

Trail's End



Pack 671

2020 Popcorn Kickoff

August 2020



WHY POPCORN?

Trail's End®



- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Awesome Scout Rewards
- Improve our camps and council resources

OVER **\$4 BILLION** Returned to SCOUTING SINCE 1980

FUNDRAISING HELPS SCOUTS

Trail's End[®]



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Over 73% supports our local Scouts**
- Personal growth program with BSA advancement opportunities
- Earn Amazon.com Gift Cards
 - Millions of prize choices
 - Scouts buy prizes they want

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

PRODUCTS - TRADITIONAL

Trail's End[®]



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS



\$35

Cheese Lover's Collection

Over \$22 to local Scouts*
Contains Milk

- White Cheddar Popcorn
 - Blazin' Hot Popcorn
- Comes in a gift box.



\$25

Salted Caramel Popcorn

Over \$17 to local Scouts*
Contains Milk and Soy



\$20

Blazin' Hot Popcorn

Over \$14 to local Scouts*



\$20

White Cheddar Popcorn

Over \$14 to local Scouts*
Contains Milk



\$15

Unbelievable Butter[™]

Over \$10 to local Scouts*



\$15

Popping Corn Jar

Over \$10 to local Scouts*



\$10

Caramel Corn

Over \$7 to local Scouts*
Contains Soy

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

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



Donation Levels

\$50

\$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!

DONATIONS

Trail's End[™]



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 **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states





POPCORN SALES KIT

Trail's End™



11 x17 cardstock of products available

Post-It Note Door Hanger

 **Support Scouting,
Buy Popcorn!** 

**YOUR CONTACT-LESS PURCHASE
HELPS SCOUTS:**

learn money management	become decision makers	develop business ethics	fund adventures
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MY NAME _____

MY SCOUT CODE _____

SUPPORT ME AT _____

POPCORN PRODUCT LINEUP

NEW! TWO BIG BAGS

Trail's End CHEESE LOVER'S COLLECTION
Over 73% popcorn
Includes: White Cheddar & Blazin' Hot
Contains 14lb
\$35

Salted Caramel Popcorn
Contains 14lb and 5oz
\$25

NEW! BIG BAG

Blazin' Hot Popcorn
Over 73% popcorn
Contains 14lb
\$20

BIG BAG

White Cheddar Popcorn
Over 73% popcorn
Contains 14lb
\$20

• White Cheddar Popcorn
• Blazin' Hot Popcorn
Comes in a gift box.

**SUPPORT SCOUTS WITH A DONATION
TO OUR AMERICAN HEROES!**
Send a gift of popcorn to our first responders,
military men and women, their families,
and veteran organizations.

NEW! BIG BAG

Unbelievable Butter™ Popcorn
Over 73% popcorn
Contains 14lb
\$15

NEW!

Popping Corn Jar
Over 73% popcorn
Contains 14lb
\$15

Caramel Corn
Contains 5oz
\$10

Products & pricing subject to availability and change. © 2020 Trail's End™. All rights reserved.

LET'S STOP & REGISTER

Trail's End[®]



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!

CREDIT / DEBIT

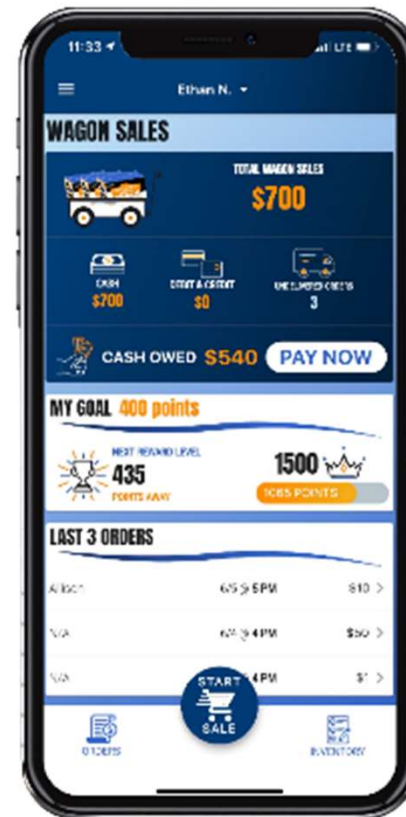
Trail's End™



Turn in cash collected from Wagon Sales with **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

