

The background features a dark blue field with faint, light blue illustrations of outdoor gear: a tent, a canoe, a backpack, a hat, a signpost, and trees. A prominent red dashed line winds across the scene, punctuated by several yellow, four-petaled flowers. The text 'Trail's End' is centered in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red and white swoosh underline is positioned below the main title.

Trail's End®

★ **Mount Baker Council**

Unit Leader Training

Why Sell Popcorn?

Create **Strong Programs** that are **Competitive** against families' other options



Powered by Popcorn



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Scouts Learn

- How to help others around them
 - Public speaking & math skills
- Salesmanship & perseverance
 - How to earn their own way
 - The value of hard work
 - How to handle rejection

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
 - Earn Amazon eGift Cards
 - Millions of prize choices
- Scouts choose the prizes they *want*

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,
use, or activity



Ideal Year of Scouting

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate unit goal: divide budget by expected popcorn commissions.
- Divide unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser.
- Less time fundraising = more time Scouting!

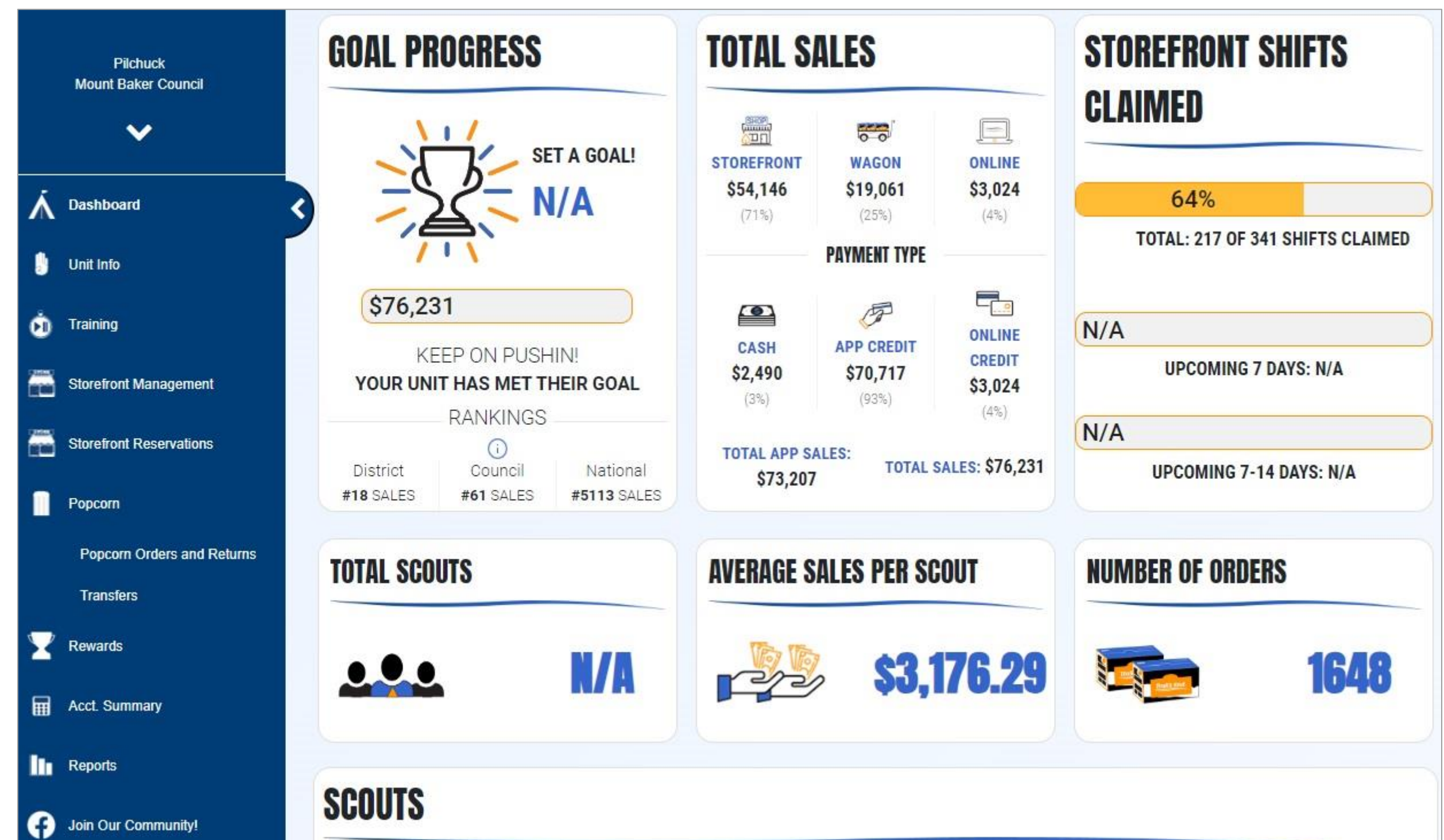
Enjoy the Year!



