



BOY SCOUTS OF AMERICA®
ORANGE COUNTY COUNCIL



POPCORN KERNEL GUIDEBOOK

Everything You Need to Know About the 2021 Popcorn Sale

Trail's End®

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Contact Trail's End Support

Visit our website:

www.trails-end.com

Email us:

support@trails-end.com

Join our Facebook Group:

[Trail's End Popcorn Community](#)

Message us on Twitter:

[@trailsendsnacks](#)

Need Help? Visit our FAQs:

support.trails-end.com

DISTRICT CONTACTS

If you have any questions please visit ocbsa.org/popcorn or contact your District Popcorn Kernel.

CANYONS

Michelle Murphy
(714) 623-4267
mrxcmurphy20030603@hotmail.com

Julie Anderson - DD
(714) 546-8558 x103
juliea@ocbsa.org

PACIFICA

Kristin Kvesic
(714) 745-5974
kristinkvesic@gmail.com

Angie Cano - DE
(714) 546-8558x101
angiec@ocbsa.org

VALENCIA

Mark Britton
(310) 365-7015
m.a.britton@usa.net

Erin Gillette - DD
(714) 546-8558 x102
ering@ocbsa.org

EL CAMINO REAL

Manue Lopez - DE
(714) 546-8558 x116
manue.lopez@scouting.org

GOLDEN WEST

Kathy Hight
(657) 263-4337
khight314@gmail.com

Marcie Liu
my03lui@sbcglobal.net

Alvin Phan - SDE
(714) 546-8558 x127
alvin.phan2@scouting.org

RANCHO SAN JOAQUIN

Kamilah McGuire
(510) 557-3744

kamilah.mcguire@yahoo.com

Anthony Geukens - SDE
(714) 546-8558 x104
anthonyg@ocbsa.org

SADDLEBACK

Michael Ulibarri
(310) 721-9160
mgu@earthlink.net

Trevor Ullom - DE
(714) 546-8558x107
trevoru@ocbsa.org

COUNCIL CONTACTS

Andrew Royster
(714) 546-8558 x105
andrewr@ocbsa.org

Roslyn Rakosky
(714) 546-8558 x201
roslynr@ocbsa.org

COMMISSIONS

Units Can Earn Up To 35% Commission!

30%

Each Unit starts with a 30% base commission

+5%

Earn an additional 5% when your Unit Kernel or Leader attends the Unit Kernel Training

POPCORN TIMELINE - MARK YOUR CALENDAR!

VISIT OCBSA.ORG/POPCORN FOR THE LATEST DATES!

Mon, July 19	Trail's End Storefront Booking Opens for Scheduling
Tues, July 20	Unit Popcorn Kernel Training at 6:30pm on Zoom
Sat, July 24	Unit Popcorn Kernel Training at 8:00am on Zoom
Fri, Aug 27	First Order due online
Sat, Sept 18	Popcorn Distribution for First Order at OC Food Bank
Fri, Oct 22	Popcorn Return & Account Close Out for units WITH Returns 8am-12pm
Mon, Oct 25	Final Order due online
Thurs, Nov 11	Account Close Out for units with NO Returns
Sat, Nov 13	Final Popcorn Distribution at OC Foodbank
Thurs, Dec 9	FINAL Account Close Out

2021 PRODUCT LINE (1:1) is the Case to Container ratio



\$40

Sweet & Savory Collection
(1:1)
NO RETURNS



\$25

Salted Caramel
(1:12)



\$20

White Cheddar Cheese Corn
(1:8)
NO RETURNS



\$20

Blazin' Hot
(1:8)
NO RETURNS



\$20

Unbelievable Butter
12pk Microwave
(1:6)



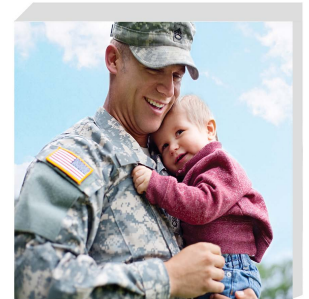
\$15

Popping Corn
(1:12)
NO RETURNS



\$10

Caramel Corn
(1:12)



