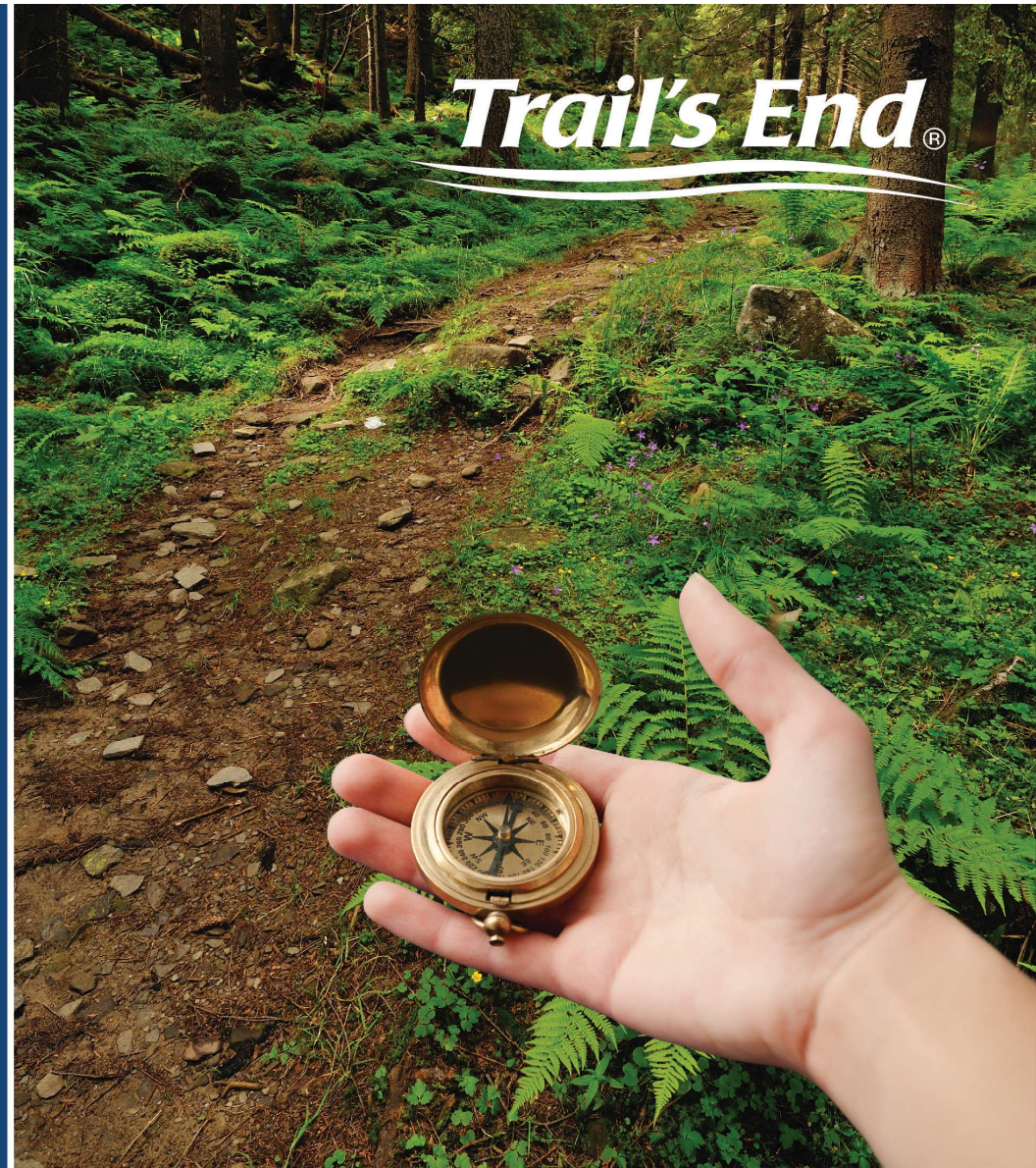


Pack 671

2021 Popcorn Kickoff
August 30, 2021



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.

- Yearly Membership Dues
- Boys Life Magazine
- Advancements & Awards
- Camping Trips
- Hikes
- Blue & Gold Banquet
- Christmas Party
- Pinewood Derby
- & More!

Unit Goal: \$15,000

Scout Goals: \$750 (each)

Fund Your Entire Year!

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

Trail's End[®]

**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

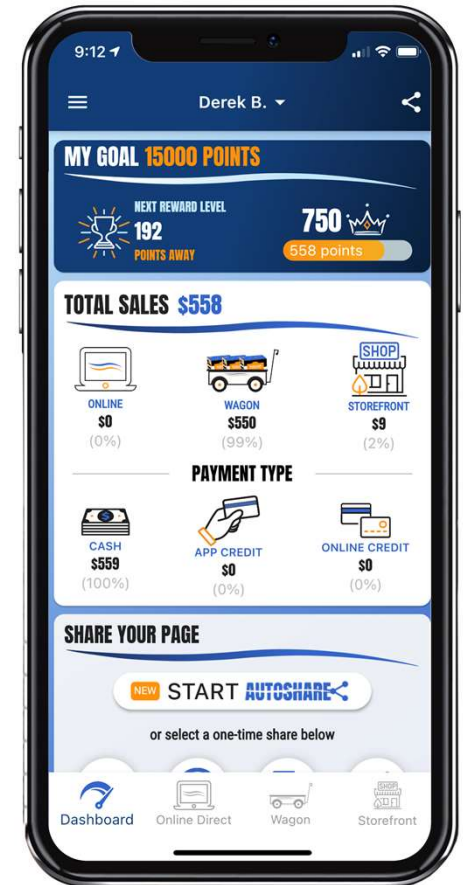


The Trail's End App supports **ALL** the ways our unit sells:

- 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



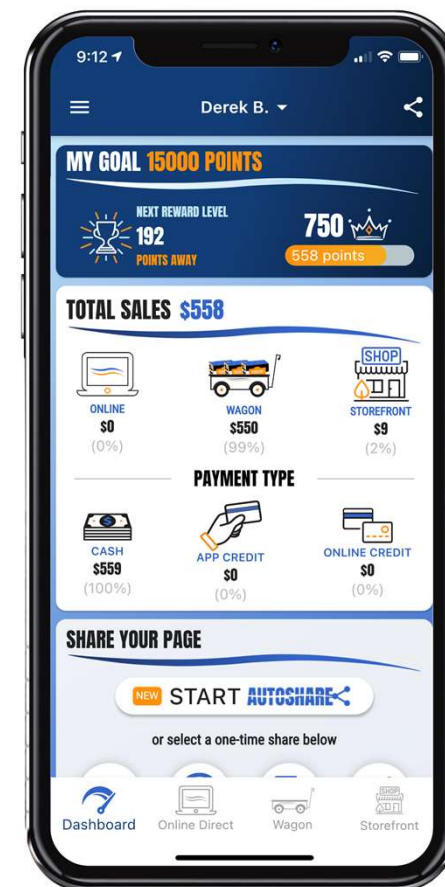
TRAIL'S END APP



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



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



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



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



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



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



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



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



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



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



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



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



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



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



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app



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

1PT PER EVERY \$1 SOLD
CASH

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

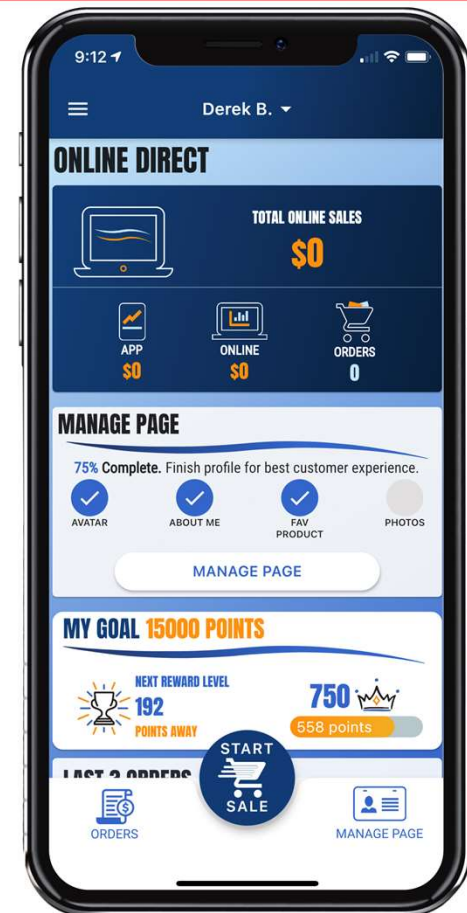
- Earn MORE points with Online Direct
- Bonus Rewards Challenges
- Choose the prize **YOU** want on Amazon.com
- Get prizes faster, delivered to your door

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



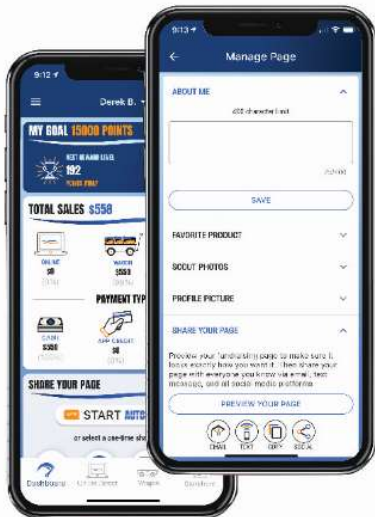
ONLINE DIRECT



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



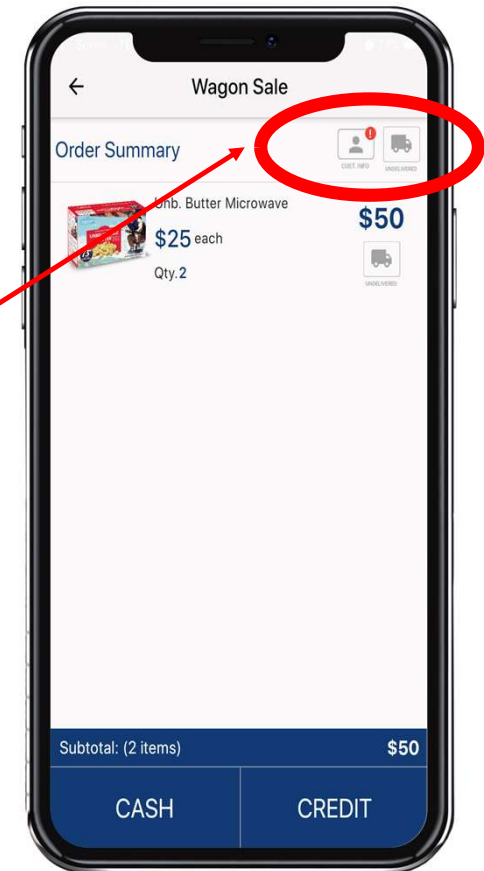
1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)
"Text to Pay" feature for socially distant payments!
3. Products ship to your customers

