

**PACK 1220**  
**Plano, TX**  
**August 24, 2020**

*Trail's End*®



# WHY POPCORN?



- 70%+ Returned Locally
- Fund our unit's program
- Character development
- Awesome Rewards
- Improve our camps and council resources

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

# WHY POPCORN?

## Fundraising with Popcorn Helps Kids



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

### They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger

# POPCORN = PROGRAM



**Fund all your Scouting related expenses and activities that you want your Scouts to enjoy this year through Popcorn.**

- Advancements & Awards
- Fall/Spring Campouts
- Raingutter Regata
- Turkey Bowling
- Pinewood Derby
- Blue & Gold Banquet
- Supplies/Storage Space
- & More!

**Unit Goal: \$15,000**

**Scout Goals: \$ 500/Scout**

# Fund Your Entire Year!

## How to Sell Over \$1,000 in Under 8 Hours



**5  
MINS**

**PERSONALIZE.** Download the Trail's End App, register an account if you don't already have one, and personalize your account. Set a goal, add pictures, and a short bio telling customers why you're fundraising.

**10  
MINS**

**ONLINE DIRECT.** Utilize the new Autosshare feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year. You can choose from one-time, 30-day, 60-day, and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order Online Direct!

**Pro Tip:** Share your fundraising page through social media, and tag your family and friends.

**\$65  
x 5  
\$325**

**4  
HOURS**

**STOREFRONTS.** Sign up and sell for at least 4 storefront hours in the Trail's End App. 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.

**\$125  
x 4 hr  
\$500**

**3  
HOURS**

**WAGON SALES.** Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. Scouts sell over \$100/hr on average!  
**Pro Tip:** Wear your uniform, and practice your popcorn sales speech.

**\$100  
x 3 hr  
\$300**

**TOTAL SALES \$1,125**

# TRAIL'S END APP

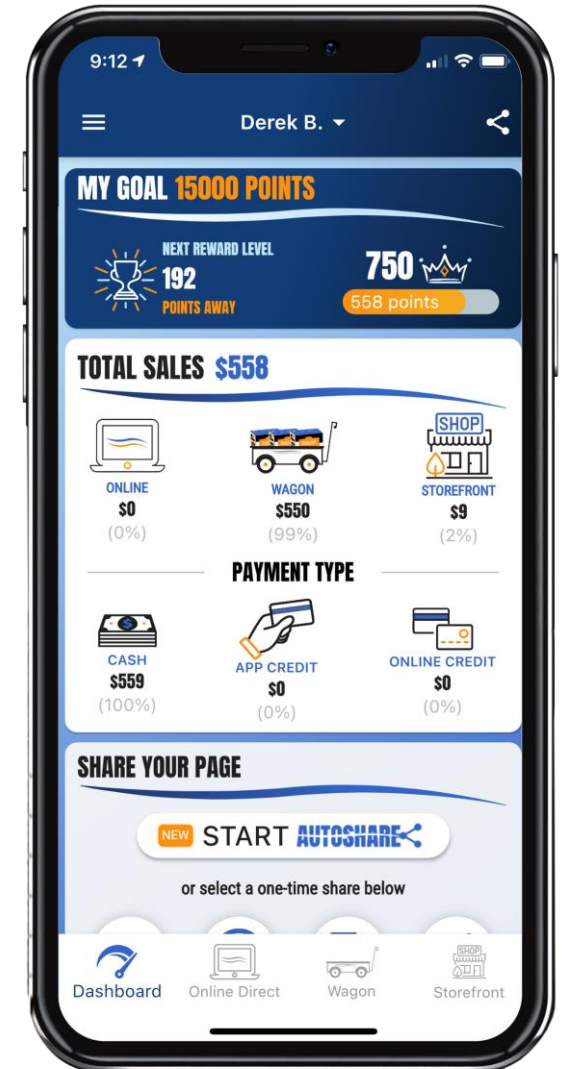


The Trail's End App supports ALL the ways our unit sells:

- 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



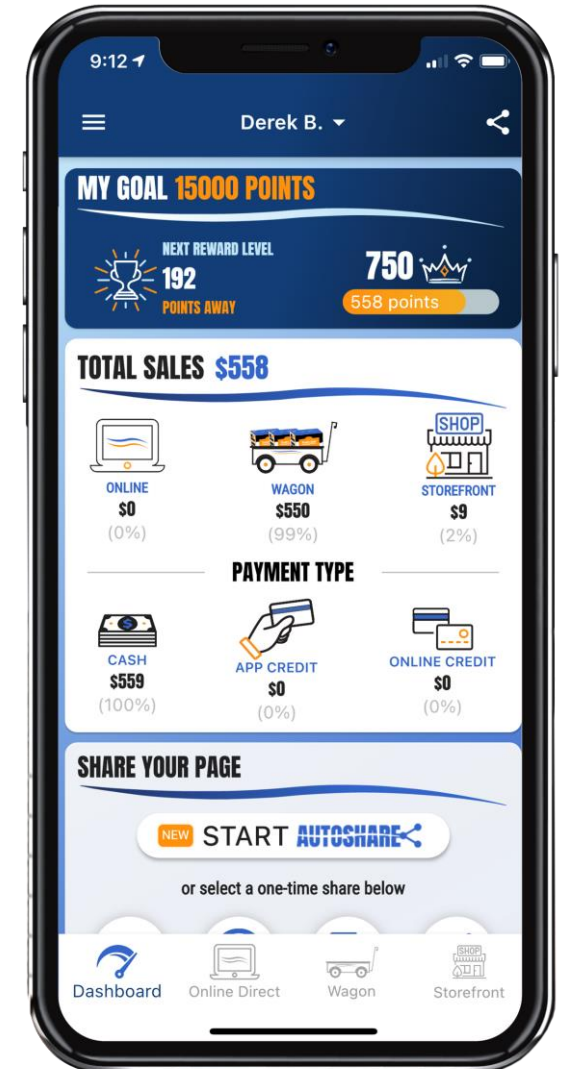
# TRAIL'S END APP



## 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 American Heroes
  - In addition to the one-time donation, Online Direct customers can now choose to support with a monthly donation to American Heroes
  - 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



# LET'S STOP & REGISTER



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!



# TRAIL'S END REWARDS



## Trail's End® REWARDS

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

**1.5PTS**  
**1PT**

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



**1.5PTS**  
**1PT**

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

**Visit the App to Set Your Goal and See All Levels and Reward Ideas!**

- Earn MORE points with Online Direct
- Bonus Rewards Challenges
- Choose the prize YOU want on Amazon.com
- Get prizes faster, delivered to your door

The displayed prices shown are not affiliated by Trail's End. Prices are suggested prices or prices to be purchased with your Amazon.com Gift Card. Participation in activities is subject to program terms at <https://www.trails-end.com/terms>

# 2021 POPCORN PRIZES



Council prizes are cumulative and only earned for sales recorded through the app  
(whether online direct, show & sell, or traditional face-to-face)

## SELL 1 ITEM

Receive a Patch



## Sell \$275...

- Cub Scout receives 2022 Day/Twilight Camp for free OR \$100 towards 2022 Circle Ten Council Cub Scout Resident Camp OR \$100 towards 2022 Circle Ten Council Webelos Resident Camp.
- Scouts BSA/Venturer/Explorer receives \$100 towards 2022 Circle Ten Council Summer Camp OR \$100 towards 2022 NYLT session OR 2022 Winter Camp for free.

## BONUS PRIZES



## Sell \$2,750 to be named an Elite Seller!

Receive \$250 Amazon gift card (from Circle Ten Council)  
and a custom popcorn elite seller CSP for 2021.

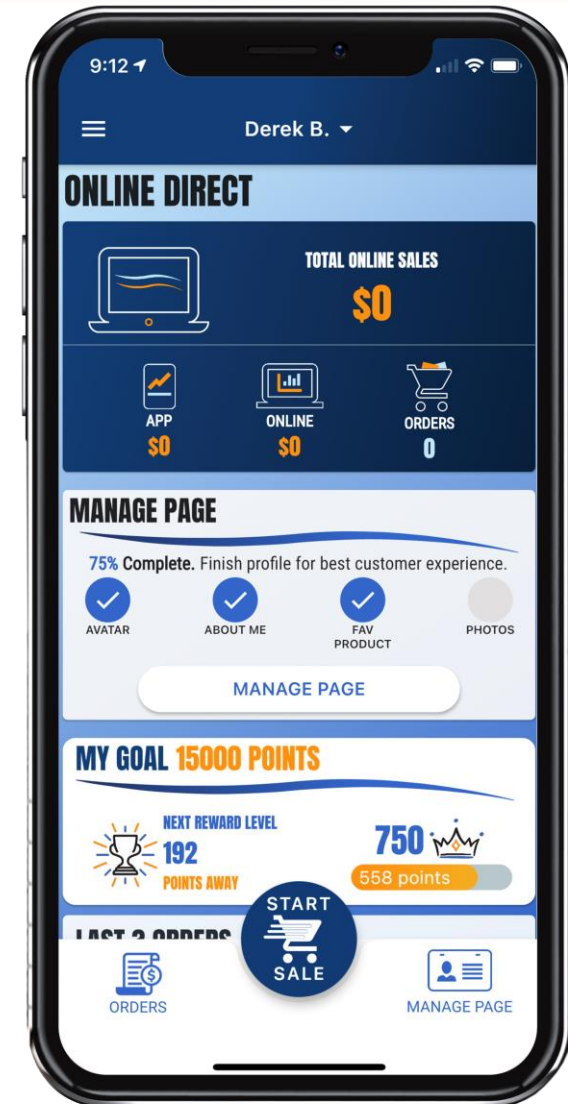


# ONLINE DIRECT



## Easiest & SAFEST Way for Scouts to Sell

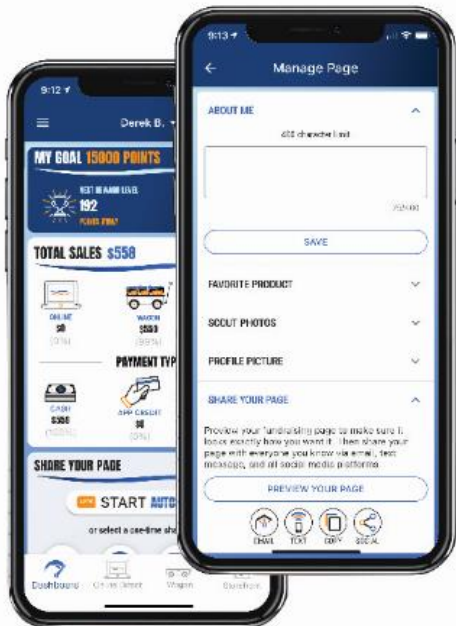
- Scouts Earn **MORE Points** for TE Rewards
- Average Customer Order: Over \$65!
- Online Direct is Available Year-Round
- No Handling of Products or Cash for Scout or Unit
- **New TE App Online Direct Features:**
  - Take in-person Online Direct orders directly in the TE App
  - Text order to customer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



## 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



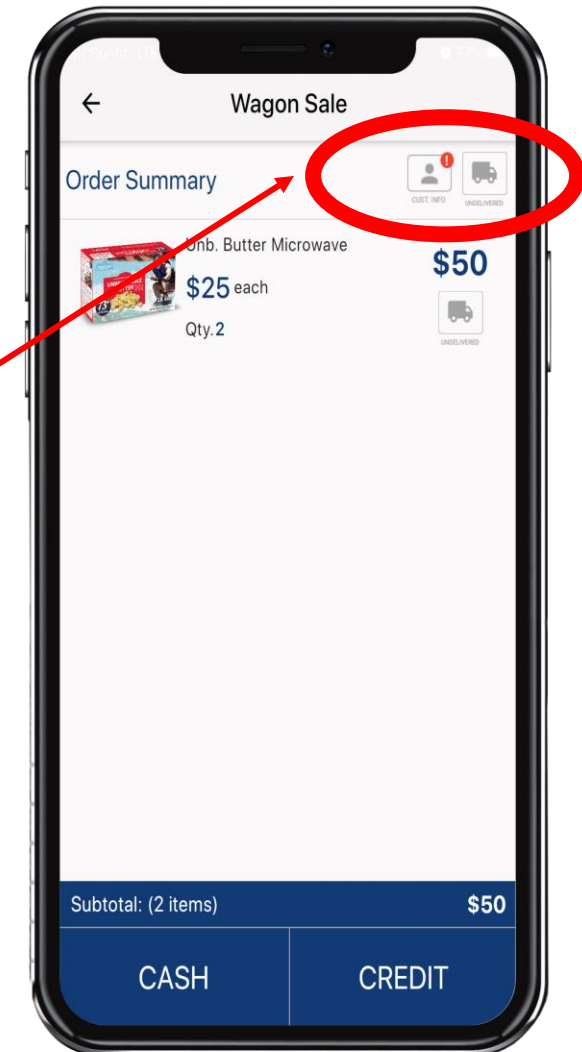
1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) *"Text to Pay" feature for socially distant payments!*
3. Products ship to your customers