American Heroes Donation
Donate popcorn to
US Military, First Responders and
Healthcare Workers



\$25

Chocolatey Pretzels
(1:12)
Take Order Only



\$20

Sweet & Salty Kettle Corn
(1:12)

More products available online at www.trails-end.com/shop

STOREFRONT MANAGEMENT



Trail's End has partnered with Orange County Council to provide storefront booking in 2021. Trail's End will be contacting storefronts in your area on behalf of Orange County Council which you can then claim directly through the Trail's End Unit Leader Portal. This service will allow for more storefront hours and less work while preventing double booking. As a Kernel, all you will need to do is sign in, sign up, and sell!

- View available storefronts through the TE Unit Leader Portal (www.trails-end.com/login).
- Claim an available storefront through the TE Unit Leader portal starting July 19.
- When you claim a storefront booth, the storefront day and shift schedule will be added to the Unit Leader Portal for you.

Questions on Storefront Booking? Contact storefrontsupport@trails-end.com

POPCORN HELPS YOUR SCOUTS



**Become
Decision Makers**



**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

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

START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards* year-round

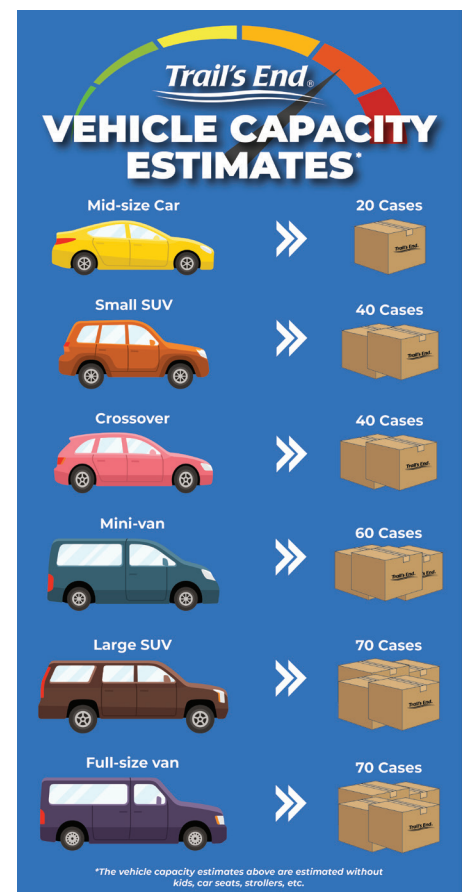
POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

GETTING YOUR POPCORN

Orders may be picked up at **THE ORANGE COUNTY FOOD BANK (11870 Monarch St, Garden Grove, CA 92841)**. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the Unit's behalf.



UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

CAMPAIGN CLOSEOUT CHECKLIST

STEPS TO FOLLOW:

- Run Undelivered report, collect and add together all paper forms/orders (if applicable).
- Use the table in the Unit Leader Portal to track sales by each kid. This is how Trail's End will verify how much kids sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to kids for delivery and payment collection (if applicable).
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- **Units paying by check must send ONE check made out to Council (checks made out to units cannot be accepted.)**
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the kid's Trail's End account approximately 5 days after submitting your totals unless flagged for review.
- Hold a unit celebration for a job well-done--have kids bring what they bought on Amazon and thank the kids, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

Rewards

BE A MEMBER OF THE DUCKS' POPCORN CLUB!



Scouts who sell 2,000 points or more qualify for the Ducks' Popcorn Club, sponsored by the Anaheim Ducks!

Special membership includes:

- 2 FREE tickets to a Ducks game, date TBA*
- Limited Edition Duck's Popcorn Club T-shirt with all members listed on back (First Name, Last Initial only).
- The honor of being inducted in as a Ducks' Popcorn Club member!

