

POPCORN LAUNCH!!

PACK 1220

2022



WHY POPCORN?

Popcorn is the #1 fundraiser for Pack 1220 each year!

- Advancements & Awards
- Fall/Spring Campouts
- Raingutter Regatta / Space Derby
- Turkey Bowling
- Pinewood Derby
- Blue & Gold Banquet
- Supplies/Storage Space
- Website Fees
- Storage
- Organization Recharter



**Popcorn funds everything we do and balances our budget.
If we don't sell popcorn, Pack 1220 doesn't continue!**

POPCORN = PROGRAM

PACK 1220 Goal: \$15,000
Scout Goals: \$300/Scout

- **What will your contribution be?**
Make a commitment and set a goal with your Scout!
- **Average Earning = \$100/hour Selling**
Sell 5 hours to make \$500



3 WAYS TO SELL



Online

Share your link, customers order and it's shipped directly to their house.

Periodically free shipping and free shipping for orders over \$55.



Storefront

Sign up for shifts at local retailer, show up and sell directly to customers



Customer Direct & Wagon

In person, use your App to sell popcorn directly to customers, ships directly to them. Talk to your Kernel if you want to check-out popcorn to sell directly.

All sales run through the Trails-End App!

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!

LET'S STOP & REGISTER

Online Set-up Link:

<https://www.trails-end.com/registration>

1) Click “Parent, on behalf of my Scout”

2) Choose these:

Council- Circle Ten

District- Chisholm Trail

Unit- Pack 1220

- Lots of ways to share: Email custom URL and post to social media.
- All online sales are automatically tracked and are visible online. Track your Scouts Sales & Rewards points on the dashboard.
- All sales online must be completed by **October 16nd**.
- New double authentication this year when you use your app.

TRAIL'S END APP

Get to know the TRAILS END app

If you can buy something from Amazon (and I know you can ;) then you can sell popcorn with the App.

- Text **APPGUIDE** to **62771** to download the App Quick Start Guide
- Once registered set up your profile and set goals. Share your link and start selling online.
- Use the TE App to Sign up for Storefront shift.
- Use your phone/cellular iPad to process all orders through the TE App.
- Sometimes, the app is buggy! If you are ever having trouble with the app, uninstall it and reinstall it. Make sure you are running the most current version.
- Double authentication this year is a new feature



SELLING ONLINE

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

SELLING ONLINE

Easiest & SAFEST Way for Scouts to Sell

- Scouts Earn **MORE Points** for TE Rewards
- Average Customer Order: Over \$65!
- 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
 - 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**



Now Supporting

Brian M

- Pack 1220

How Your Support Helps

Hi Scout Supporters, Please consider supporting Pack 1220 with a popcorn purchase! This year, selling popcorn face-to-face isn't an option but online purchases ship directly to you. Popcorn sales helps us do fun stuff like Campouts, Pinewood Derby and to serve our community through events like Scouting for Food. We hope that you are safe and well in 2020. Thank you for your support!



