2022 POPCORN KICKOFF!

**Pack 23
Tallahassee
Florida**

Trail's End

Become Decisions Makers

Learn Money Management

Become Goal Setters

Develop Business Ethics

Become Future Entrepreneurs

Learn People Skills

WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS YOU

BENEFITS:
- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com Gift Cards
  - Millions of prize choices.
  - Buy prizes you want.

LEARNING EXPERIENCE:
- How to help others around them.
- Public speaking and math skills.
- Salesmanship and perseverance.
- How to earn their own way.
- The value of hard work.
- To be part of something bigger.

Trail's End

FUNDING YOUR ADVENTURE!

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Rayado & NYLT)
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold

- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

#PoweredByPopcorn

A SUCCESSFUL SALE

Trail's End

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TIPS & TRAINING

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

- Practice your sales presentation.
- Introduce yourself (first name only) and where you are from.
  "Hi sir, my name is Brian and I am from (local unit)."
- Let people know what you are doing.
  "I'm earning my way to Summer Camp."
- Close the sale.
  "Can I count on your support?"

- Credit card sales are best for the Unit. Tell your customers
  "We prefer credit/debit."

MORE EXAMPLES:
"Hi, My name is Savannah with (local unit). I am helping my Council raise money for camp scholarships as well as earning my own way to summer camp. Can I count on your support?"

"Hi, my name is Alex with (local unit). I am fundraising for my Eagle Project as well as earning my way to summer camp in Switzerland. Can I count on your support?

Remember, Be polite and always say "Thank You", even if the customer does not buy.

A Successful Sale

MORE TIPS & TRAINING
MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have mom and/or dad take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.

- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Share what you're doing and how you're helping others through the program!

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FUND YOUR YEAR!

HOW TO SELL OVER $1000 IN UNDER 8 HOURS

5 MINS

PERSONALIZE: Download the Trail's End App, register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

4 HOURS

STOREFRONT: Sign up and sell for at least 4 hours. The average Scout sells over $125/hr at storefronts!

Pro Tip, make the most of your storefront time by working with only one scout and parent per shift!

$$\frac{\$125}{x4hr}$$
$$\$500$$

10 MINS

ONLINE DIRECT: Utilize the Autoshare feature to ask prior customers and phone contacts to support your adventures again. The average customer orders over $65 when they order Online!

Pro Tip, share your fundraising page through social media, and tag your family and friends!

$$\frac{\$65}{x5}$$
$$\$325$$

3 HOURS

WAGON SALES: Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. The average Scout sells over $100/hr!
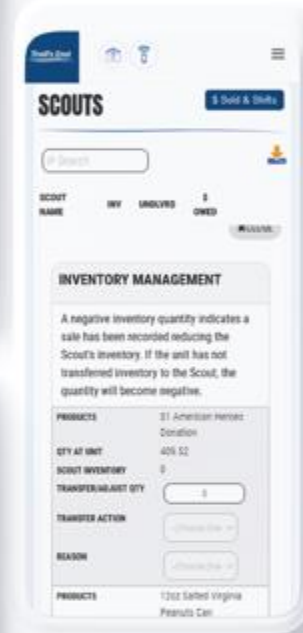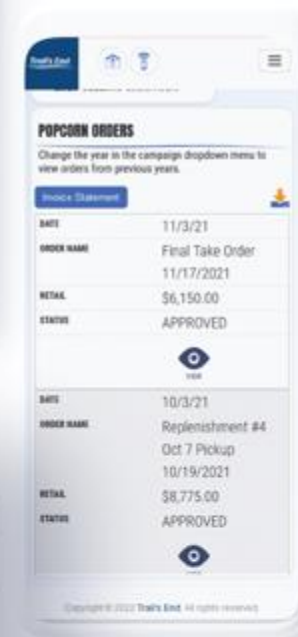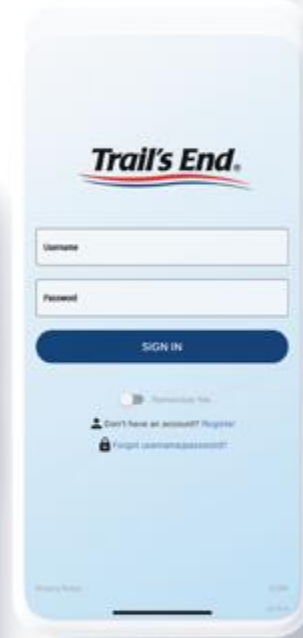
Pro Tip, wear your uniform, and practice your popcorn sales speech!

