

The logo features the text "Trail's End" in a white, italicized serif font, followed by a registered trademark symbol (®). The text is centered and framed by a red dashed line that forms a horizontal oval shape. Four yellow popcorn kernels are placed along the top and bottom of this oval. Below the oval, a thick red swoosh and a thin white swoosh underline the text.

Trail's End®

2024 POPCORN SALE

POP GUN



WELCOME TO YOUR “POP GUN” MISSION BRIEFING





Safety Moment

“Iceman, reminds us not to be dangerous”



WHAT ARE WE REALLY SELLING?

Trail's End®



SCOUTING

ADVENTURE



**COMMUNITY
SERVICE**



**FUTURE
LEADERS**



“NOT expensive popcorn - Popcorn is a Thank You for their support!”

KEY TIPS TO SUCCESS

Trail's End®

- **Storefront sales = success**
- **Units with a majority of youth in the app are the most successful**
- **Youth who sell using the app are more successful**

BENEFITS & IMPACT

Trail's End®

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

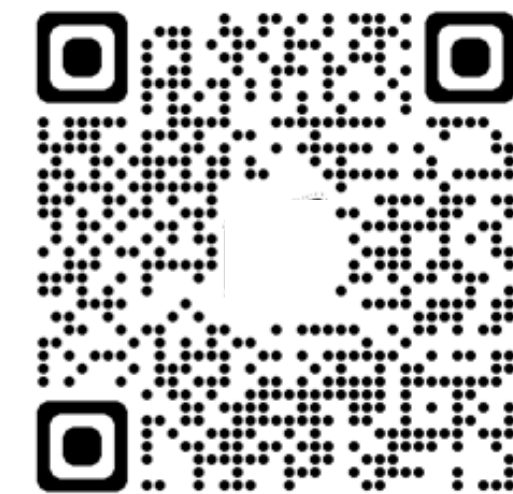
Scouts Earn

The Scouts will love the REWARDS!!

- Millions of choices with Amazon gift cards!



Fund your Units Adventures



Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures trips
- Equipment needs
- Advancement
- Annual dues

2024 Sale Highlights

Trail's End®

New

- Higher base commission
- Higher maximum commission
- All Scouts are enrolled in Trail's End Rewards
- All new Scouts receive a pouch of popcorn with QR code to sign up to sell
- Chocolatey pretzels available on second order (9/24)
- Eliminated - 24 count box of sea salt popcorn

Not Changing

- Product retail pricing
- Return Policy (can return up to 25% of total order)

TIMELINE

Trail's End®

Show N Sell

Friday, August 9 – Unit Show and Sell orders due by midnight

Wednesday, August 21 – Show and Sell order delivered

Friday, September 6 – Unit second order due by midnight – ***Chocolate product available for order***

September 13-15 – Council Blitz Weekend #1 (product TBD)

Tuesday, September 24 - Second order delivered

October 11-13 – Council Blitz Weekend #2 (product TBD)

Friday, October 18 – Last day to accept full case returns

Take Order & Closeout

Friday, November 1 – Unit take orders due by midnight

Monday, November 4 – LHC take order due to TE by midnight

Wednesday, November 13 – Take order delivered

Monday, December 2 – Final Payment Due

Saturday, January 4 – Spin To Win Event



COMMISSIONS

Trail's End®

34% base (all units included in Trail's End Rewards)

Plus...

+2% if 75% of youth in a sell at least one item using the app.

+2% If you book and sell at least 15 storefronts.

And...

+2% if a unit sells \$10k

+3% if a unit sells \$20k

+4% if a unit sells \$30k

+5% if a unit sells \$40k

43% Total Possible Commission!

Product Images

Trail's End®



\$25



\$15



\$25



\$20



\$20



\$25



\$30



Scout Incentives

Trail's End®

All Scouts:

- **Patch:** Every Scout who makes a sale gets a patch
- **Trail's End Rewards:** Points system that awards Scouts with Amazon gift cards for various levels of sales. This is above and beyond commission that the unit earns and is \$0 cost to the unit

Scouts who sell at least \$500:

- **Marshmallow shooter**

Scouts who sell at least \$2,500:

- **Spin To Win event:** At the conclusion of the sale, all Scouts who sell more than \$2,500 will get to attend the Spin To Win event. Each \$2,500 sold gets the Scout one spin. Prizes include electronics, Legos, gift cards, etc.