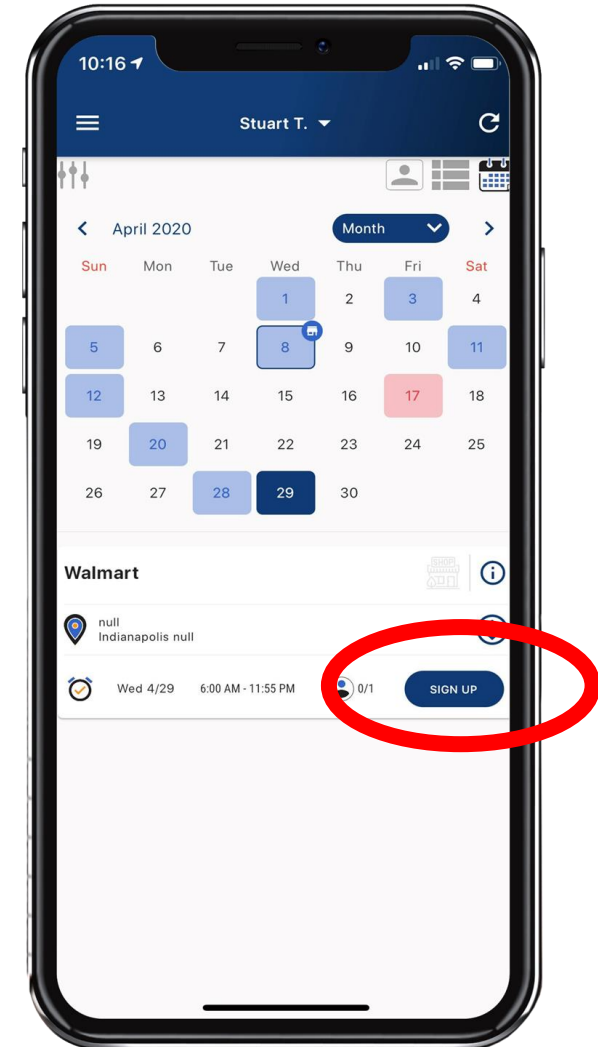
FREE SHIPPING ON ORDERS \$70 OR MORE
EXTRA CHARGES AND EXCLUSIONS MAY APPLY

STOREFRONTS

Sign up for at least 4 storefront shifts!

Fridays & Saturdays, Sept 17th through Oct 16th

- Sign up for shifts inside in the Trail's End App or on trails-end.com
- 2 Scouts work per shift (preferred) – All sales/rewards will be split between those selling at each shift
- Scouts wear your button dress uniform
- Parents are required to stay with their Scout for ALL Ranks.
- Bring your mobile device
- Pack will provide popcorn, table, money and at least one Square Reader to process cards



STOREFRONTS

Storefront Process

- 1) Arrive 10 minutes early to store.
- 1) Starting/Ending Shift Parent will Pick-Up/ Drop off Popcorn Table Materials and transport to/from storage location. This parent will check-out inventory through the App (it's easy!) Experienced parents, please sign-up for first/last shifts – preferred but not required.
- 1) At the start and end of each shift, parents complete a shift report (popcorn & money count) to hand off responsibility to the next shift
- 1) Communicate with other parents and Popcorn Team if you cannot make your shift or need support!

STOREFRONT SALES SHIFT REPORT

Store: _____ Date: ____/____/____

Item Description	Qty	Item Description	Qty
Item 1		Item 5	
Item 2		Item 6	
Item 3		Item 7	
Item 4		Item 8	

10 AM SHIFT - SIGNOUT

Popcorn Team Member: _____ Parent Name: _____

10AM - 12 PM SHIFT Parent Name: _____

Signature: _____ Starting Cash: \$ _____

Item Description	Qty	Item Description	Qty
Item 1		Item 9	
Item 2		Item 10	
Item 3		Item 11	
Item 4		Item 12	

12PM SHIFT CHANGE

10AM - 12 PM SHIFT Parent Name: _____

12PM - 2PM SHIFT Parent Name: _____

Signature: _____

Item Description	Qty	Item Description	Qty
Item 1		Item 9	
Item 2		Item 10	
Item 3		Item 11	
Item 4		Item 12	



CREDIT / DEBIT

CREDIT SALES ARE BEST FOR SCOUTS

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

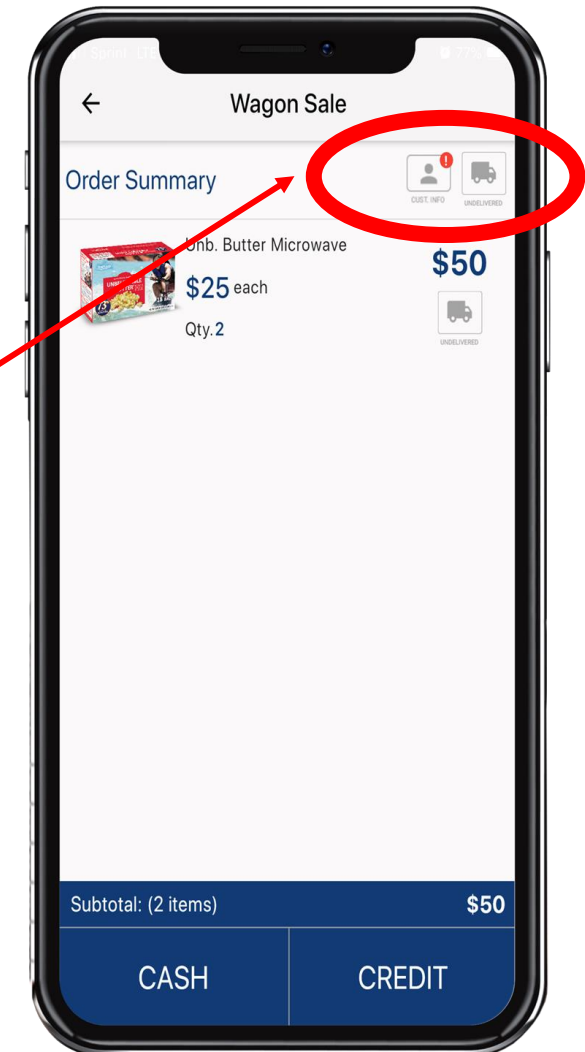
- **Bigger Rewards** – Earn 1.25pts per \$1 sold in the Trail’s End App
- **Safer** – Scouts don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to the unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