Leader Portal

Your one-stop-shop for sale management!

- Order Popcorn
- Manage Scout roster
- Set unit goals.
- View real time reporting of sales & inventory
- Unit-to-unit product transfers
- Manage storefront sites and shifts.
- Trail's End can help with technical issues at support@trails-end.com



Not available in the Trail's End app and not mobile-friendly.

Leader Training

Videos

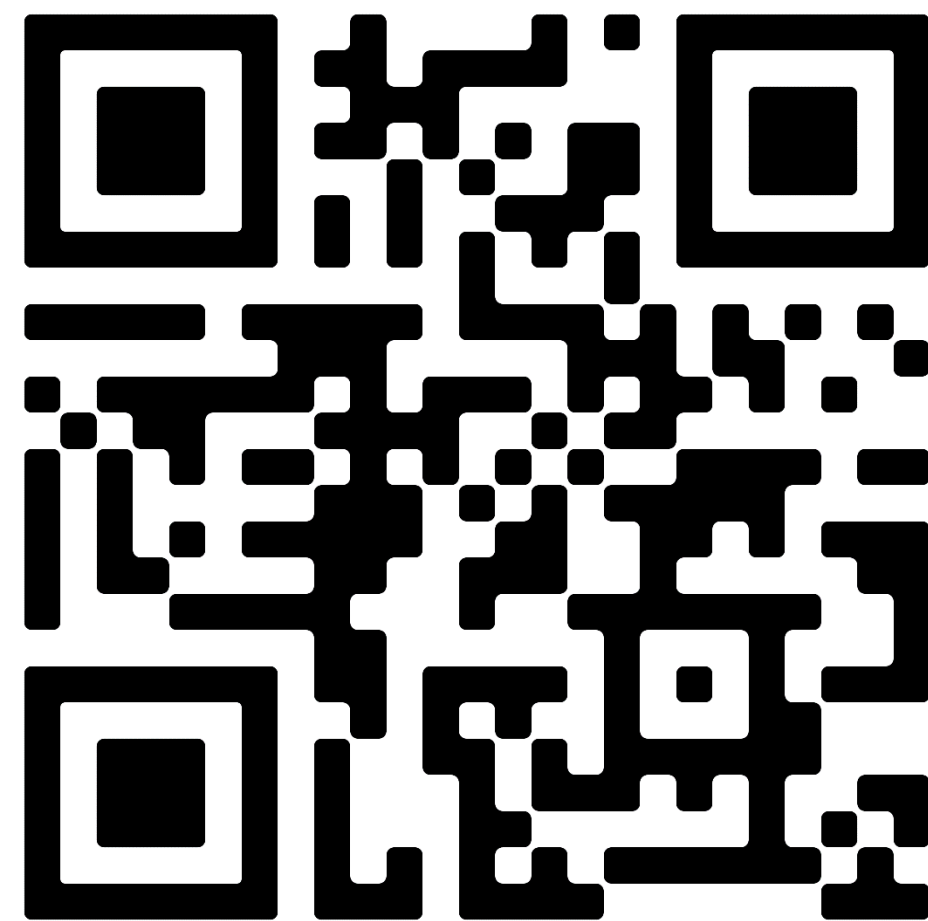
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before webinars.
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Table Payments Sign
- Scout Pitch



Trail's End App

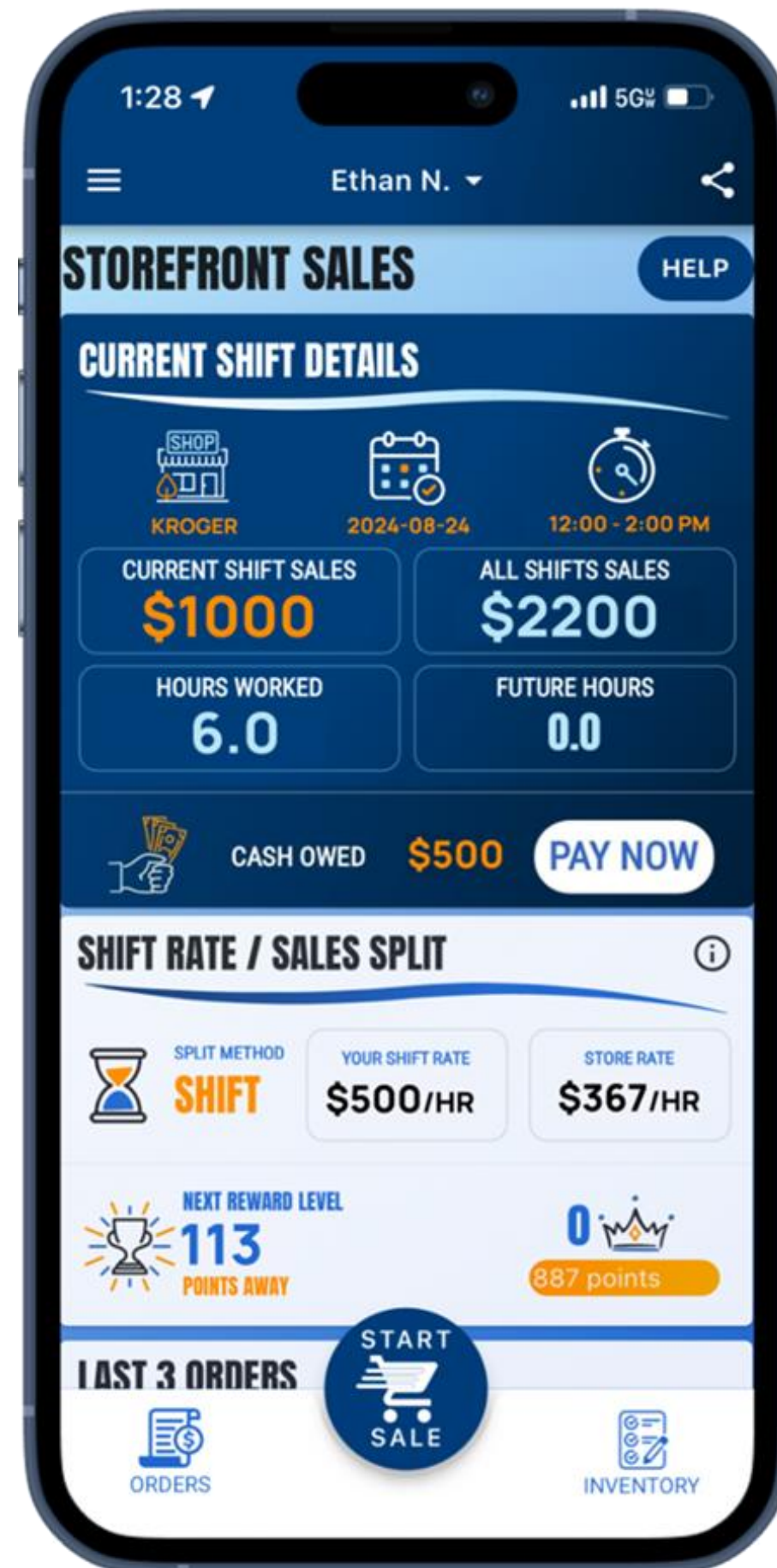
Save Time Managing Your Sale!

Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- reserve storefronts

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

Returning Scouts

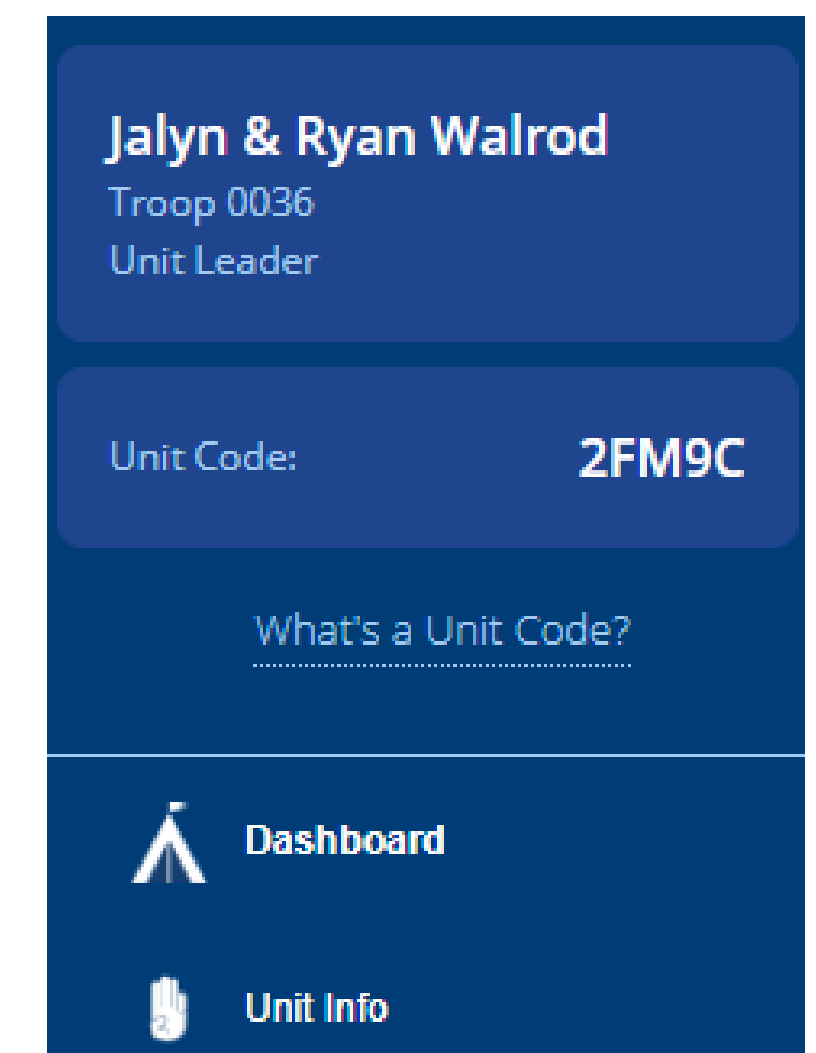
Sign in using 2023 username

New Scouts

Use unit's Trail's End Code or their zip code to register. Families can use one email for multiple accounts.

Families: click name dropdown at top of screen to switch between accounts in the App

The unit's Trail's End Code can be found on the left side of main leader dashboard. Provide to new Scouts. They will create an account and then enter the code to connect to the unit.



Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts credited for each sale recorded.
 - Safest and Scout sales won't go down like other splits.
 - Scouts sell \$244 more than other splits.
 - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

Reservations

- Trail's End is reserving the best-selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23-25	Any Amount	Unlimited in District
July 26	Any Amount	Unlimited in Council

Reservations are 4-6 hours

Unit Kick-off Meeting

Inspire Scouts & Families

- Share the impact on the unit's annual program
- Highlight council prizes, weekly raffles, Trail's End gift cards, and any unit-provided incentives



Encourage Participation

- Overcome jitters by sharing tips and providing good examples
- Share how the app makes it easy for parents

Apple Pay



Set Expectations

- Share timelines
- Assign responsibilities
- Create boundaries to protect your popcorn/life balance

Pro Tip...

Check the Training page in the Leader Portal for a PowerPoint Template for your unit kick-off meeting

Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



EARN POINTS

Card Transactions in App and Online Sales

\$1.00 = 1.25 points

Trail's End pays all transaction fees!