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



TRAIL'S END REWARDS

Trail's End[™]



Trail's End[™] REWARDS
 Earn amazon.com Gift Cards and choose the prize **YOU** want

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.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS
NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

Points	Reward	Points	Reward
6,000 pts	Earn a \$450 Amazon.com Gift Card	1,750 pts	Earn a \$70 Amazon.com Gift Card
5,000 pts	Earn a \$375 Amazon.com Gift Card	1,500 pts	Earn a \$60 Amazon.com Gift Card
4,000 pts	Earn a \$300 Amazon.com Gift Card	1,250 pts	Earn a \$50 Amazon.com Gift Card
3,500 pts	Earn a \$250 Amazon.com Gift Card	1,000 pts	Earn a \$40 Amazon.com Gift Card
3,000 pts	Earn a \$200 Amazon.com Gift Card	800 pts	Earn a \$30 Amazon.com Gift Card
2,500 pts	Earn a \$100 Amazon.com Gift Card	600 pts	Earn a \$20 Amazon.com Gift Card
2,000 pts	Earn an \$80 Amazon.com Gift Card	400 pts	Earn a \$10 Amazon.com Gift Card

SIGN IN & SET YOUR GOAL
 Text APP to 62771 to download the app

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SCOUTS EARN DOUBLE ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

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

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to your door

COUNCIL INCENTIVES

Trail's End



Council Online Contests

3 contests – winner of each receives a \$100 Scout Shop gift card!

1. Best Video Sales Pitch
2. Online sales in all 50 states!
3. Lucky Number 10,000

More info at www.neic.org/popcorn.

Popcorn Patch

Each Scout who sells popcorn will receive our 2020 participation patch!

\$850 Sellers Club

Invitation to exclusive day of fun at Camp Crown!

- Bike pump track, shooting sports, climbing wall, and more!
- Spring 2021 – date(s) TBD



PACK INCENTIVES

Trail's End[®]



Pie-In-the-Face

Earn a chance to throw a whipped cream pie into the face of our Assistant CubMaster and CubMaster!

Sell \$400+ = Assistant CubMaster

Sell \$650+ = CubMaster



* One pie per scout / per threshold

POPCORN BUCKS

\$10 for Every \$100 Sold

For every \$100 of popcorn you sell, you'll earn \$10 to be used for any Pack activity. Popcorn Bucks can be used to pay for Scout's family attendance at Pack events.

They must be used while scout is a Cub Scout, and cannot be carried over from Cub Scouts into Boy Scouts.



SAFETY GUIDELINES

Trail's End



Northeast Illinois Council Guidelines

- Applies to Site Sales and Wagon Sales
- Check for Symptoms
- No Out of Town Travel
- Follow Guidelines
 - Facemasks and Socially Distant
 - Limit Participants
 - Use Bluetooth Card Reader, if CC Payment
 - Have Hand Sanitizer Available
 - Frequent Sanitizing of Product/Display



View the full guidelines at www.neic.org/popcorn.

SUPPORT

Trail's End[™]



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text SCOUTFB to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.support.trails-end.com

UNIT CONTACT INFO

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Rebecca.dionne@outlook.com

Enter Name: Andrea Cherubini, (224) 639-0432

cherubini14@msn.com

Scouts	APP	Link to download the Trail's End App
	APPGUIDE	App Quick Start Guide for Scouts (PDF)
	MYPLAN	How to Sell \$1,000 Social Distancing (PDF)
	SCOUTFB	Link to join the Trail's End Scout Parents Facebook Group
	REWARDS	Trail's End Rewards Flyer (PDF)
	ORDERFORM	Take Order Form (PDF)

QUESTIONS

Trail's End[®]



**“Popcorn is too expensive—
people won’t buy it, and I don’t
understand why it costs so
much.”**

**“Why can’t I just write a check
instead of selling popcorn?”**

**“You don’t have any lower-priced
items. The expensive products are
too hard to sell.”**

THANK YOU

Trail's End[®]



Have a Great Fundraiser!

AMERICA'S POPCORN SALE - FUNDING ADVENTURES!

OVER \$4 BILLION BACK TO SCOUTING SINCE 1980