Submit your Scout details online at ocbsa.org/popcorn by Friday, November 5th. Be prepared with the following information for each qualifying Scout:

Scout Name	Home Address
District Name	Phone number
Unit Number	T-Shirt size:
Scout's sales total	Youth Medium, Adult Small, or Adult Large

*Scouts who earned the Ducks Club in 2020 will have the option to get 4 tickets to the game or 2 tickets to two games.

* Should the 2021 Popcorn Celebration game be postponed or canceled, you will receive 2 tickets for an alternate game or 2 tickets for the 2022 Popcorn Celebration game.

Sell popcorn online, be entered to win!

During the month of October, the Orange County Council will draw the name of one Scout who has made at least one online popcorn sale to win a prize! Scouts earn one entry per sale, so the more sales, the better your chances of winning! All qualifying Scouts are in the drawing all season long. So get online and start peddling that popcorn!

WEEKLY DRAWINGS



TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

Trail's End[®] REWARDS

LEVEL	POINTS	GIFT CARD
18	17,500 OR MORE	10% OF TOTAL POINTS
17	15,000	\$1,250
16	12,500	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they 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!

EARN MORE WITH ONLINE DIRECT AND CREDIT CARD

1.5PTS PER EVERY \$1 SOLD
ONLINE DIRECT & CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

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.

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
 - No collecting orders from Scouts 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 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.
- Leaders can wrap up the fundraiser and get back to Scouting faster!

Trail's End® REWARDS

Collect points to earn **amazon.com** Gift Cards
and choose the prize **YOU** want!

1.5PTS

PER EVERY \$1 SOLD
**ONLINE DIRECT
& CREDIT/DEBIT**

1PT

PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS



7,500 pts
Earn a \$550
Amazon.com Gift Card

REWARD IDEAS

2,000 pts
Earn a \$70
Amazon.com Gift Card

REWARD IDEAS

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

REWARD IDEAS

1,750 pts
Earn a \$60
Amazon.com Gift Card

REWARD IDEAS

5,000 pts
Earn a \$350
Amazon.com Gift Card

REWARD IDEAS

1,500 pts
Earn a \$50
Amazon.com Gift Card

REWARD IDEAS

4,000 pts
Earn a \$250
Amazon.com Gift Card

REWARD IDEAS

1,250 pts
Earn a \$40
Amazon.com Gift Card

REWARD IDEAS

3,500 pts
Earn a \$200
Amazon.com Gift Card

REWARD IDEAS

1,000 pts
Earn a \$30
Amazon.com Gift Card

REWARD IDEAS

3,000 pts
Earn a \$150
Amazon.com Gift Card

REWARD IDEAS

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

REWARD IDEAS

2,500 pts
Earn a \$100
Amazon.com Gift Card

REWARD IDEAS

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

REWARD IDEAS

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 indicates asset to program terms at: <https://www.trails-end.com/terms>.

RECRUITMENT INCENTIVE

Invite your friends, neighbors, or families you meet at storefronts to join Scouting and you can earn bonus Trail's End Rewards points.

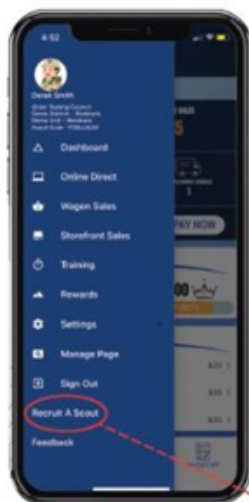
- Every Scout who recruits a new Scout will earn **200 bonus points**.
- Every Scout who recruits 3 new Scouts will be entered into a grand prize drawing for a **\$500 Amazon Gift Card**.

How It Works:

- A Scout uses the 'Recruit a Scout' feature in the Trail's End App to collect the potential Scouts info.
- The Unit Kernel receives an email with the contact info.
- The Unit follows up with the family.
- The family completes an online BSA application.
- The Unit Kernel notifies the OCBSA Staff and Trail's End will credit the Scout with 200 bonus points and they will be entered into the grand prize drawing at the end of the sale.