Cash

\$1.00 = 1 point

Cash to Credit (f/k/a Pay Now)

Turn **1 point for each (cash) dollar collected into 1.25 points** by using your card and keeping the cash

Bonuses

- **Sell \$500/hour per Scout** for any 2-hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
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

Scout Rewards

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Scout Fundraising

Council Prizes

Trail's End®

Scout Fundraising

One Sale


\$15 min.



A circular patch featuring a cartoon bear character in a forest setting, with the text "MOUNT BAKER COUNCIL" at the top and "POPCORN 2024" at the bottom.

2024 Popcorn Campaign Patch

\$1,300



A collection of prizes including a rectangular shoulder patch with a cartoon bear and "MOUNT BAKER COUNCIL POPCORN 2024" text, a green t-shirt with a "SILVERTIPS" logo, and a black camping hammock.

2024 Council Shoulder Patch plus Two Tickets to Scout Night or a Camping Hammock

\$6,500



A Slammo game kit including a trampoline, a Slammo bag, and three Slammo balls.

Slammo Game Kit

\$750



A glowing green reusable glow stick with a black lanyard.

Reusable Glow Stick

\$10,000



A wooden Great Wolf Lodge gift card with a paw print design and a Visa Debit gift card.

\$500 Great Wolf Lodge or Visa Gift Card


\$4,000



A set of bowling pins and a red bowling ball.

Two Tickets to Bowling Party

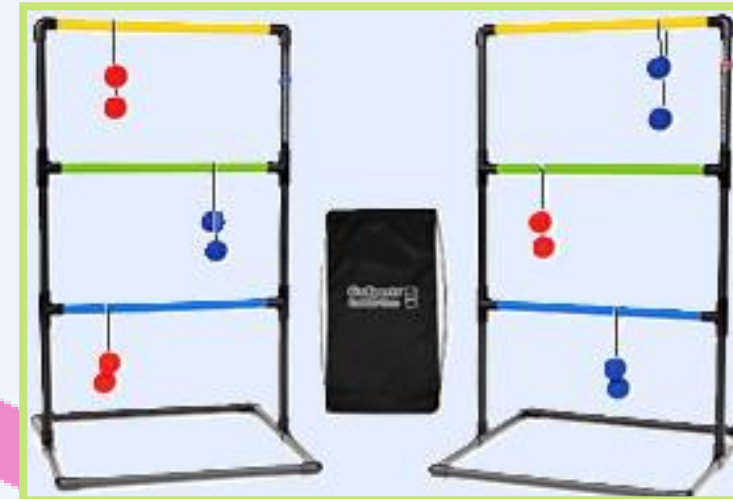
\$20,000



A collection of gift cards including a Universal gift card, a Disney gift card with Mickey Mouse, and a Visa Debit gift card.

\$1,000 Destination or Visa Gift Card

- One winner per district.
- Weekly contests (not just top sellers).
- Announced the preceding Monday
- Contest runs Friday - Thursday
- Drawing occurs each Friday



Each raffle ticket a Scout earns in the season (up to 10 chances) will be entered in the council-wide **Grand Prize Raffle** for a Pac-Man arcade game valued at over \$250!

Weekly Raffles

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Scout Fundraising

Incentive Award for Year-over-Year Sales Growth

Sales Growth Over Prior Year		Unit Award
\$2,500	→	\$200
\$5,000	→	\$400
\$7,500	→	\$600



Unit
Growth
Incentives

Trail's End[®]

Scout Fundraising

sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



Ways to Sell

Site Sales

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming out of stores.
- Best Practice: One Scout and their parent per shift.



Wagon Sales

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.

Online Direct

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!



Storefront Best Practices

One Scout and their Parent - Making \$500/hour a Reality!

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Square mobile card reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. Noes happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Pitch

Ask **EVERY. SINGLE. PERSON.** A person not asked is a person that won't support you.

“Hi, my name is _____ and I'm earning my way
(First Name Only)
to _____. Can I count on your support?”
(Name Your Goal)

If a customer asks how much the popcorn costs, reply,
“Well, what's your favorite flavor? Mine is _____ and
we also have _____, _____, _____, and _____.”

**NEVER, NEVER,
NEVER** ask
customers to buy
popcorn. It's to
support You!



Overcoming Objections

“That’s too expensive.”

