



BSA Safety Moment Weather

- Know the forecast before you leave to sell popcorn
- Prepare for the types of weather hazards that are associated with your area
- Double check weather conditions on the day of your show-n-sell or door-to-door
- You may never encounter a weather hazard but it is always good to be prepared



Our theme this year ties directly to our Scouts. We want to ensure everyone has the opportunity to fund their adventure -Mission: Poppable!

WORD OF THE SALE: POSITIVITY!

[POZ-I-TIV-I-TEE]

The state or character of being positive: a positivity that accepts the world as it is. Something positive.





Management



Goal Setters





Entrepreneurs



WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS YOU

BENEFITS:

- Personal growth program that can be applied to advancement opportunities and service projects.
- · Earn Amazon.com Gift Cards
 - Millions of prize choices.
 - · Buy prizes you want.

LEARNING EXPERIENCE:

- · 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.
- To be part of something bigger.

Why Popcorn?



FUNDING YOUR ADVENTURE!

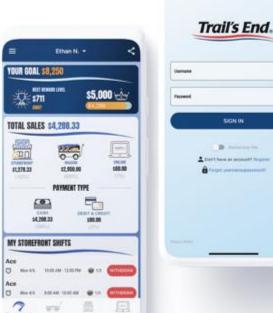
- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Rayado & NYLT)
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold

- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

#PoweredByPopcorn

2022 TRAIL'S END TECHNOLOGY TOTAL SOLUTION TO THE CONTROL SOLUTION TO THE CONT



☐ Sell \$3,000 → Earn \$250

Sell \$2,500 → Earn \$200

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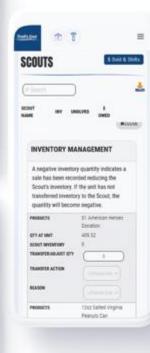
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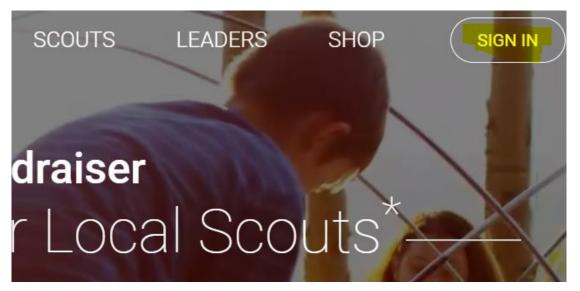


Unit Leader Portal



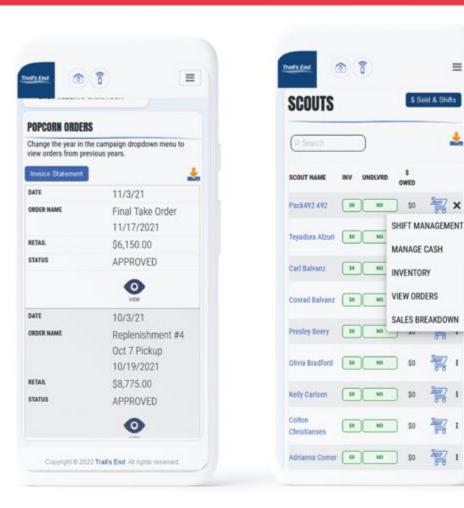
- The Unit Leader Portal is now mobile friendly where units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.
- Trails-end.com for access to unit leader portal.

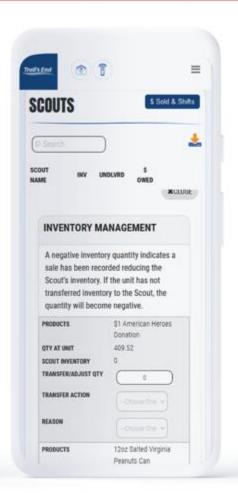




Unit Leader Portal







All functionality built for mobile.

 \equiv

\$ Sold & Shifts

MANAGE CASH

INVENTORY

VIEW ORDERS

SALES BREAKDOWN

Trail's End App





AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

- Council
- District
- Unit

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.

