

Trail's End®



Black Swamp Area Council 2020 Popcorn Kickoff



WHY DO WE SELL POPCORN? *Trail's End*®



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

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

TRAIL'S END APP

Trail's End®



Key Benefits

- 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 as way to fundraise while social distancing

Proven Results

- Used by more than 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download the App.

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

TRAIL'S END APP

Trail's End®



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!

Only **Scout** accounts can log into the app. Leader accounts will not allow access.

TRAIL'S END LEADER PORTAL

Trail's End®



One Platform to Manage Your Fundraiser

- **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
- **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
- **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
- **Place Popcorn Orders** - Order popcorn for your council's scheduled pick-ups.
- **Submit Rewards** - Submit Trail's End Reward orders for Scouts.

Login at: www.Trails-End.com
with your Trail's End Leader account.

TRAIL'S END IMPROVEMENTS

Trail's End®



App Improvements

- ★ Faster, more intuitive Scout registration
- ★ Faster checkout (From 9 to 4 clicks)
- List, grid and product detail views
- Record online orders directly in app
- Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
- New undelivered logic for Wagon Sales so Scouts enter them correctly
- Credit payment option for parents to pay cash owed to unit
- Improved Trail's End Rewards focused on reaching next level and goal



Unit Leader Portal Improvements

- Onscreen guides to help leaders learn Unit Leader Portal features
- Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
- Robust products table to easily view inventory at storefronts and with Scouts
- Ability to convert orders between Wagon to Storefront
- Ability to change the shift credited to a storefront order

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.

July 1 – August 15

- The Online Direct Store features products sold at traditional prices. Example White Cheddar is only \$20!
- Shipping prices of only \$7.99 for the first item and \$0.99 for each additional item
- You will earn DOUBLE POINTS on every Online Direct Sale*
- All products popped fresh to order, and will arrive in about three weeks**

ACCEPTING CREDIT/DEBIT



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 and Popcorn Kernels 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 their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



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

POINTS	REWARD IDEAS
6,000 pts Earn a \$450 Amazon.com Gift Card	REWARD IDEAS: Kayak, Motorcycle, Scooter
5,000 pts Earn a \$375 Amazon.com Gift Card	REWARD IDEAS: Bicycle, Game Console, Headset
4,000 pts Earn a \$300 Amazon.com Gift Card	REWARD IDEAS: Video Game, Headset, Backpack
3,500 pts Earn a \$250 Amazon.com Gift Card	REWARD IDEAS: Table, Backpack, Headset
3,000 pts Earn a \$200 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
2,500 pts Earn a \$100 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
2,000 pts Earn an \$80 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
1,750 pts Earn a \$70 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
1,500 pts Earn a \$60 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
1,250 pts Earn a \$50 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
1,000 pts Earn a \$40 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
800 pts Earn a \$30 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
600 pts Earn a \$20 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack
400 pts Earn a \$10 Amazon.com Gift Card	REWARD IDEAS: Backpack, Headset, Backpack

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

*The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation is subject to program terms at <https://www.trails-end.com/terms>

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

SCOUTS EARN *DOUBLE* ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

TRAIL'S END REWARDS



LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

Why do Scouts love Trail's End Rewards?

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

Why do Leaders love Trail's End Rewards?

- The Trail's End leader portal is a one-stop shop for everything, including Rewards ordering.
- Orders are tracked automatically for leaders when Scouts sell with the app and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate Scouts through the App.

REGISTER YOUR UNIT

Trail's End[®]



New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

**Unit must be registered to sell by no later than August 15, 2020 to qualify.*

COMMIT NOW: www.trails-end.com/unit-registration

TRAIL'S END WEBINARS

Trail's End®



UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019



Register to attend one of the webinars:

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text **WEBINAR** to 62771 to Register!

TRAIL'S END FACEBOOK

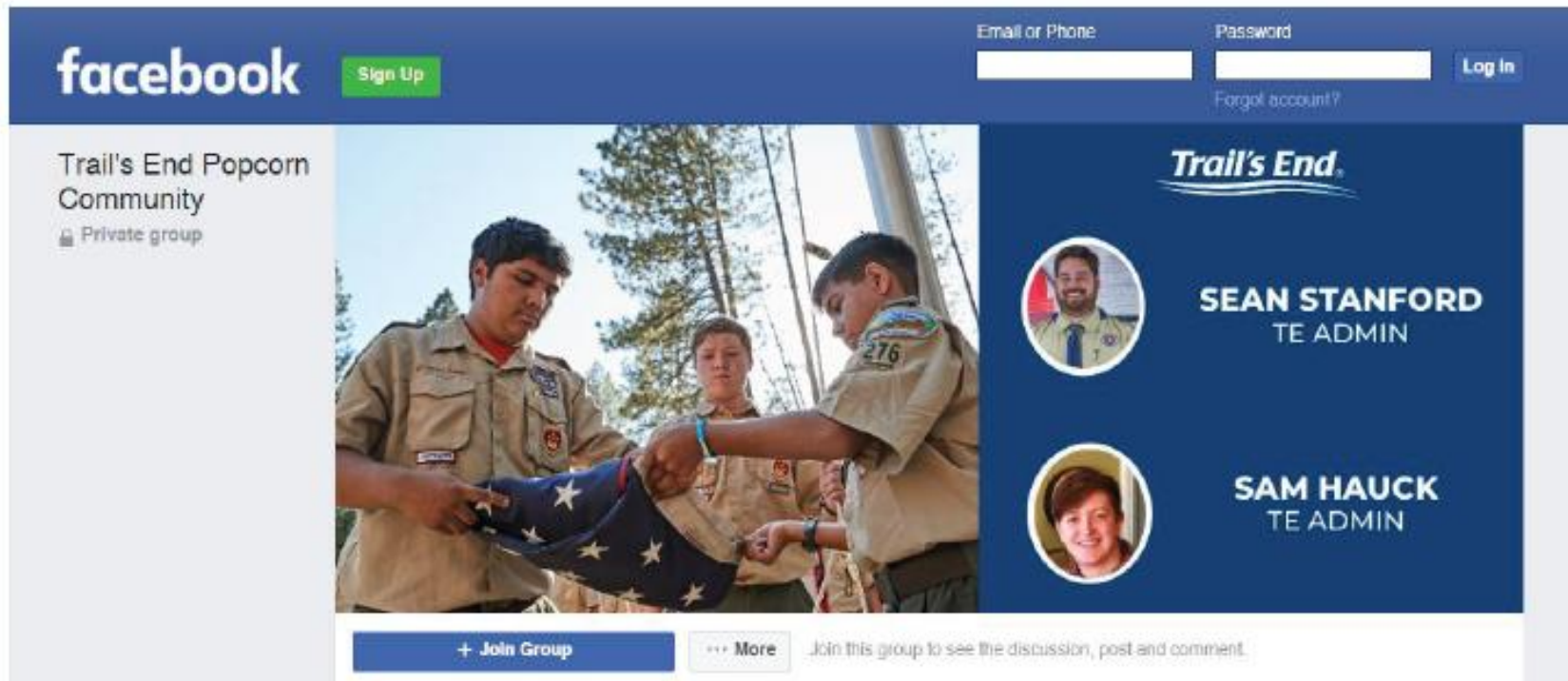
Trail's End[®]



Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!



START SELLING EARLY



Reasons to Start Selling in July & August

- Uncertainty of COVID-19 return
- Trail's End Online Direct unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
 - Unit must be registered by August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Challenge**
 - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card.
 - Take the Pledge: <https://www.surveymonkey.com/r/6MKNHGB>

KEY DATES



2020 Popcorn sale calendar overview

Bonus Week 1	Bonus Week 2	Bonus Week 3	Bonus Week 4	Bonus Week 5	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10			
July 1 to August 15					Aug. 15		Aug. 31		Sept. 18 & 19					Oct. 19	Nov. 6 & 7	Nov. 20	
Online Direct					Local Sale Begins		Order 1 Due		Order 1 Delivered					Order 2 Due	Order 2 Delievered	Final Payment Due	
Learn more about the Online Direct sale at www.trails-end.com/online-direct					Take Order, Online, App											Last order from T-E delivered to council	
									Show & Sell Sale								

KEY DATES TO REMEMBER

Product Order No. 1 Due (Take Order 1 and Show & Sell)	Aug. 31
First Order Distribution	Sept. 18 & 19
First Payment Due (40% current amount "Due to Council")	Sept. 30
Product Order No. 2 Due	Oct. 19
Second Payment Due (40% current amount "Due to Council")	Oct. 30
Second Order Distribution	Nov. 6 & 7
Final Payment Due to Council (Balance amount "Due to Council" if applicable; Youth prize submissions due online via Trail's End website)	Nov. 20

YOUR UNIT EARNs



Commission Type:	Commission Percentage:
ONLINE DIRECT	35%
<u>Traditional</u> Sale	Up to 38%
ONLINE DIRECT SALES (July 1 – Aug. 15, 2020, Unit must register to qualify.)	5% (Amazon.com gift card)
<u>Traditional</u> Base Commission	Up to 30%
<u>Traditional</u> Performance Bonus	Up to 8% Additional

*No rewards opt-out available.

HOST A VIRTUAL KICKOFF

Trail's End®



Use Zoom (or similar software)

Agenda:

- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
 - Text **APP** to 62771 to download.
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents Facebook Group to get tips and ask questions!



Text **KICKOFF** to **62771** to Download Presentation or
find an editable version on council popcorn webpage at
www.BlackSwampBSA.org/program/popcorn

CONTACTING SUPPORT



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Trail's End Popcorn Community

VISIT OUR WEBSITE

www.Trails-End.com

EMAIL US:

Support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.Support.Trails-End.com

COUNCIL CONTACT INFO

Jim Mason: Staff Advisor

Jim.Mason@scouting.org

(567) 208-5304

Kim Davis: Council Support

Kim.Davis@scouting.org

(567) 208-5284

Council Popcorn Website

www.BlackSwampBSA.org/program/popcorn

Appendix: Resources



Text **the keywords below** to **62771** to Download.

Leaders	Keyword	Description
	KERNELGUIDE	Popcorn Kernel Guide (PDF)
	KICKOFF	Unit Kickoff Presentation (PPT)
	WEBINAR	Link to Webinar Registration Portal
	FACEBOOK	Link to join the Trail's End Facebook Group

Scouts	APP	Link to download the Trail's End App
	APPGUIDE	App Quick Start Guide for Scouts (PDF)
	MYPLAN	How to Sell \$1,000 Social Distancing (PDF)
	SCOUTFB	Link to join the Trail's End Scout Parents Facebook Group
	REWARDS	Trail's End Rewards Flyer (PDF)
	ORDERFORM	Take Order Form (PDF)

Appendix: Traditional Products *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, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

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!**

Appendix: Online Direct

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\$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



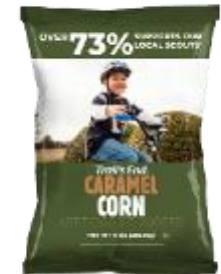
\$20 Blazin' Hot Popcorn



\$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.

Appendix: Online Direct

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\$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.

Appendix: Donations



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





Remain in the meeting for questions or leave at any time when your questions have been answered.



THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity