

A group of four children are outdoors in a natural setting, possibly a forest or field. One child in the center is using a magnifying glass to look at something on the ground. Another child to the right is holding a long stick. A girl on the left is looking down at something in her hands. A fourth child is partially visible in the background. The image has a dark overlay with white text.

2022 POPCORN KICKOFF!

PACK 671
August 27, 2022

Trail's End

WHAT ARE WE SELLING...

Trail's End

KETTLE CORN & WHITE CHEDDAR
GIFT BOX *New*



CHOCOLATEY PRETZELS



SALTED CARAMEL



POPPING CORN



WHITE CHEDDAR



SWEET AND SALTY KETTLE CORN



12PK UNBELIEVABLE BUTTER
MICROWAVE



CARAMEL CORN



Trail's End



SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

Custom
amount

NOTE: Chocolatey Pretzels not available until later in the season due to temperatures.



**Become
Decisions Makers**



**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS OUR SCOUTS LEARN:

- ✓ How to help others around them
- ✓ Public speaking and math skills
- ✓ Salesmanship and perseverance
- ✓ How to earn their own way
- ✓ The value of hard work
- ✓ How to work as a team toward a common goal

AND...

- Team up for wagon sales in your neighborhood
- Visit family and friends
- Have fun at site sales
- Earn rewards for their hard work
- Get to do fun activities with the Pack

PACK 671 REWARDS



Every one of your sales also benefits the Pack. Money from popcorn sales helps us...

- Celebrate – Party for Popcorn sellers!
- Pie a Leader based on sales
- Discount the cost of Pack activities such as:
 - Camping
 - Blue & Gold Banquet
 - Pinewood Derby
- What would YOU like to do as a Pack with popcorn money?

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

TRAIL'S END REWARDS

Earn points for each sale as credit toward an Amazon gift card.

- Set a goal – what do you really want??
- Really, you can pick ANYTHING! It's Amazon!
- Work towards that goal – SELL POPCORN!
- Site sales increase YOUR sales.
- The MORE you sell, the MORE you earn
- Get prizes faster and delivered directly to you.

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WHAT IS YOUR GOAL?

Trail's End



A person wearing a multi-colored striped t-shirt is sitting in a black camping chair. They are holding binoculars to their eyes and looking upwards with a smile. To their left is a red and black backpack. The background is a blurred outdoor setting. The image has a dark overlay with a red vertical line on the left side.

A SUCCESSFUL SALE

Trail's End

TIPS & TRAINING

CREATE A SALES PITCH – MAKE IT ENGAGING & ENERGETIC!

- Set a GOAL!
- Plan how many sales you need to reach your goal.
- Determine who you will ask.
- Sign up for a storefront sale (site sale)
- Always wear your uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk or driveway.
- Ask mom/dad to take the Order Form to work.

*Remember, 2 out of 3
people will buy when
they are asked!*

MORE TIPS & TRAINING

MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Introduce yourself (first name only) and where you are from.
"Hello, my name is Brian and I am from Pack 671."
- Let them know what you are doing.
"I'm selling popcorn to earn my way to..."
- Close the sale.
"Can I count on your support?"
- Practice your sales pitch with mom, dad or siblings.

Remember, be polite and always say "Thank You", even if the customer does not buy anything.

A Successful Sale

Trail's End

FUND YOUR YEAR!

HOW TO SELL OVER \$1000 IN UNDER 8 HOURS

5

MINS

PERSONALIZE: Download the Trail's End App, register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

4

HOURS

STOREFRONT: Sign up and sell for at least 4 hours. The average Scout sells over \$125/hr at storefronts!

$\$125$
 $\times 4hr$
 $\$500$

10

MINS

ONLINE DIRECT: Utilize the Autosshare feature to ask prior customers and phone contacts to support your adventures again. The average customer orders over \$65 when they order Online!

$\$65$
 $\times 5$
 $\$325$

3

HOURS

WAGON SALES: Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. The average Scout sells over \$100/hr!