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

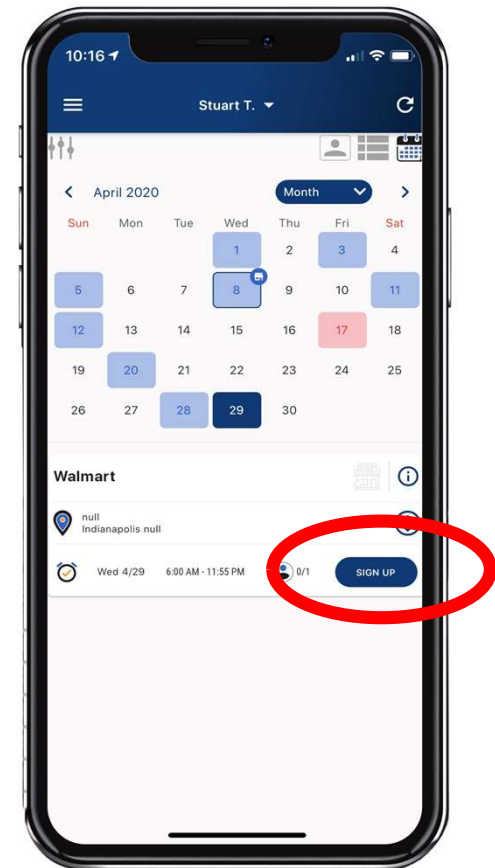


STOREFRONTS



Sign up for at least 2 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 / 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 1.5pts 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



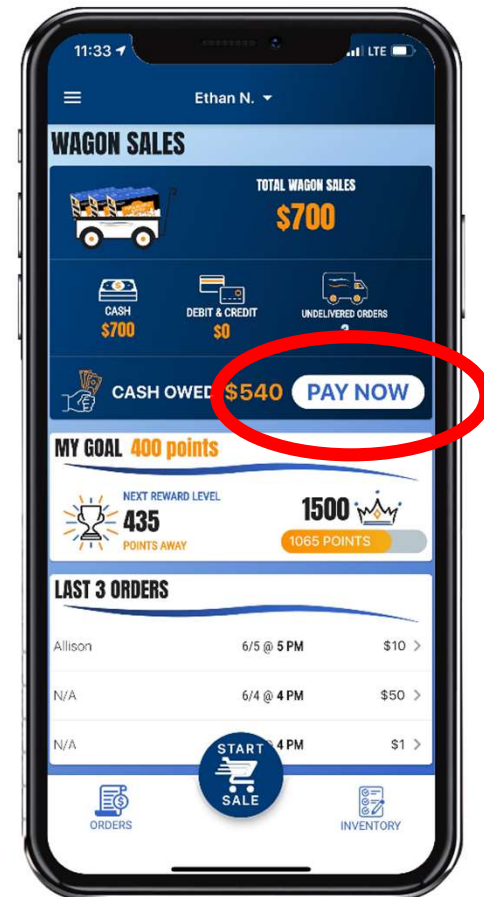
CREDIT / DEBIT



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? All of the popcorn is delicious, and you’ll help fund many adventures in Scouting. If you don’t have any cash, don’t worry, I can take credit cards!”*

PRODUCTS - TRADITIONAL

Trail's End[®]



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!**



Milk Chocolate Pretzels

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



Salted Caramel Popcorn

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



12pk Unbelievable Butter™ Microwave

Over \$14 to local kids*
Contains: Milk



White Cheddar Popcorn

Over \$14 to local kids*
Contains: Milk



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.



Popping Corn Jar

Over \$10 to local kids*



Caramel Corn

Over \$7 to local kids*
Contains: Soy

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)!



KEY DATES



Online Direct & Wagon Start
Storefront Signups Live
Popcorn Pick Up for Pre Orders/Kits
First Storefront Sale
Last Day to Return Wagon
Last Storefront Sale
Popcorn Party

NOW

August 31

September 10 & 11

September 18

November 1

October 24

TBD

KEY DATES



Popcorn Pick-up: **Dionne Home**

1489 Vineyard Drive, Gurnee

Friday, September 10 4 to 7 pm

Saturday, September 11 2 to 5 pm

COUNCIL INCENTIVES



Chicago Wolves Popcorn

(Date/time TBD)

\$750 sellers get one free ticket.

\$2,500 sellers get two free tickets and a Wolves hat

\$5,000 sellers get two premium tickets, Wolves replica jersey, Wolves hat, name recognition on matrix board.