More Information About the Trail's End App on Pages 21-22

RECRUIT A SCOUT



It's an impactful program that's attractive to Scout families and helps you gain membership!

Tip: The Recruit a Scout feature allows Scouts in your unit to collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.



HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

BUDGET WORKSHEET EXAMPLE

<input type="text" value="\$ 9,800"/> Annual Budget	/	<input type="text" value="28"/> Number of Scouts	=	<input type="text" value="\$ 350"/> Budget Per Scout
<input type="text" value="\$ 350"/> Budget Per Scout	/	<input type="text" value="35%"/> Average Commission	=	<input type="text" value="\$ 1,000"/> Scout Sales Goal

Scouts can fund their entire year of Scouting in only 8 - 10 hours (on avg).

BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:
Sales-Minded, Detail-Oriented, and Outgoing Personality.

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**

WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, etc.



Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year



Recruitment

- The recruitment feature in the Trail's End App allows kids in your unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your unit, your council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



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 **472,500** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

NEW in 2021: In addition to a one-time donation, customers now have the option to sign up for a monthly donation amount (minimum \$5)!

POPCORN YOUR CUSTOMERS WILL LOVE!



The most popular popcorn products your customers love to buy every day, and provide the highest return for your fundraiser.

Proven Product Quality

- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive microwave popcorn, chocolates and coffee.

Online Products Available Year-Round:
www.trails-end.com/shop

OUR TECHNOLOGY MAKES FUNDRAISING EASIER



THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End and council
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Text-to-Pay feature for all selling methods to support socially distant payments



UNIT LEADER PORTAL

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from Scouts for the cash owed



ONLINE DIRECT

- SAFE for Scouts - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units



TRAIL'S END REWARDS

- Bigger prizes for Scouts. Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the Scout
- Earn MORE with Online Direct and debit/credit sales



It's important to register your unit for the Fall 2021 Sale.

Even if you aren't sure who the popcorn kernel will be, register now and you can add them as a team member later on. Register today so you don't miss out on important promotions, communications, and sale updates!

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

After you register, if you do not have a TE account, a request to create one will be sent to your council for review and approval. Once signed in, make sure your unit's information is up to date for 2021.

Update Unit Info: This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

Unit Team Members: View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

UNIT INFO

- Scout Roster
- Storefront Settings
- App Settings
- Unit Team Members**
- About My Unit
- Manage Unit Website Information
- Manage Unit Bank Account

Set Primary
 Edit Leader
Delete Leader
 Resend Login

Actions

Delete Leader GO

Editing a Unit Leader

*Leader Title:

*First Name:

*Username:

Primary Phone:

Address Line 1:

City:

Country Code:

*Last Name:

*Email:

*Confirm Email:

Address Line 2:

State: Zip:

ONLINE POPCORN KERNEL WEBINARS

WHETHER A SEASONED KERNEL OR BRAND NEW TO THE POPCORN SALE, EVERY UNIT WILL BENEFIT FROM ATTENDING A WEBINAR!



Two Types to Choose From:

- *New Kernels - 45 Minute Training + Q&A*
 - An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Unit Leader Portal, App and Best Practices to help get you started on the right foot!
- *Returning Kernels - 30 Minute Training + Q&A*
 - Training on updates to the Unit Leader Portal, App and Best Practices for 2021.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:
www.trails-end.com/webinars

FACEBOOK COMMUNITIES

A COMMUNITY OF SUPPORT FOR LEADERS

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.

JOIN TODAY AT www.facebook.com/groups/TEPopcornCommunity



MULTIPLE WAYS FOR SCOUTS TO SELL

<p>ONLINE DIRECT</p>	<p>Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and Scouts can fundraise year-round!</p>
<p>WAGON SALES Take Order</p>	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.</p>
<p>WAGON SALES Door to Door with Product</p>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p>STOREFRONT SALES</p>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p>

ONLINE DIRECT PROMOTIONS

BONUS Points, Gamer Giveaways, and MORE!

