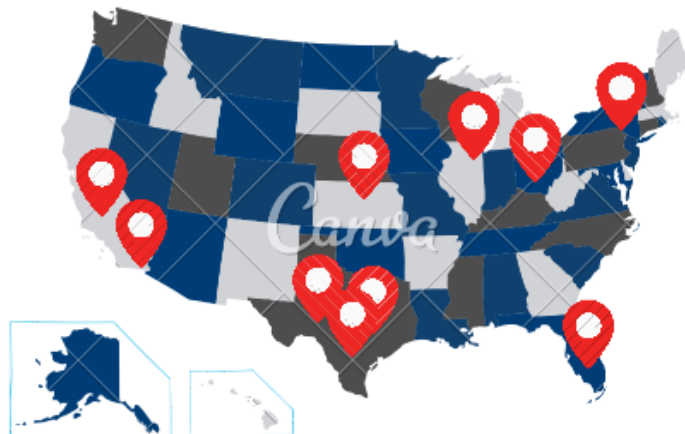
all daily weekly monthly

First Name ▾	Last Name ▾	Email ▾	Order Number ▾	Amt. ▾	Date ▾	Actions		
Beckham	Williams	bwilliams@gmail.com	1234567089	\$30	01-12-19	View	Thank Customer	More Support
Nicole	Williams	nwilliams@gmail.com	1234567090	\$30	01-12-19	View	Thank Customer	More Support
Brian	Williams	brian.williams@gmail.com	1234567123	\$30	01-12-19	View	Thank Customer	More Support
Isaiah	Wilson	isaiah@gmail.com	1234567350	\$30	01-12-19	View	Thank Customer	More Support
Aaron	Naviaux	naviaux@gmail.com	1234567521	\$30	01-12-19	View	Thank Customer	More Support

Showing 5 of 10

1 2

Customer Locations





Online Sales Leaderboard


Council | Unit


RANK	SCOUT	DISTRICT	COUNCIL	SALES
1	Evan V	Chisholm Trail	Capitol Area	\$12,740
2	Savannah T	LaFayette	Occoneechee	\$10,646
3	Declan T	Briones	Mt. Diablo Silverado	\$10,505
4	Scouting I	Daniel Morgan	Palmetto	\$10,464
5	SSA P	3 Huron Trails	Michigan Crossroads	\$8,035


Scout Portal





BRANDON WILLIAMS
Pack 123

 Dashboard



 Training

 Sales

 Your Page

 Rewards

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GOAL



YOUR BADGES



HELLO, BRANDON!






SCOUT REWARDS

Drag and drop the rewards you want to between the Rewards Available and Your Rewards columns below. From there, we'll tell you how much you need to raise to hit your goal! NEEDS TO BE A CONTENT BLOCK WITHIN THE CMS TO ADD COPY/IMAGE/TABLE HERE TO EDUCATE SCOUTS ON THE NEW PROGRAM.

Rewards Available on Amazon.com

Filter



	Name	Value	Need to Sell
	Nintendo Switch Lab	\$500	\$500
	iPhone XR	\$1,000	\$5,000
	SkeeBall	\$35	\$350

Your Rewards to Buy with Your Gift Card

Total Value of Rewards: \$450

Your Fundraising Goal: \$1,450

[Edit Goal](#)

	Name	Value	Need to Sell
	LEGO Vectron	\$250	\$750
	Lryze Quadcopter	\$200	\$700

Unit Leader Portal





BRANDON WILLIAMS
Pack 123
▼

Dashboard

Unit Info

Training

Popcorn

Sales

Scout Rewards

Acct. Summary

Reports

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Setup your profile & get the Complete Profile badge!

Setup Unit

Invite Scouts

Get Trained



HELLO, BRANDON!  ▼

LEADER DASHBOARD

Total Unit Sales
\$0



Storefront	\$0
Personal	\$0
Online	\$0
Cash	\$0
Credit	\$0

Total Unit Sales Progress



Online 28%
Personal 22%

0 out of 1 registered Scouts recorded an online order.



0%

0 out of 1 registered Scouts recorded an app order.



0%

10 out of 20 storefront sites shifts have been claimed.





50%

FEED





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Skip Intro [Continue](#)


Unit Leader Portal





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ORDER POPCORN

 4

HELLO, BRANDON! 