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



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

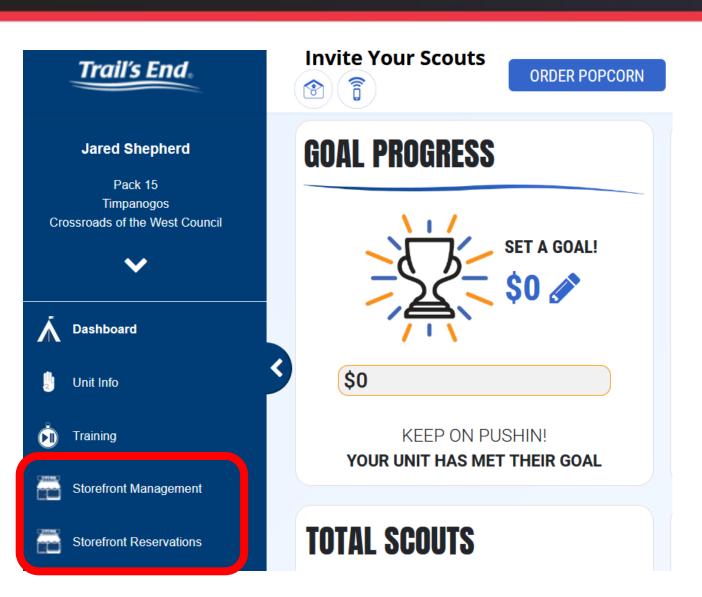
Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

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.



Trail's End Storefronts







Trail's End Storefront Scheduling







Trail's End has booked top retailers FOR YOU!

(Examples: Lowe's, Walmart, your largest grocery chains)

Your unit doesn't have to spend time booking stores

Trail's End has pre-loaded top selling Units and their stores into the system

Easily managed through Leader Portal & the App



Trail's End Webinars



- Registration site is open for training!
- New and existing unit kernels are encouraged to attend.
- The first session launched on July 9.

Register at: https://www.trails-end.com/webinars

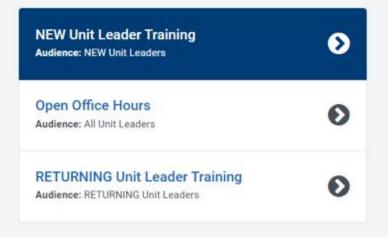
Trail's End Webinars



Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!



NEW Unit Leader Training

Join us for a detailed training of not only Trail's End technology but also hear directly from other Unit Leaders and Scouts themselves on best tips & tricks for this year's sale.

Audience: NEW Unit Leaders

DATE	DAY OF WEEK	TIME ET	
2022-07-09	Saturday	01:00 PM	REGISTER
2022-07-13	Wednesday	06:30 PM	REGISTER
2022-07-23	Saturday	12:00 PM	REGISTER

Open Office Hours



Have a question or a few? Swing by our Trail's End Popcorn Community Facebook page every Wednesday starting Wednesday, July 27th at 7:00 pm ET through Wednesday, November 9th and we'll be LIVE to help answer any questions.

Open office hours are in addition to the Customer Support email (support@trails-end.com) and Social Media platform support outlets provided.

Direct sales managers Email: Ryan.Lundberg@trails-end.com

TRAIL'S END REWARDS





TRAIL'S END REWARDS

BUY THE PRIZES YOU WANT WHEN YOU EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS

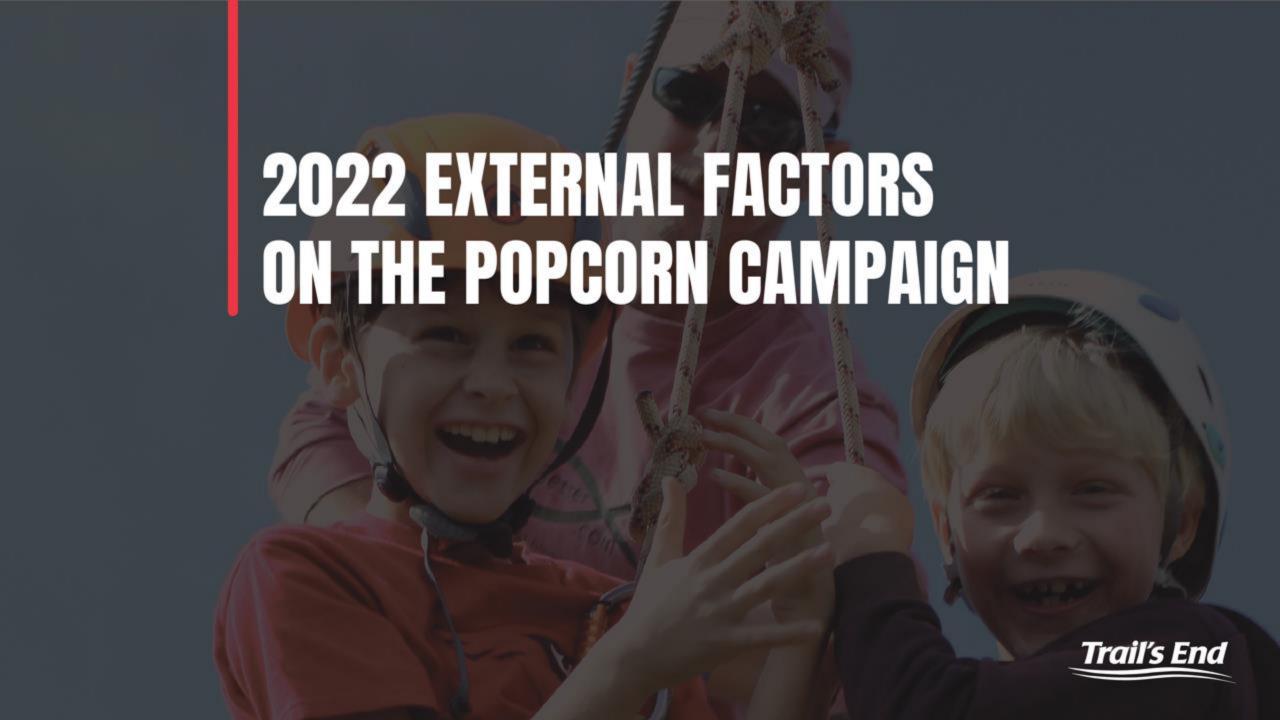
- You get to buy the prizes you want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and Online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivated kids through the app.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

POINTS	GIFT CARD		
17,500	10% of total		
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		

^{*} Council participation may vary. Participation indicates asset to program terms at: https://www.trails-end.com/terms



Economic Factors



Product cost increases since January 2020:

	Increase %
Item	01/2020 - 11/2021
Corn	54%
Oil	45%
Paper	36%
Film	30%
Corrugate	26%
Labor	25%

Economic Factors



The opening price point of \$5 in 1980 equates to an opening price point of \$16.98 in 2021.

2010

- An opening price point of \$15 on the 9oz Caramel Corn will raise your total sales.
- Real Council example in 2021 vs 2019 (app product sales):

	<u>2019</u>	<u>2021</u>	
Caramel Corn price:	\$10	\$15	
Sales per Scout:	\$598.03	\$715.33	
Caramel Corn items Sold:	31,334	12,980	
Total Items Sold:	137,613	103,377	
Total Selling Scouts:	4,063	2,835	
Caramel/Scout items Sold:	7.71	4.58	
Items/Scout Sold:	33.87	36.46	
AOV:	\$21.18	\$24.18	



Traditional Products























Additional Online Products *







2022 Product Allergens



	ALLERGENS OTHE			THER				
PRODUCT	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	VEGAN	KOSHER
Chocolatey Pretzels	С	С	С	х	х	х		YES
Salted Caramel Popcorn	С	x	С	х	х	х		YES
White Cheddar Popcorn	Х	x	С	х	х	х		YES
Sweet & Salty Kettle Corn	Х	x	С	x	х	х		YES
Blazin' Hot	X	x	С	х	х	х		YES
12pk Unb. Butter Microwave			С					YES
Popping Corn							YES	YES
Caramel Corn	С	x	Х	х	х	X	YES	YES
Beef Jerkey								
Dark Choc. Salted Caramels	С	x	С	х	х	С		YES
Honey Roasted Peanuts				С	X			
Peppermint Bark	С	x	С	х	х	x		
Frosted Snowflake Pretzels	С	С	С	х	X	х		

C - Product contains allergen

X - Product does NOT contain allergen, but is produced in a facility that handles Soy, Wheat, Milk, Peanuts, Tree Nuts, and Eggs



Ordering



START YOUR FUNDRAISER RIGHT NOW!