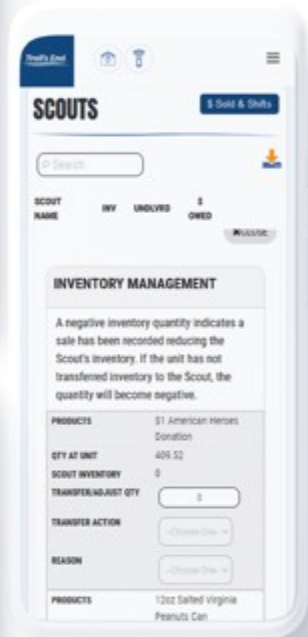
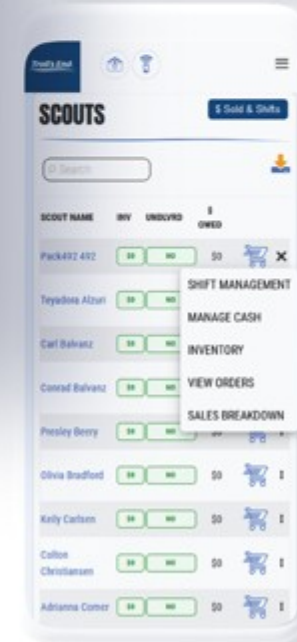
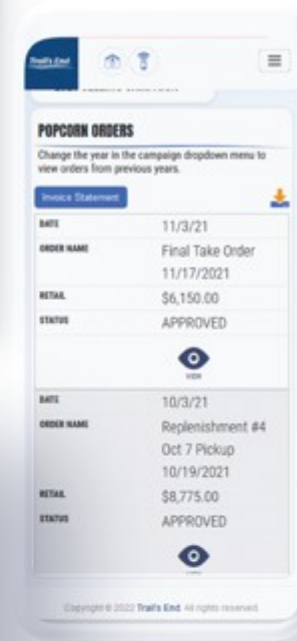
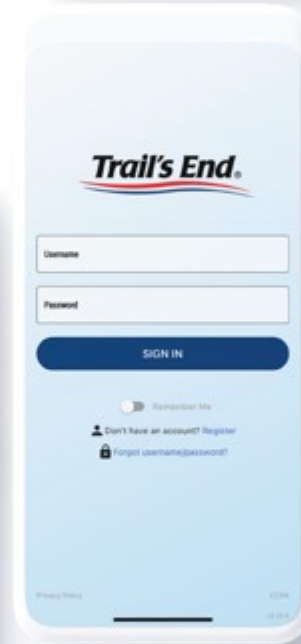
$\$100$
 $\times 3hr$
 $\$300$

TOTAL SALES OVER \$1,125

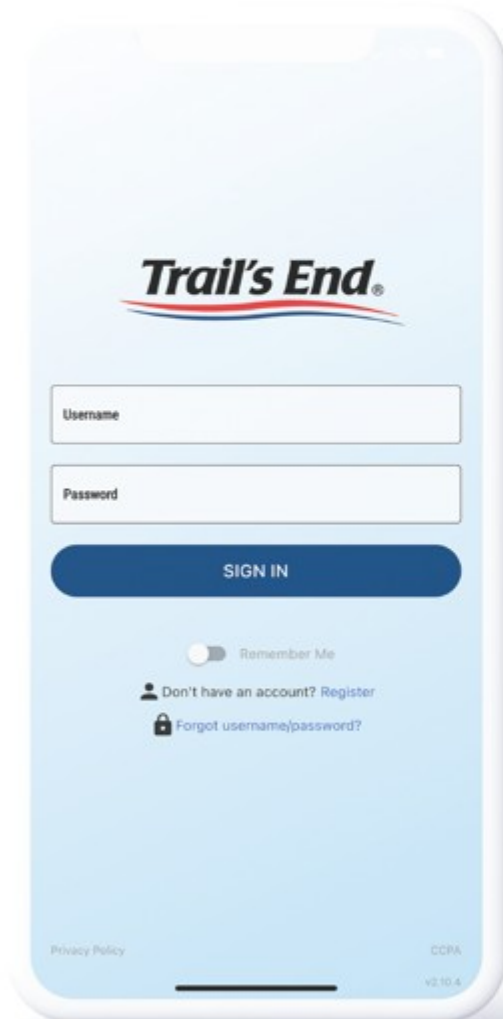
2022 TRAIL'S END TECHNOLOGY

aka

BORING STUFF
FOR PARENTS
ONLY



Trail's End App



AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

- Council
- District
- Unit

1

Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2

Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the bottom of the screen.

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



ONLINE DIRECT



Easiest & SAFEST Way for Scouts to Sell

- Scouts Earn **MORE Points** for Trail's End 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 Heroes and Helpers: Fund your entire year with just 5 sales of \$19+ monthly donations
 - Generate a QR code to share with your customers



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



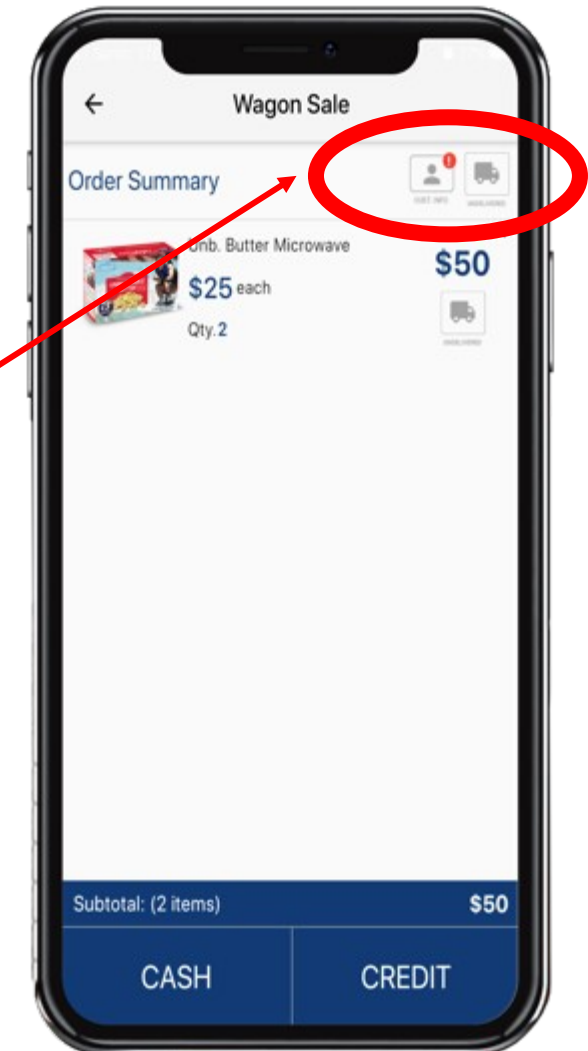
1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)
"Text to Pay" feature for socially distant payments!
3. Products ship to your customers

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
- Sell to friends & family
- Ask parents to sell at work
- *Be sure to wait until you see that the transaction is complete before you leave.*