LEADER DASHBOARD



Unit Goal: \$13,000

\$2,500

\$10,500 left to go.




Scouts' Goals: \$5,000

\$2,500

\$2,500 left to go.



Total Unit Sales
\$0





Storefront	\$0	0%
Personal	\$0	0%
Online	\$0	0%
Cash	\$0	0%
Credit	\$0	0%

Feed



0 out of 1
registered Scouts recorded
an online order.





0 out of 1
registered Scouts recorded
an app order.





10 out of 20
storefront sites shifts
have been claimed.






















Unit Leader Portal





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Pack 123

 Dashboard


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Wagon Sales
Storefront Sales
Online Sales

 Scout Rewards





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ORDER POPCORN


4


HELLO, BRANDON!




STOREFRONT SALES


Total Storefront Sales
\$750

Storefront Sales Split
Individual

Cashed Owed to Unit
\$477

Registered Shifts
Today: **17/20**
Tomorrow: **0/5**

Display Storefront Sites

Future

Add Storefront

SITE NAME	DATE	CITY	SHIFT STATUS	ACTIONS
Kroger – 96 th St.	01/26/2019	Indianapolis	0/5	<div>Select One</div> <div>GO!</div>
Home Depot – Washington Blvd.	01/27/2019	Carmel	2/4	<div>Select One</div> <div>GO!</div>
Kroger – 96 th St.	01/28/2019	Indianapolis	3/5	<div>Select One</div> <div>GO!</div>
Meijer – Whitestown Blvd.	01/29/2019	Whitestown	0/5	<div>Select One</div> <div>GO!</div>
Meijer – Whitestown Blvd.	01/30/2019	Whitestown	0/5	<div>Select One</div> <div>GO!</div>

Showing 5 of 40 Storefront Sites

Unit Leader Portal



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▼

 Dashboard

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Wagon Sales
Storefront Sales
Online Sales

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HELLO, BRANDON!



WAGON SALES



Total Wagon Sales
\$750



Cashed Owed to Unit
\$477



Unsold Scout Inventory
\$477



Total Orders
Delivered: **400**
Undelivered: **50**

Display Scouts



SCOUT	WAGON SALES	CASH OWED BY SCOUT	Undelivered Orders	ACTIONS	
Ethan Naviaux	\$500	\$0	1	<input type="text" value="Select One"/>	GO!
Stuart Alexander	\$500	\$250	5	<input type="text" value="Select One"/>	GO!
Brandon Williams	\$500	\$350	4	<input type="text" value="Select One"/>	GO!
Mitch Manders	\$500	\$400	0	<input type="text" value="Select One"/>	GO!
Chris Naviaux	\$500	\$450	0	<input type="text" value="Select One"/>	GO!

Showing 25 of 40 Scouts

Unit Leader Portal

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Wagon Sales

Storefront Sales

Online Sales

Scout Rewards

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4

HELLO, BRANDON!

ONLINE SALES

Year to Date

Today

Yesterday

Last Week

✓ Year to Date

Custom

Online Sales
\$5,750

Scouts with Online Orders
15

Online Orders
70

Avg. Order
\$82

Sales Over Time

Scouts' Online Activity

Top Selling Online Products



Agenda



Unit Recognition



Top Selling Unit



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Join us on Facebook!

Trail's End Popcorn Community
Over 4,000 Popcorn Kernels sharing their ideas!

Get Free Square Readers & Scouting Banners

- Join us on Facebook: facebook.com/groups/TEPopcornCommunity
- Register to sell: www.trails-end.com/unit-registration
- Sold \$5,000+ - Get 1 free Square reader
- Sold \$7,500+ - Get 1 free Square reader & get 1 free banner
- Sold \$10,000+ - Get 5 free Square readers & 2 free banners





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Unit Recognition



Top Selling Unit



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Q&A

Want to talk popcorn?
Reach out anytime!

Sean Stanford
Sean.Stanford@Trails-End.com
(714) 496-6590



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Trail's End Scholarship



Sell \$2,500

(combined face-to-face & online)

6% of your total sales each calendar year invested in your own college scholarship account.

Funded By Trail's End



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Trail's End Scout Rewards

Amazon.com Gift Card rewards managed
and digitally redeemed by Scout through Trail's End.

2018 Proven Results: Over 5,000 Scouts sold in an incentive plan using digitally redeemed gift cards with growth from 3.3% to over 11.6% depending on test!