Start the Sale Strong: 100 Bonus Points

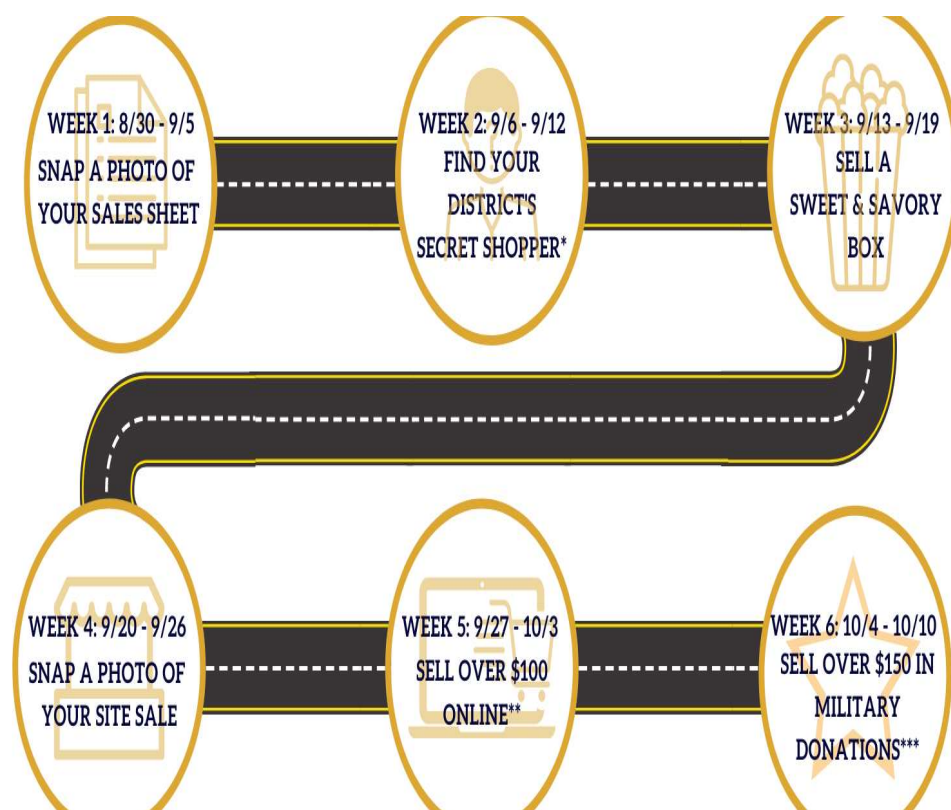
Earn 100 bonus points if you make \$500 in the first 2 weeks of the sale (September 11 - 25) through online and credit card sales. Points will be added to your Amazon.com gift card.

Popcorn Patch

Every Scout who sells popcorn in 2021 will receive our 2021 participation patch!

COUNCIL INCENTIVES

Trail's End®



Take the popcorn six-week challenge for six chances to win!

Scouts who sell popcorn in 2021 are invited to take part in our six-week challenge!

Designed to jump start the sale and get Scouts excited about selling popcorn, the six-week challenge features a different sales goal every week. All Scouts who send a photo of themselves completing that week's goal will be entered to win an RC car valued at \$100. **This gives Scouts SIX chances to win an RC car!** We will announce the winner of the RC car every Monday on our [IHUB Popcorn Channel](#). **Photos should be emailed to robert.sinda@scouting.org.**

PACK INCENTIVES



Pie-In-the-Face

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

Sell \$250+ = Assistant Cubmaster Rivera

Sell \$500+ = Assistant Cubmaster Stevens

Sell \$750+ = Cubmaster Gutzke

Sell \$1000+ = Committee Chair Bedwell

* 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,

AMERICA'S POPCORN SALE - FUNDING ADVENTURES!

OVER \$4 BILLION BACK TO SCOUTING SINCE 1980

SUPPORT



CONTACT 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>

UNIT CONTACT INFO

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THANK YOU!