Stay up to date on Trail's End promotions via email and our Facebook Groups. You can also visit www.trails-end.com/rewards for the latest promotion information.



PLAN YOUR UNIT KICKOFF

1. **Text KICKOFF to 62771 to download the kickoff presentation template.**
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App.**
 - a. Registration takes less than one minute to create their Scout's account.
 - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts what prizes they can earn by hitting their sales goal.
 - a. Review Trail's End Rewards.
 - b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with Scouts to train them how to sell.
 - a. Practice their popcorn sales speech.
 - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

Resources are also available in the Training section of the Leader Portal.

MAKE IT FUN!!!



SCOUT SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
 - a. Introduce yourself (first name only) and where you are from.

"Hi Sir, my name is Brian and I am from Cub Scout Pack 38."
 - b. Let people know what you are doing.

"I'm earning my way to NASA Space Camp. All of the popcorn is delicious and you'll help fund my many adventures in Scouting."
 - c. Close the sale.

"Can I count on your support?"
4. Credit card sales are best for Scouts. Tell your customers, "We prefer credit/debit!"
5. Be polite and always say "Thank You", even if the customer does not buy.
6. **Online Direct is the preferred way to sell & can be used for face-to-face selling. Products ship to the customer, you don't have to handle products or cash.**
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have mom and/or dad take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
 - a. Determine whom you will ask to help you reach your goal.
 - b. Remember, two out of three people will buy when asked at their door.

SHARE WHAT YOU'RE DOING IN SCOUTING AND HOW YOU'RE HELPING OTHERS THROUGH SCOUTING!



CREDIT SALES ARE BEST

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** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - Accept credit/debit with Square readers or manual entry

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.

ONLINE DIRECT

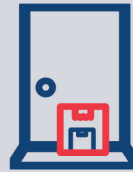
Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from the safety of home.



Product Variety
Even MORE products to choose from.



No Handling
Products ship directly to your customers.



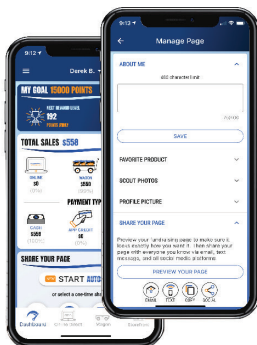
Trail's End Rewards*
Earn MORE when you sell Online Direct.

*Council participation in Trail's End Rewards may vary.

HOW IT WORKS

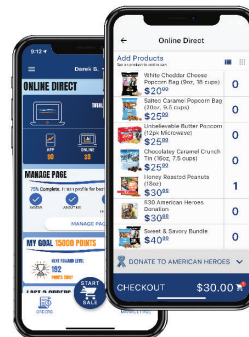
TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

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



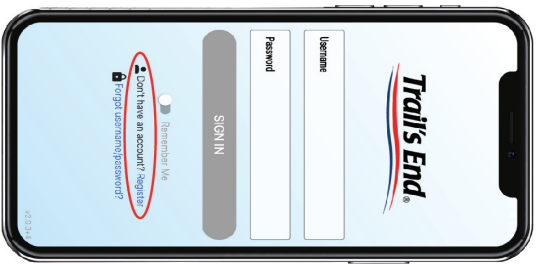
1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) "Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!

THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 627771 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 top of the screen.

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.

TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront



Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers
Kid Recorded: Record customer orders in the Trails' End App. Take payment (credit/debit only) and products ship to your customers.