Benefits for Units:

- No collecting orders or distributing prizes.
- Sales tracked by Scouts when selling with app and online.
- Combined traditional and online rewards program – easy to communicate.
- Submit for rewards when your unit is finished selling.



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Trail's End Scout Rewards

Amazon.com Gift Card rewards managed
and digitally redeemed by Scout through Trail's End.

2018 Proven Results: Over 5,000 Scouts sold in an incentive plan using digitally redeemed gift cards with growth from 3.3% to over 11.6% depending on test!

Benefits for Scouts:

- Can choose prize THEY want on Amazon.
 - No preset prize selection
 - Sellers aged 5 to 18; male and female
 - Over 70% of households are Amazon Prime (free shipping).
- Receive more reward value at every level (see next slide).
- Uncapped levels to incentivize top sellers to keep selling.



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Unit Recognition



Top Selling Unit



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Sales Level	Amazon Gift Card Amount	Reward % Retail	Scholarship*	Rewards Total
\$40,000+**	\$3,200	8.0%	\$1,000	\$4,200
\$30,000-\$39,999	\$2,400	8.0%	\$1,000	\$3,400
\$25,000-\$29,999	\$2,000	8.0%	\$1,000	\$3,000
\$20,000-\$24,999	\$1,600	8.0%	\$1,000	\$2,600
\$15,000-\$19,999	\$1,200	8.0%	\$900	\$2,100
\$10,000-\$14,999	\$800	8.0%	\$600	\$1,400
\$7,500-\$9,999	\$550	7.3%	\$450	\$1,000
\$5,000-\$7,499	\$350	7.0%	\$300	\$650
\$3,500-\$4,999	\$225	6.4%	\$210	\$435
\$2,500-\$3,499	\$150	6.0%	\$150	\$300
\$1,500-\$2,499	\$75	5.0%	\$0	\$75
\$1,000-\$1,499	\$45	4.5%	\$0	\$45
\$750-\$999	\$30	4.0%	\$0	\$30
\$500-\$749	\$20	4.0%	\$0	\$20
\$350-\$499	\$10	2.9%	\$0	\$10

*Scholarship credit is percent based (6%) and not fixed levels

**Scouts receive 8% of their total retail at every additional \$10,000 they sell



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Online Selling

The #1 online fundraising platform for Scouts.
Reach friends & family outside of your community.

2018 Proven Results: Nationally, online continues to grow at 28%.

Benefits for units:

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

Benefits for Scouts:

- **FREE SHIPPING on all orders**
 - 2018 free shipping tests grew 61%.
 - Eliminates consumers' #1 objection.
- Higher sales - average online sale \$73 vs \$22 face-to-face.
- More product variety.
- Sales count toward Scout Rewards and Trail's End Scholarship.
- Access to special TE online promotions and rewards.





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Unit Recognition



Top Selling Unit



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Show N Sell Kits

2.5'x6' Vinyl Banner




Strip of Industrial
Strength Velcro
to attach to table



60"x102"
Blue Tablecloth



A background of white popcorn is visible behind the text.

Choice of:
Pinewood Derby Kits
CAMP CHEF COOK SETS
Lights & More Kit
SCOUT SHOP GIFT CARDS

0052\$

Increase sales by \$2,500 Over 2018 Sales

A decorative border at the bottom of the slide made of colorful LEGO bricks in red, yellow, blue, and green.

\$200 SCOUT SHOP GIFT CARD



PINEWOOD DERBY KIT

- (2) Participation Ribbons (10/pack)
- (1) Pinewood Derby Poster Set
- (1) Pinewood Decoration Kit
- (1) Caution Tape
- (1) Pennants
- (25) Pinewood Derby Cars
- (4) Pinewood Trophy – Small
- (4) Pinewood Trophy – Medium
- (4) Pinewood Trophy – Large



LIGHTS & MORE KIT

- (1) Coleman Twin LED Lanterns
- (1) Coleman 70qt Cooler
- (1) Igloo 5 gallon Beverage Cooler
- (1) Lodge Cast Iron Dutch Oven

PACK OR TROOP CAMPING KIT

- (1) Two-Burner Camp Chef Stove
- (1) Five Piece All-Purpose Chef Kit
- (1) Six Piece Cast Iron Cookware Set



2025

A background of white popcorn. On the right side, there is a vertical stack of red symbols: four '0's followed by a '\$' and another '\$' at the bottom.