# WAGON SALES



## 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

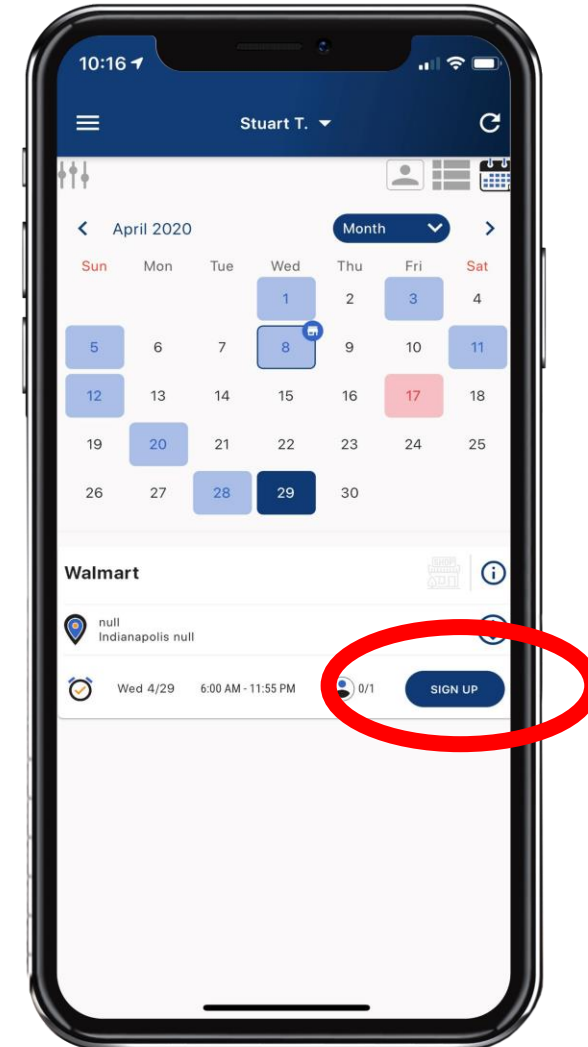


# STOREFRONTS



## 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



## **CREDIT SALES ARE BEST FOR SCOUTS**

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”  
Trail’s End pays for all credit card fees!

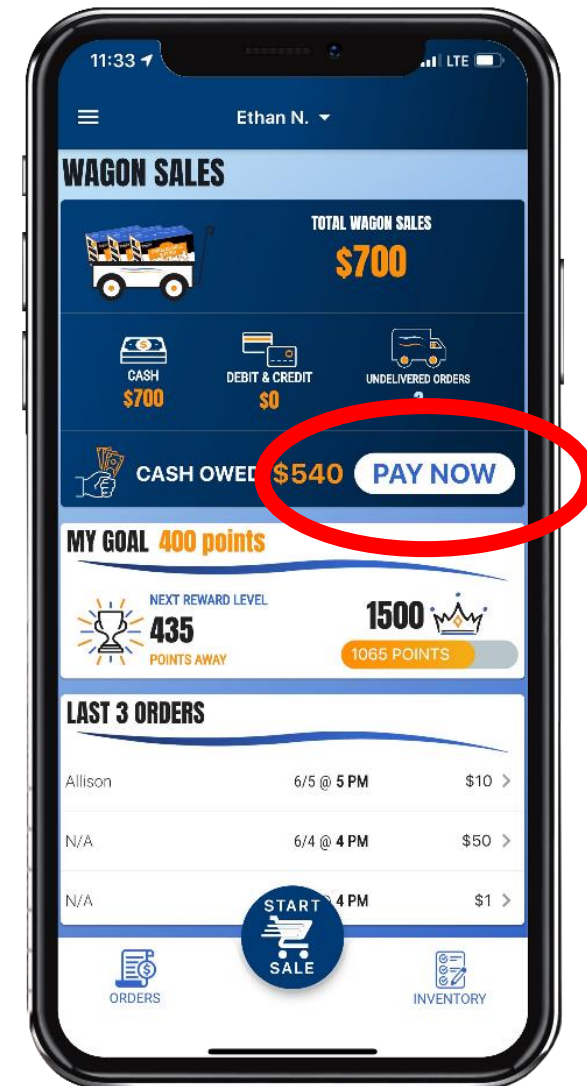
- **Bigger Rewards** – Earn 1.5pts per \$1 sold in the Trail’s End App
- **Safer** – Scouts don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to the unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