$$\frac{\$100}{x3hr}$$
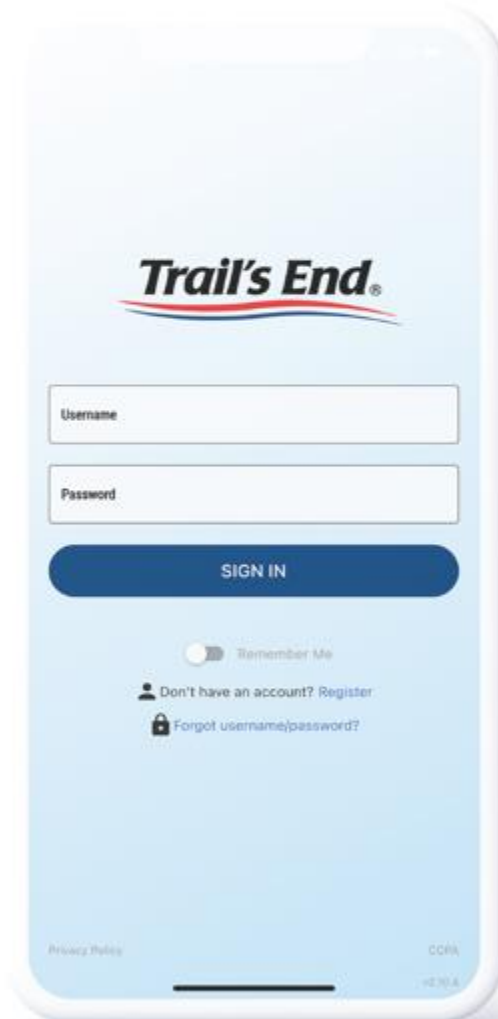$$\$300$$

TOTAL SALES OVER $1,125

2022 TRAIL'S END TECHNOLOGY

Trail's End App

Trail's End

AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE
TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:
- Council
- District
- Unit

1 **Sign In or Register an Account**
- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit.

2 **Start Selling!**
- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?
- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the bottom of the screen.

TRAIL'S END APP

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

- Online Direct
  - Share your Virtual Store Page
  - Record in-person sales in the App
- Wagon Sales
  - Door-to-Door
  - At your parents' workplace
  - Deliver now, or later
- Storefronts / Booths

Credit card fees are paid by Trail's End

Text **APP** to **62771** to download the Trail's End App

TRAIL'S END APP

Trail's End

NEW in 2021!

- Faster, Simpler, Fewer Clicks
- AutoShare
  - Quickly share your Virtual Store to contacts in your phone
  - Share your Virtual Store to customers that ordered last year
- Monthly Donation to Heroes and Helpers
  - In addition to the one-time donation, Online Direct customers can now choose to support with a monthly donation to Heroes and Helpers
  - Fund your entire year with just 5 sales of $19+ monthly donations
- Recruit a Scout
  - Recruit friends and neighbors through the Trail's End App
  - The information will be sent to the Leaders & Council

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

TRAIL'S END REWARDS

TRAIL'S END REWARDS*

BUY THE PRIZES YOU WANT WHEN YOU EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS

- You get to buy the prizes you want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids 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 motivated kids through the app.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

Council participation may vary. Participation indicates asset to program terms at: https//www.trails-end.com/terms

POINTS	GIFT CARD
17,500	10% of total sale
15,000	$1,250
12,000	$1,000
10,000	$750
7,500	$550
6,000	$450
5,000	$350
4,000	$250
3,500	$200
3,000	$150
2,500	$100
2,000	$70
1,750	$60
1,500	$50
1,250	$40
1,000	$30
750	$20
500	$10

Earn More! Earn Easier! No need to write in orders!
1.25 PTS Per $1 Sold App Credit / Debit Card (Wagon and Storefront)
1PT Per $1 Sold Cash and Online Direct

ONLINE DIRECT

Trail's End

Easiest & SAFEST Way for Scouts to Sell

- Scouts Earn **MORE Points** for TE Rewards
- Average Customer Order: Over $65!
- Online Direct is Available Year-Round
- No Handling of Products or Cash for Scout or Unit
- **New TE App Online Direct Features:**
  - Take in-person Online Direct orders directly in the TE App
  - Text order to customer so they can complete the purchase on their phone
  - Monthly Gift to Heroes and Helpers: Fund your entire year with just 5 sales of $19+ monthly donations
  - Generate a QR code to share with your customers

Trail's End

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE

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

KID RECORDED

1. Record customer orders in the Trail's End App

2. Take payment (credit/debit only) *"Text to Pay" feature for socially distant payments!*

3. Products ship to your customers

WAGON SALES

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You can start taking orders now!