PLACING ORDERS

- Login at www.trails-end.com.
 - Contact support@trails-end.com if you do not know your username and password.
- Click the blue "Order Popcorn" button at the top of the dashboard once you login to the leader portal.
- 3. Ordering will only be available after Council enters the delivery site and opens ordering.
- 4. Click "Choose Delivery" and select site.
- Enter quantities for each type in the Adjustment column or use "Auto Populate" button up top left to put in total \$ amount of order and it will divide out the order based on Council history
- 6. Click SUBMIT.
- 7. You will receive an email confirmation once Council approves the order.



FIRST SALE ON US

TRAIL'S END WANTS TO BE YOUR FIRST CUSTOMER!

1. What is it?

Trail's End wants to provide your Scouts and Scout parents with their first experience of the Trail's End App. The Trail's End App is where Scouts record all sales (cash and credit), set their goals, sign up for storefront shifts, claim their Amazon.com Gift Cards, and more! Because your Unit and Scouts are new to Trail's End, we would like to be the first customer for each of your Scouts. This promo runs from Aug 1 to Sep 15, 2022. See details in 'How To' section.

2. Benefits to Scout

Scouts download the Trail's End App, create their account, and learn how to record a sale. Your Scouts learn how to record a sale and become familiar with the App. Through this promo and the first sale from Trail's End, Scouts will receive Rewards credit towards earning their Amazon.com Gift Cards.

3. Benefits to Unit

The Trail's End App provides real-time tracking and reporting of sales, inventory, and storefront registrations. All credit card transactions through the Trail's End App are free – paid for by Trail's End. Your Unit will earn bonus commission through this promo. For example, a \$10 sale at 30% commission equals a \$3 Unit commission per Scout who takes advantage of this offer.

4. How to:

- Share this promo with your Scouts / Scout parents.
- Scouts download the Trail's End App.
- Scouts create an account remind them of your Council name, District, and Unit.
- · Scouts navigate to the Wagon Sales screen.
- Scouts click Start Sale, select one 'First Sale On Us' product, and checkout by choosing Cash.
- On Sep 16, 2022, Trail's End will credit your Unit invoice for the amount due for this promo.









2022 Lincoln Heritage Council Dates



IMPORTANT DATES		
August 15	Show-n-Sell Order Due	
August 26 – 27	Show-n-Sell Order Distribution	
September 12	Replenishment Order Due	
September 20 – 21	Replenishment Order Distribution	
October 23	Take orders due	
November 11-12	Take order pick ups	



36% Base Commission without prizes

33% Commission with prizes

Council Contact Info



Sarah Flowers 502-400-5362 Sarah.flowers@scouting.org

Lauren Kern 502-400-5370 Lauren.kern@scouting.org

Matt Drexler 502-376-0484 Matt@HawkeyeSecurity.US

Or reach out to your District Kernel or District Executive.



Get peer support 24/7 in the Trail's End Popcorn Community Group www.facebook.com/groups/TEPopcornCommunity

Trail's End



A Successful Sale



TIPS & TRAINING

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

- Practice your sales presentation.
- Introduce yourself (first name only) and where you are from.
 - "Hi sir, my name is Brian and I am from (local unit)."
- Let people know what you are doing. "I'm earning my way to Summer Camp."
- Close the sale.

"Can I count on your support?"

 Credit card sales are best for the Unit. Tell your customers

"We prefer credit/debit."

MORE EXAMPLES:

"Hi, My name is Savannah with (local unit). I am helping my Council raise money for camp scholarships as well as earning my own way to summer camp. Can I count on your support?"

"Hi, my name is Alex with (local unit). I am fundraising for my Eagle Project as well as earning my way to summer camp in Switzerland. Can I count on your support?

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

A Successful Sale



MORE TIPS & TRAINING

MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have mom and/or dad take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.

- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Share what you're doing and how you're helping others through the program!



Ways to Sell



ONLINE DIRECT

Online Direct sales are easier than ever for you 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.

WAGON SALES

Take Order

Collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' coworkers, friends, and family.

WAGON SALES

Door to Door with Product

You are bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home.

STOREFRONT SALES

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.