“Over 70% stays local to help pay for my camping and adventures.”

“I don’t have cash.”

“That’s okay. I prefer credit card, Apple Pay, Google Pay, or Cash App.”

“I can’t eat popcorn.”

“You can still contribute to Heroes and Helpers. It supports Scouting and the popcorn goes to our military and first responders.”

Even if the customer says no, **ALWAYS** say, “Thank you” and “Have a good day.”



Credit Card

Credit is Best for Scouts

- Safer, easier & higher sales for Scouts!
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use new feature for customers to pay on their device!



NEW

Cash to Credit

(f/k/a Parent Pay Now)

Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

Leaders


- Use their card and keep the cash.
- Available after shift until 11:59pm PT.
- Scouts earn more Rewards.

Products



NEW **Heroes & Helpers Donations**

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.
- *No undelivered Chocolate Pretzels*

Online Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- Orders over \$65 ship free.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.



Return Policy

- Returns may not exceed the lower of:
 - Heroes & Helpers Donations
 - \$2,000
- No need to sand-bag Heroes & Helpers
- No need to manage inventory to \$0
 - *Still need to manage inventory*



Submit Rewards

- Submit Unit's Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.



Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit's bank account on Unit Info page.
 - Click Request Payout.



Council Sale Details

Calendar

June

29 Kick-off

July

1 Online Sales

20 Site Sale Reservations

Aug

2 Orders Due

22 Distribution

23 Site & Wagon Sales Begin

Sept

2 Second Orders Due

13 Second Distribution

Oct

27 Last Day of Sales

28 Undelivered Orders Due

28-30 Return Window

Nov

1 Submit Choice of Tickets or Hammocks

14 Undelivered Order Distribution

15 Submit Gift Cards

22 Release Gift Cards & Money Due

Dec

6 Deliver Prizes and Patches

Jan

TBD Scout Night at Silvertips

Feb

22 Bowling Party for \$4,000+ Sellers

Council Sale Details

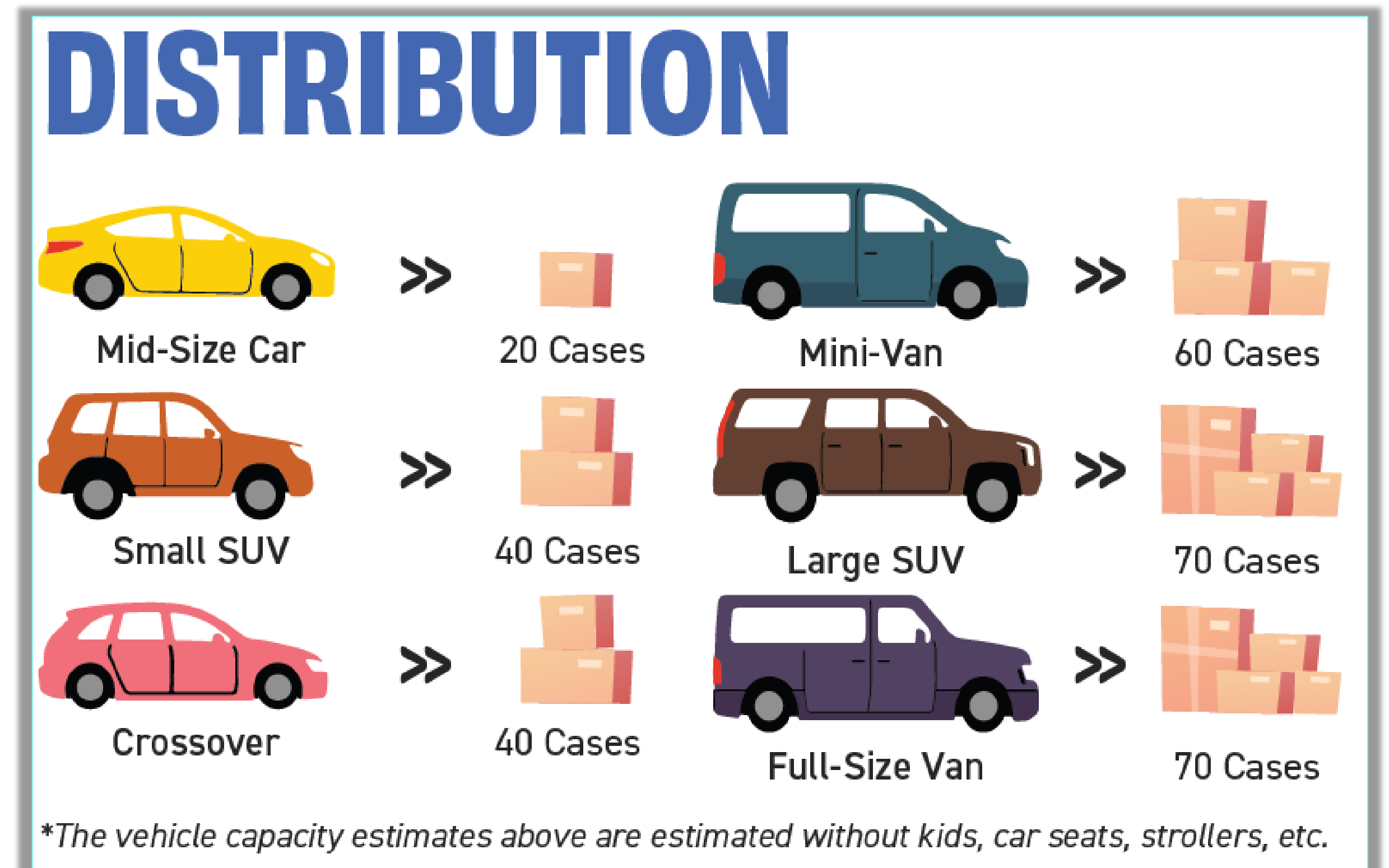
Commission

- 30% base commission on site sale and wagon sales
- 5% bonus commission:
 - ✓ Attend kick-off
 - ✓ Place orders and make payments on time
 - ✓ Submit to your district popcorn kernel by 09/30/24
 1. Copy of unit kick-off meeting agenda or video clip of meeting
 2. Unit's sales goal and per-Scout sale goal
 3. Unit's annual program budget
 - ✓ Sell \$100 more the prior year or at least \$15,000
- 30% base commission online direct sales (no bonus commission)