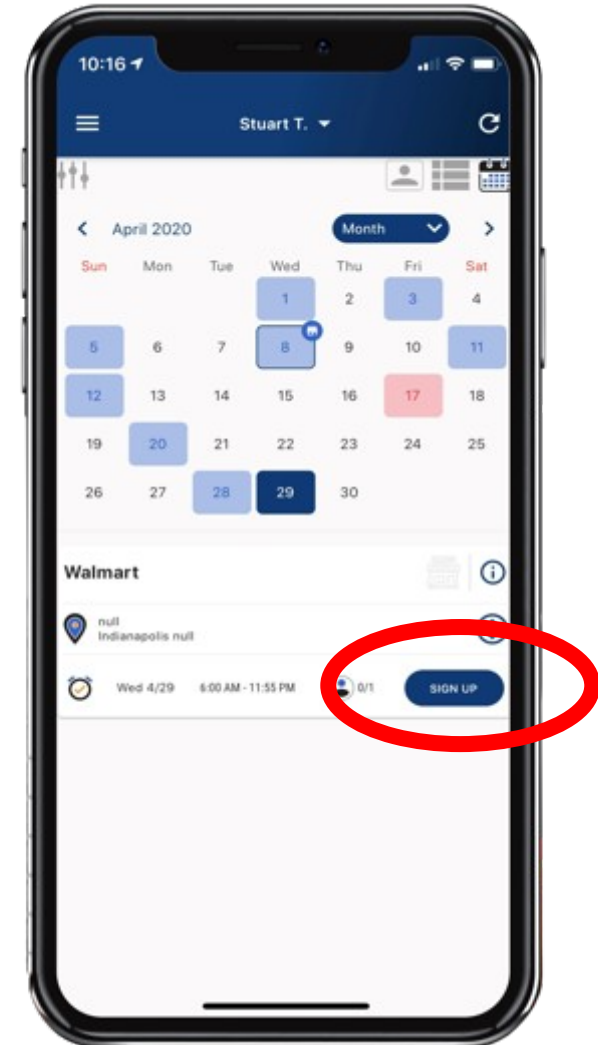


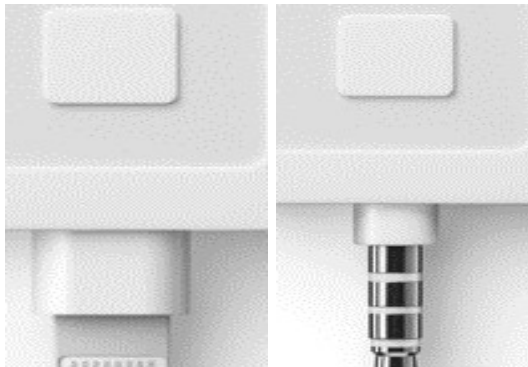
STOREFRONTS



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
- Remember to tell customers, "We prefer credit/debit!"
 - Customers spent 27% more with credit cards versus cash in 2019
- *Be sure to wait until you see that the transaction is complete before the customer leaves.*





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

Trail's End App



ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader)

Type in the customer's card information.

Magstripe Reader (Android)

Swipe reader plugs into headphone jack.

Lightning Reader (Apple)

Swipe reader plugs into lightning jack.

Bluetooth Reader

Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



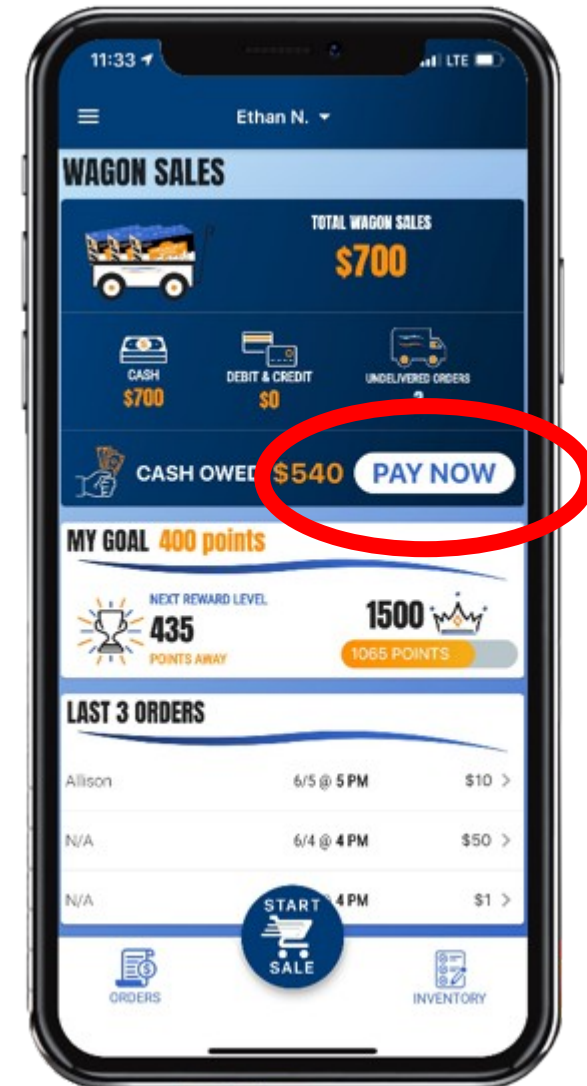
CREDIT / DEBIT



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!



KEY DATES



Online Direct & Wagon Start
Storefront Signups Live
First Storefront Sale
Last Day to Return Wagon
Last Storefront Sale
Popcorn Party

NOW

NOW

September 3

October 12

October 14

TBD

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

Enter Name: Monica Iversen
mforte84@gmail.com
(847) 207-6077

Enter Name: Charlene Kress
mswebraven@gmail.com
(224) 944-3697

A background image of four children in a forest. A girl with long blonde hair is on the left, looking down. A boy with curly hair is in the center, looking down. A boy with dark hair is on the right, looking down. A girl with curly hair is in the background, looking down. They are all wearing brown vests and are surrounded by trees and foliage.

HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at support.trails-end.com

Get peer support 24/7 in the Trail's End Parent Facebook Group
www.facebook.com/groups/TEScoutParents

Trail's End

A photograph of a family camping in a wooded area. Four children are sitting in a green and white striped hammock, smiling. In the background, there is an orange and white tent. The image has a dark overlay.

THANK YOU

Trail's End