Choice of:

Pinewood Derby Kits

CAMP CHEF COOK SETS

lights & more Set

SCOUT SHOP GIFT CARDS

Increase sales by \$5,000 Over 2018 sales

A decorative border at the bottom of the slide made of colorful LEGO bricks in red, yellow, blue, and green.



PINEWOOD DERBY KIT

- (4) Participation Ribbons (10/pack)
- (2) Pinewood Derby Poster Set
- (2) Pinewood Decoration Kit
- (2) Caution Tape
- (2) Pennants
- (50) Pinewood Derby Cars
- (8) Pinewood Trophy – Small
- (8) Pinewood Trophy – Medium
- (8) Pinewood Trophy – Large

PACK OR TROOP CAMPING KIT

- (2) Two-Burner Camp Chef Stove
- (1) Five Piece All-Purpose Chef Kit
- (1) Flat Top Griddle
- (1) Six Piece Cast Iron Cookware Set



\$400 SCOUT SHOP GIFT CARD



LIGHTS & MORE KIT

- (3) Coleman Twin LED Lanterns
- (1) Coleman 70qt Cooler
- (2) Igloo 5 gallon Beverage Cooler
- (2) Lodge Cast Iron Dutch Oven



A background of white popcorn. On the right side, there is a large red number '7500' with a dollar sign '\$' at the bottom, oriented vertically.

Choice of:
Pinewood Derby Kits
CAMP CHEF COOK SETS
lights & more Set
SCOUT SHOP GIFT CARDS

A decorative border at the bottom of the slide made of colorful LEGO bricks in red, yellow, blue, green, and orange.

Increase sales by \$7,500 Over 2018 sales



PINEWOOD DERBY KIT

- (4) Participation Ribbons (10/pack)
- (2) Pinewood Derby Poster Set
- (2) Pinewood Decoration Kit
- (2) Caution Tape
- (2) Pennants
- (50) Pinewood Derby Cars
- (8) Pinewood Trophy – Small
- (8) Pinewood Trophy – Medium
- (8) Pinewood Trophy – Large



LIGHTS & MORE KIT

- (6) Coleman Twin LED Lanterns
- (2) Coleman 70qt Cooler
- (3) Igloo 5 gallon Beverage Cooler
- (2) Lodge Cast Iron Dutch Oven

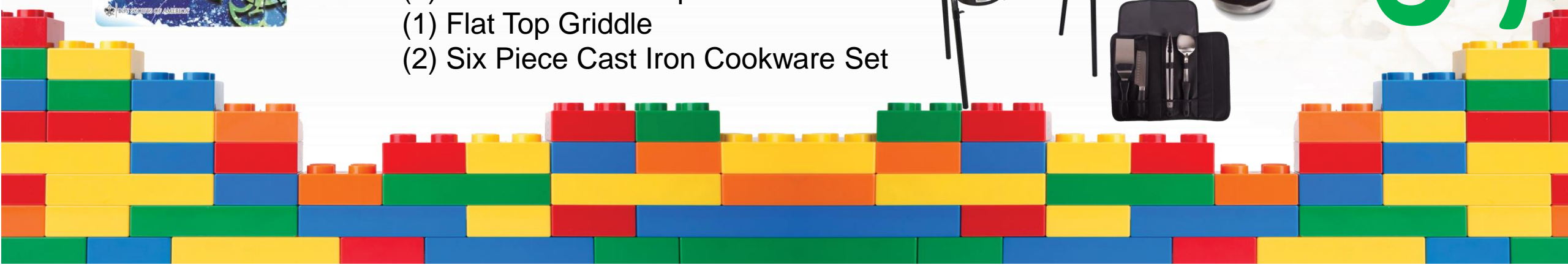
0051\$

\$600 SCOUT SHOP GIFT CARD



PACK OR TROOP CAMPING KIT

- (2) Two-Burner Camp Chef Stove
- (2) Five Piece All-Purpose Chef Kit
- (1) Flat Top Griddle
- (2) Six Piece Cast Iron Cookware Set





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Unit Recognition



Top Selling Unit



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Thank you!

Q&A

Matt Levin

Matt.Levin@Trails-End.com