Council Sale Details

Distribution

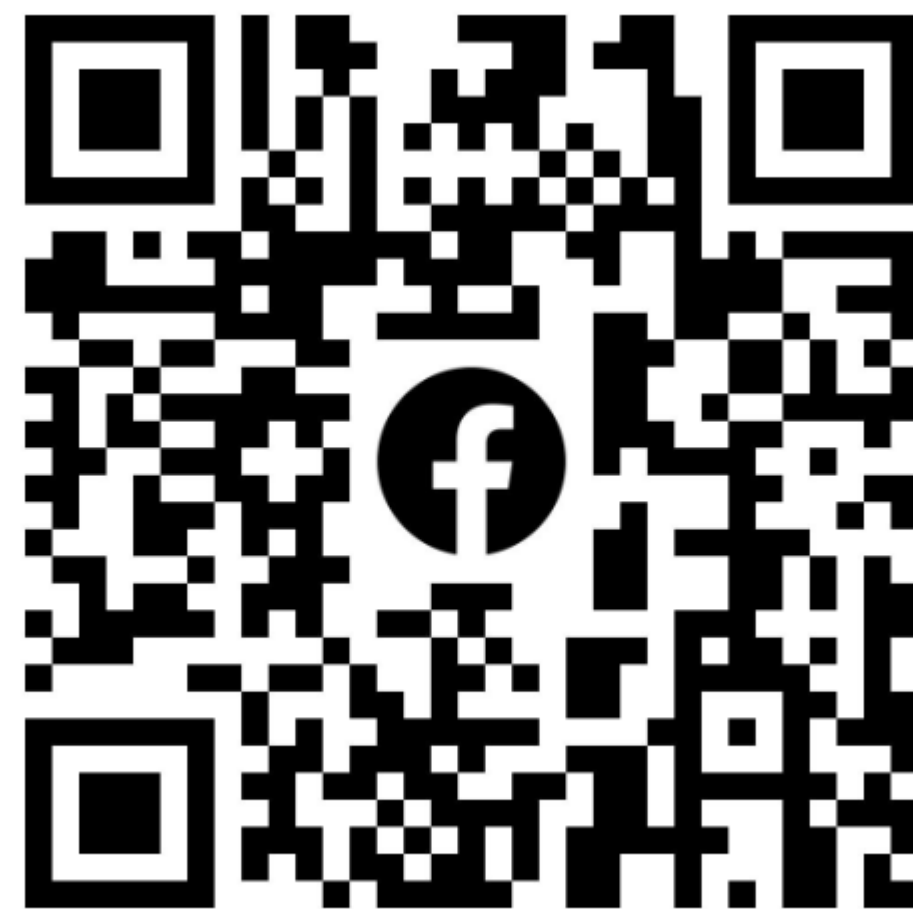
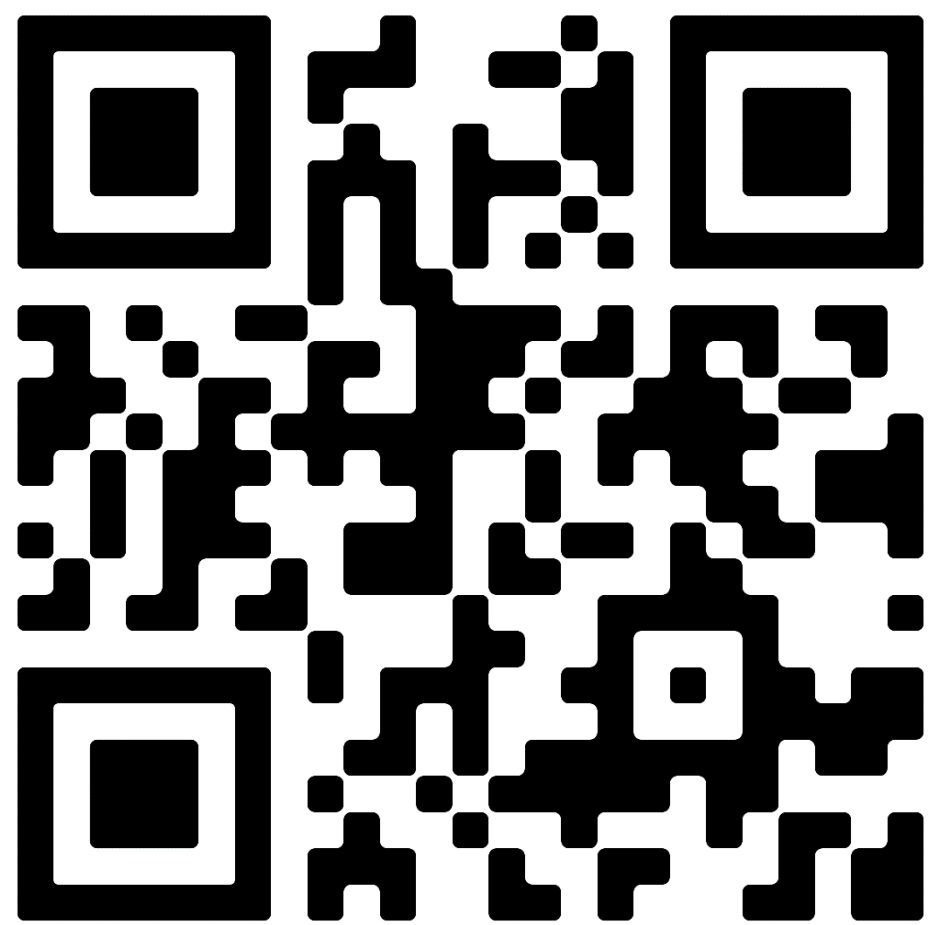
- Thursday, August 22
- Sign up sheet will allow unit to choose a time slot
- Units that volunteer to help sort orders receive priority access
- Be on time of pick up and have enough vehicle capacity



Support

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Trail's End Facebook

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Popcorn Facebook

Communicate with other kernels and get timely council updates (turn on notifications for the Facebook group for best results)



Questions & Answers

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Scout Fundraising

Thank You!