Wagon - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

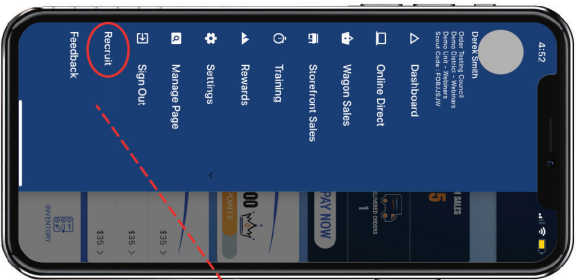
Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Trails' End Parent Facebook Group www.facebook.com/groups/TEParents

*Screenshots subject to change

RECRUITMENT



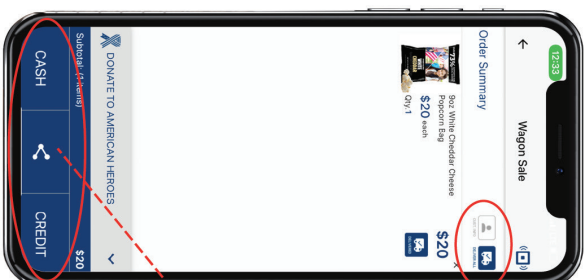
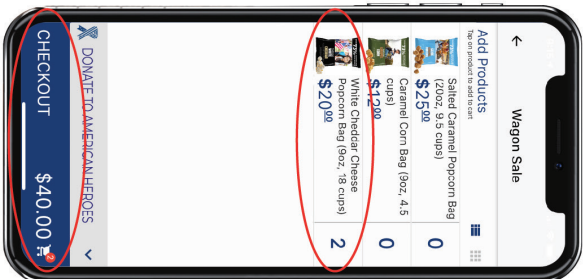
Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.



Tip: Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items so you know where to deliver the product later! Lastly, don't forget to update the status when delivered!

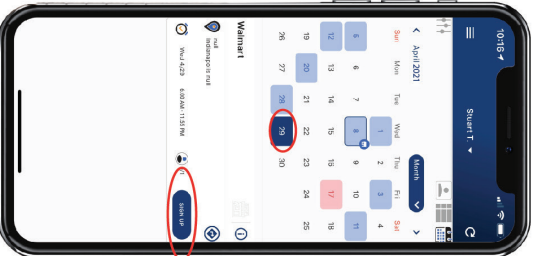
RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

SIGN UP FOR A STOREFRONT SHIFT

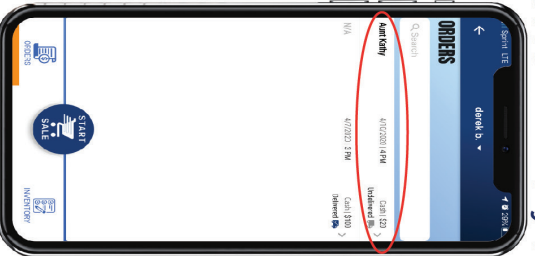
It's an impactful program that's attractive to families and helps you gain membership!



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

ISSUE A REFUND

Available SAME DAY only for kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone. *Screenshots subject to change

POPCORN SALE CHECKLIST

- Register for the popcorn sale at www.trails-end.com/unit-registration
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the kids' input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
 - $\text{Budget} / \# \text{ of Kids} = \text{Cost per Kid}$
- Break the goal down to an individual kid (family) goal.
 - $\text{Cost Per Kid} / \text{Commission} = \text{Sales Per Kid}$
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
 - Make it a fun event; have food, snacks, games, door prizes, etc.
 - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all families.
 - Highlight all the program activities the unit is planning on participating in.
 - Information on the sales goal per kid so there are "no out of pocket expenses".
 - Best method of communication; email, phone calls, social media, video chats, etc.
 - How often you can plan to send out communication pieces.
 - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct families to www.trails-end.com for additional information about online selling and additional selling tips.
 - Text APP to 62771 to download the Trail's End App.
- Encourage all kids to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sale territory for the kids.
 - Less than 20% of all households have been asked to purchase popcorn.
 - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
 - Set up schedule for kids to sign up for shifts through the Trail's End App.
 - One kid per two-hour block is ideal.
 - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to kids, and ensure deliveries are made to customers.
- Collect money from families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit, not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.