

*Trail's End*<sup>®</sup>



# Unit Kickoff

2020 Popcorn

June 11, 2020



# WHY POPCORN?

*Trail's End*<sup>®</sup>



- 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<sup>®</sup>



## 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

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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<sup>®</sup>

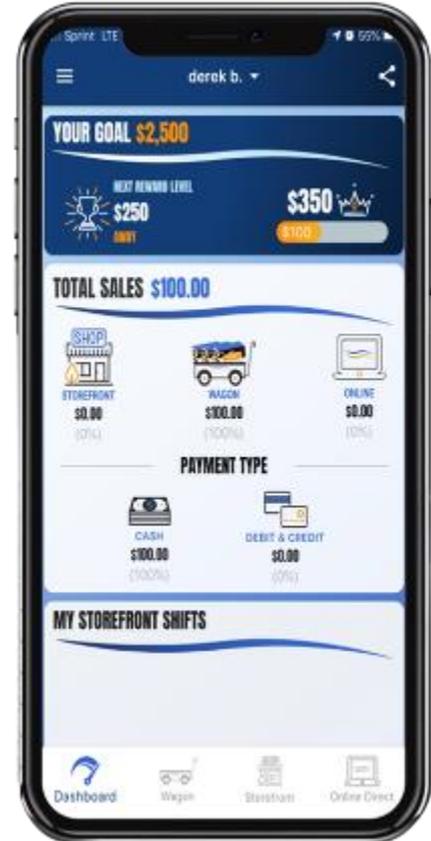


The Trail's End App supports all the ways our unit sells:

- 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

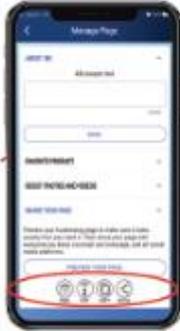
Trail's End®



## ONLINE DIRECT: SHIP TO CUSTOMER

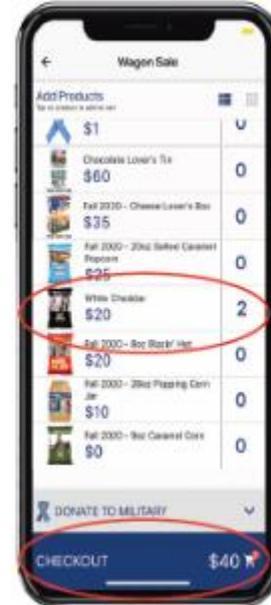


**Tip:** Click Share to text the cart to the customer to complete the purchase on their phone.



**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

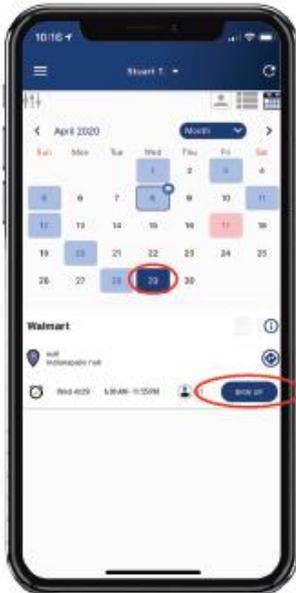
Trail's End®



## 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

*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!

# READER CLAIMING

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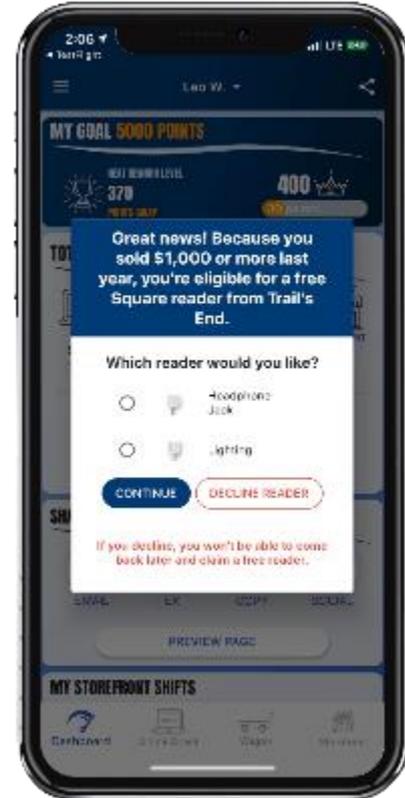
Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:

- 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<sup>®</sup>



**Trail's End<sup>®</sup> 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**

|               |                                     |
|---------------|-------------------------------------|
| <b>2PTS</b>   | PER EVERY \$1 SOLD<br>ONLINE DIRECT |
| <b>1.5PTS</b> | PER EVERY \$1 SOLD<br>CREDIT/DEBIT  |
| <b>1PT</b>    | PER EVERY \$1 SOLD<br>CASH          |

|   |                         |  |                         |
|---|-------------------------|--|-------------------------|
| <b>6,000 pts</b><br>Earn a \$450 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>1,750 pts</b><br>Earn a \$70 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> |
| <b>5,000 pts</b><br>Earn a \$375 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>1,500 pts</b><br>Earn a \$60 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> |
| <b>4,000 pts</b><br>Earn a \$300 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>1,250 pts</b><br>Earn a \$50 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> |
| <b>3,500 pts</b><br>Earn a \$250 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>1,000 pts</b><br>Earn a \$40 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> |
| <b>3,000 pts</b><br>Earn a \$200 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>800 pts</b><br>Earn a \$30 Amazon.com Gift Card   | <b>REWARD IDEAS</b><br> |
| <b>2,500 pts</b><br>Earn a \$180 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>600 pts</b><br>Earn a \$20 Amazon.com Gift Card   | <b>REWARD IDEAS</b><br> |
| <b>2,000 pts</b><br>Earn an \$80 Amazon.com Gift Card | <b>REWARD IDEAS</b><br> | <b>400 pts</b><br>Earn a \$10 Amazon.com Gift Card   | <b>REWARD IDEAS</b><br> |

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

The value and items of merchandise delivered by Trail's End Rewards are subject to availability. Prizes are delivered to your door. Amazon.com Gift Card is a digital code. Delivery process may take time to participate in this offer. See <https://www.amazon.com/gift-cards> for more details.

**SCOUTS EARN DOUBLE ONLINE**

|               |                                     |
|---------------|-------------------------------------|
| <b>2PTS</b>   | PER EVERY \$1 SOLD<br>ONLINE DIRECT |
| <b>1.5PTS</b> | PER EVERY \$1 SOLD<br>CREDIT/DEBIT  |
| <b>1PT</b>    | PER EVERY \$1 SOLD<br>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



## 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

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

# WAGON SALES

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## 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



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





## 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<sup>®</sup>



\$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<sup>®</sup>



## \$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<sup>®</sup>



## 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

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|                             |            |
|-----------------------------|------------|
| Online Direct & Wagon Start | July 1     |
| Storefront Signups Live     | July 23    |
| First Storefront Sale       | August 25  |
| Last Day to Return Wagon    | October 12 |
| Last Storefront Sale        | October 14 |
| Payment Due                 | TBD        |
| Popcorn Party               | TBD        |

# SUPPORT

Trail's End<sup>®</sup>



## 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](http://www.trails-end.com)

### EMAIL US:

[support@trails-end.com](mailto:support@trails-end.com)

### NEED HELP? VISIT OUR FAQs:

[www.support.trails-end.com](http://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*<sup>®</sup>



**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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