- Sell door-to-door
  - Visit 30 homes in your neighborhood
- Record ALL sales in the Trail's End App
  - Be sure to mark orders as Undelivered or Delivered
  - **NEW:** Text order to customer to complete purchase on their phone to keep a social distance
- Sell to friends & family
- Ask parents to sell at work
- *Be sure to wait until you see that the transaction is complete before you leave.*
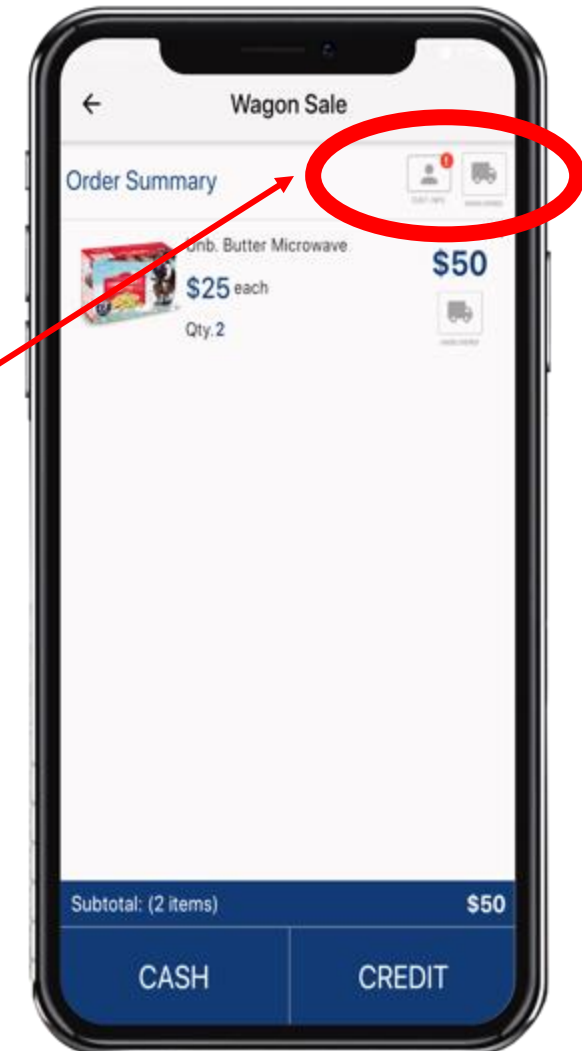
STOREFRONTS

Trail's End

## Sign up for at least 4 storefront shifts!

- Sign up in the Trail's End App
- Record ALL sales in the Trail's End App
  - **NEW:** Text order to customer to complete purchase on their phone to keep a social distance
- Remember to tell customers, "We prefer credit/debit!"
  - Customers spent 27% more with credit cards versus cash in 2019
  - *Be sure to wait until you see that the transaction is complete before you leave.*

CREDIT / DEBIT
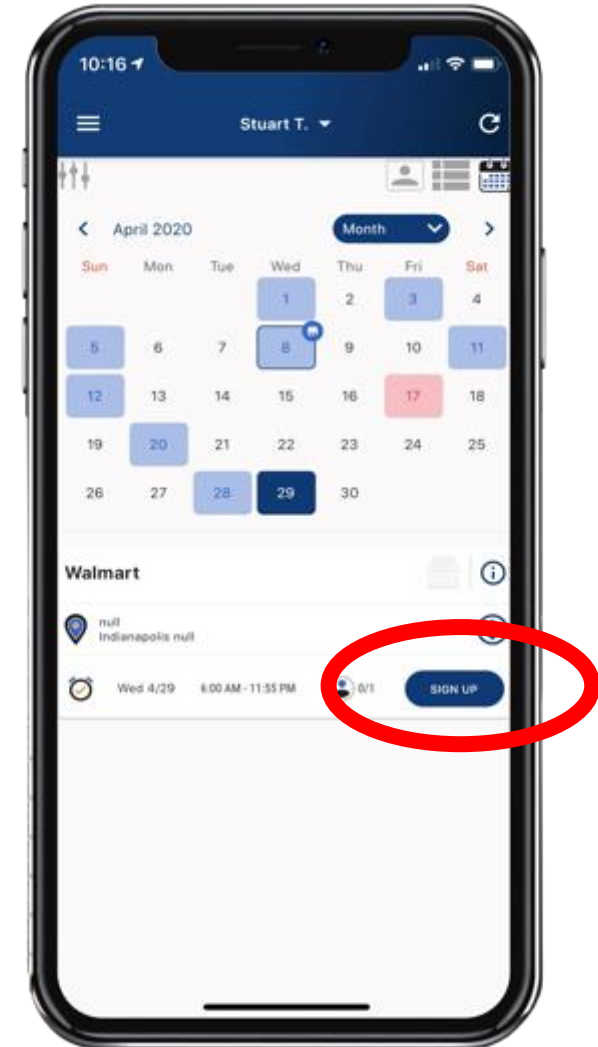
Trail's End

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 1.25pts 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
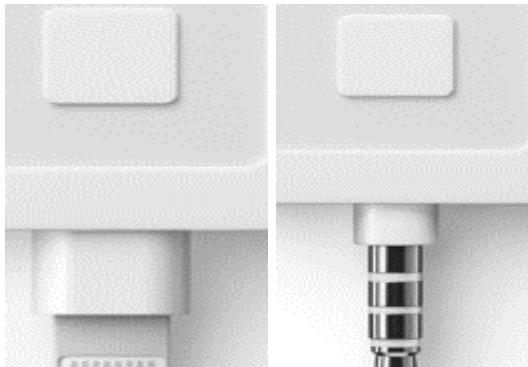
ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader)
Type in the customer's card information.

Magstripe Reader (Android)
Swipe reader plugs into headphone jack.

Lightning Reader (Apple)
Swipe reader plugs into lightning jack.

Bluetooth Reader
Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

CREDIT / DEBIT

Trail's End

Turn in cash collected from Wagon Sales with a 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 and keep the cash
- *"Pay Now" does not count as a credit sale towards Trail's End Rewards points*

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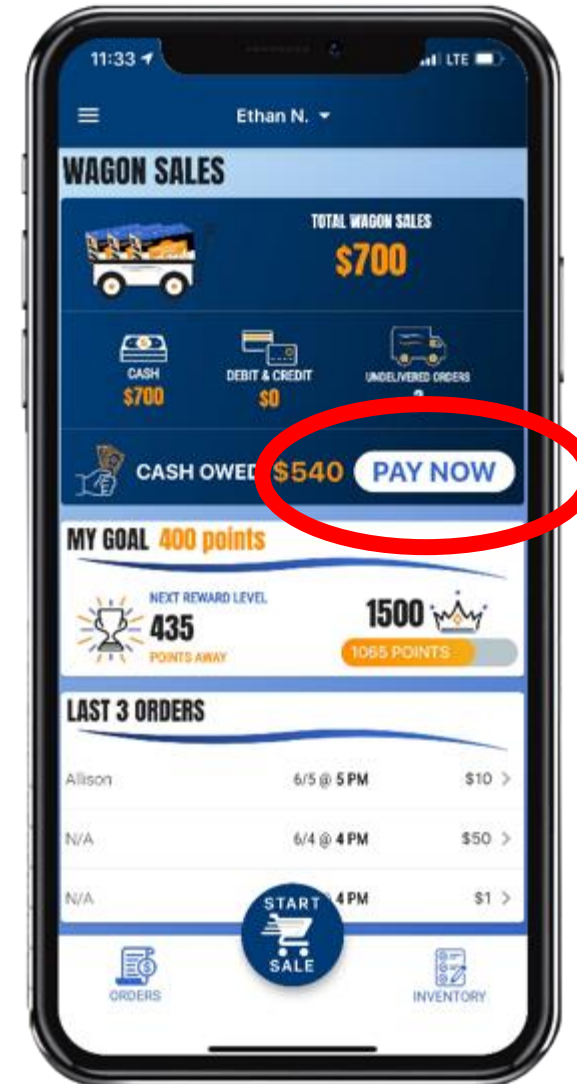
Traditional Products

Trail's End

KETTLE CORN & WHITE CHEDDAR GIFT BOX *New*
$45

CHOCOLATEY PRETZELS
$30

SALTED CARAMEL
$25

$20
Salted Virginia Peanuts

$25
Honey Roasted Peanuts

WHITE CHEDDAR
$25

SWEET AND SALTY KETTLE CORN
$25

12PK UNBELIEVABLE BUTTER MICROWAVE
$25

CARAMEL CORN
$15

Trail's End®

SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

Custom amount

KEY DATES

Trail's End

Unit Kickoff	August 25
Online Direct & Wagon Start	NOW
Storefront Signups Live	NOW
First Storefront Sale	September 10
Wagon Sale Orders Due	October 20
Last Storefront Sale	TBD

SUPPORT

CONTACT
TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP
Text PARENTFB to 62771 to join

VISIT OUR WEBSITE
www.trails-end.com

EMAIL US:
support@trails-end.com

NEED HELP? VISIT OUR FAQs:
https://support.trails-end.com

UNIT CONTACT INFO

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(850) 728-1551

THANK YOU

Trail's End