WAGON SALES / DIRECT

You can start taking orders now!

- Sell door-to-door with the App
 - 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
- Talk to your Kernal if you want to Check-out popcorn to sell on your own. Pack 1220 preferred method is to order from app and ship to customer.



TRAIL'S END REWARDS



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

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
- This image offers *suggested* prizes available at those prize points (not actual prizes)



IN ADDITION TO TRAIL'S END REWARDS, EARN THESE COUNCIL-LEVEL 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 \$375...

**Cub Scout receives 2023 Day/
Twilight Camp for free OR
\$100 towards 2023 Circle Ten
Council Cub Scout Resident
Camp OR \$100 towards 2023
Circle Ten Council Webelos
Resident Camp OR ONE free
registration fee to attend**

- Cub Scout Cuboree or Cub Scout Adventure Day, or
- Parent N Pal (Cub Scout fee only), or
- Gold Rush, or
- Fish N Fun, or
- Chilloree, or
- Webelos Woods/Webelos Outdoor Weekend

The activity incentive can only be used for ONE Circle Ten Council activity.

**Scouts BSA/Venturer/Explorer
receives \$100 towards 2023
Circle Ten Council Summer
Camp OR \$100 towards 2023
NYLT session OR ONE free
registration fee to attend**

- 2023 Winter Camp, or
- The Gathering, or
- Rendezvous, or
- Aqua Adventures, or
- Single weekend of Triple Play, or
- Final Countdown, or
- Camporee, or
- Webelos Woods/Webelos Outdoor Weekend

Sell \$3750...



**Sell \$3750 to be
named an Elite Seller!
Receive a \$375
Amazon gift card
(from Circle Ten
Council) and a custom
popcorn elite seller
CSP for 2022.**

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



PRODUCTS – Storefronts



EVEN MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT IN THE APP!

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.

Donation Levels: **\$50** **\$30**

** Additional assortment available through online sales including Jerky, peanuts, etc. Chocolate products ordered online will not ship until the weather is cool, usually Oct.

DONATIONS

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)!



Direct Donations to Pack 1220

If someone offers a donation directly to the Pack, you may accept them. However, Scouts are not allowed to directly solicit donations for the Pack. Please log the amount of any donations you receive, track those donations on the Storefront shift report and turn in all monies at the end of your shift. Direct-to-the-Pack donations are not logged in the Trail's End App and Scouts do not receive any rewards points.

KEY DATES

NOW - Start Selling Online

NOW - Storefront Signups Open

SEP 17 - First Storefront Sale

OCT 16 - Last Storefront Sale &

Last Day to earn Rewards

Points for Online Direct Sales

We will have storefront shifts every weekend leading up to our October campout.

INCENTIVES

Sell ONE bag = toss a water balloon to a leader

Meet goal = Pie in leaders face

Top 3 sellers = Goodie Containers

Most No's = 'Kernal of No' hat

Top selling Den will earn a pizza party!!



SUPPORT

UNIT CONTACT INFO

Kernal: Jennifer Allison (214) 356-8836

OR

Meghan Medina: (903) 352-6126

Lauren Whitlock (214) 683-7478

TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text PARENTFB to 62771 to join

VISIT OUR WEBSITE

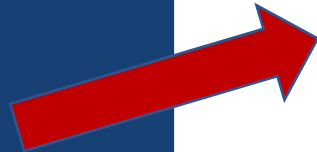
www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

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



Visit the ***NEW*** Pack
1220 Popcorn Page!!

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



Pack 1220

Hedgcoxe Elementary School, Plano, TX

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