## Turn in cash collected from Wagon Sales with 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!**





# 3 Simple Steps to Success



1. Always wear your uniform and introduce yourself with a smile.
2. Practice your popcorn sales speech.
3. Always say “Thank You” even if the customer does not make a purchase.

## **Example Speech:**

*“Hi, my name is <Your Name>! I’m earning my way to summer camp.  
Can I count on your support?”*

Check out these samples Scout videos:

<https://www.youtube.com/user/TrailsEndScouting/videos>

# PRODUCTS - TRADITIONAL

*Trail's End*®



\$40

NEW!

## Sweet & Savory Collection

Over \$29 to local kids\*  
Contains: Milk

- White Cheddar Popcorn
  - Salted Caramel Popcorn
- Comes in a gift box.

**EVEN MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT IN THE APP!**



\$20

## Blazin' Hot Popcorn

Over \$14 to local kids\*  
Contains: Milk



\$25

## Salted Caramel Popcorn

Over \$18 to local kids\*  
Contains: Milk and Soy



\$20

## 12pk Unbelievable Butter™ Microwave

Over \$14 to local kids\*  
Contains: Milk



\$20

## White Cheddar Popcorn

Over \$14 to local kids\*  
Contains: Milk



\$20

## Sweet & Salty Kettle Corn

Over \$14 to local kids\*



Donation Levels  
\$50 \$30

## SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.



\$15

## Popping Corn Jar

Over \$10 to local kids\*



\$10

## Caramel Corn

Over \$7 to local kids\*  
Contains: Soy

## American Heroes Donation Program

When a customer purchases an American Heroes Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, military men and women, their families, and veteran organizations. 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
- 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)!



# KEY DATES

AUG 24 - Start Selling Online Direct

AUG 24 - Storefront Signups Open

SEP 11 - First Storefront Sale

OCT 16 - Last Storefront Sale

NOV 1 - Last Day to earn Rewards Points for  
Online Direct Sales

**TO BE ANNOUNCED:**  
**Pie Your Cubmaster in the Face!**



# SUPPORT

## CONTACT TRAIL'S END SUPPORT

### JOIN OUR FACEBOOK GROUP

Text PARENTFB to 62771 to join

### VISIT OUR WEBSITE

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

### EMAIL US:

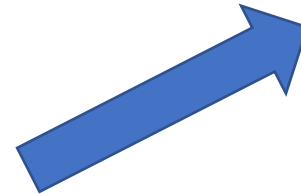
[support@trails-end.com](mailto:support@trails-end.com)

### NEED HELP? VISIT OUR FAQs:

<https://support.trails-end.com>

Visit the \*NEW\* Pack 1220 Popcorn page!!

<https://pack1220.org/popcorn/>



## UNIT CONTACT INFO

**Amy Mitchell**

[amywmitchell@gmail.com](mailto:amywmitchell@gmail.com)

(214)454-6100

**Meghan Medina:**

(903)352-6126

THANK YOU



**Let's Have a Great  
Fundraiser!**

# MULTIPLE WAYS TO SELL

<b>ONLINE DIRECT</b>	<p>Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit. Families setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers 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 they can fundraise year-round!</p>
<b>WAGON SALES</b> <b>Take Order</b>	<p>Each kid collect orders in the app and delivers on hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.</p>
<b>WAGON SALES</b> <b>Door to Door with Product</b>	<p>Involves the kid 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 one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<b>STOREFRONT SALES</b>	<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 child and ONE parent at each shift to cover more shifts during the course of the sale.</p>

Trail's End<sup>®</sup>