Scouts who sell at least \$10,000:

- **Drone:** Scouts who sell over \$10,000 will receive a DJI Mini 3 drone.



***Trail's End app must be used for all sales if unit wishes to qualify for incentives*

HEROES & HELPERS



- Each Scout who makes at least one Heroes & Helpers sale will receive an aircraft carrier patch.
- A lapel pin style aircraft will be awarded to Scouts for each \$50 sold in Heroes & Helpers.



\$50



\$50



\$50

Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



Scout Rewards

Trail's End[®]
Scout Fundraising

EARN POINTS

App Credit/Debit Card & Online

1.25 pts per \$1 sold
Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

| POINTS | GIFT CARD |
|---------|---------------|
| 17,500+ | 10% of Points |
| 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 |

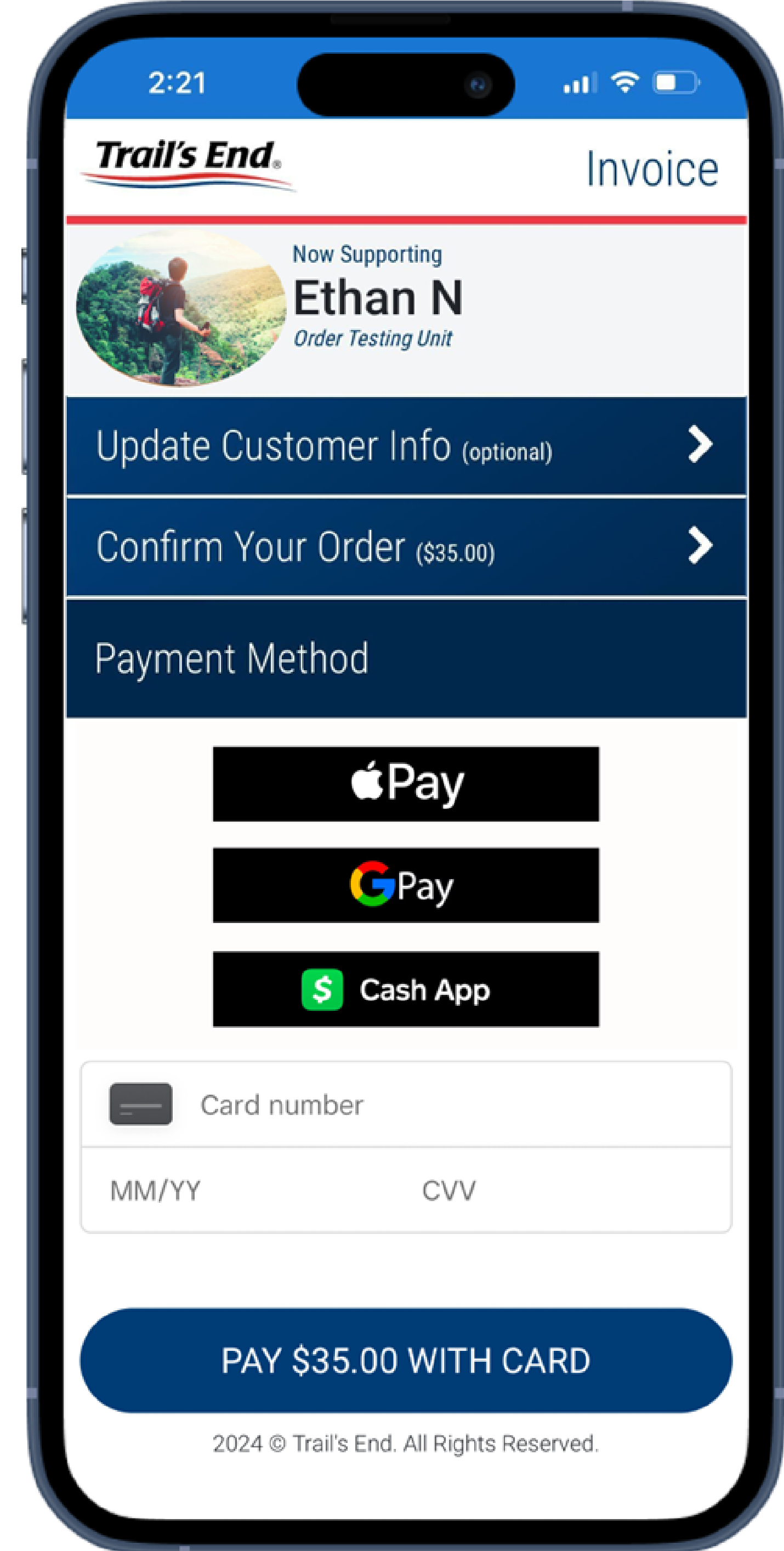
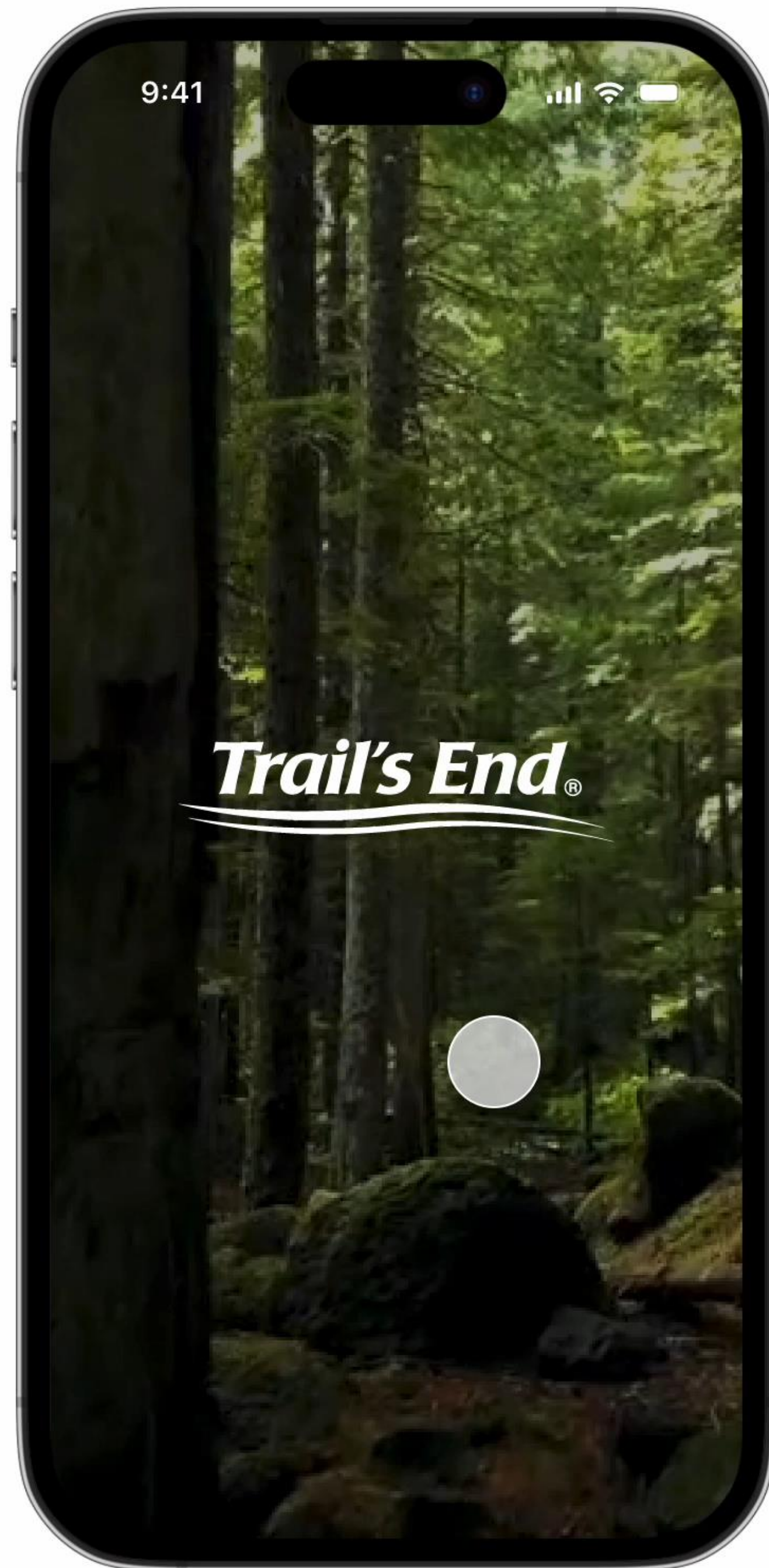
Trail's End Rewards



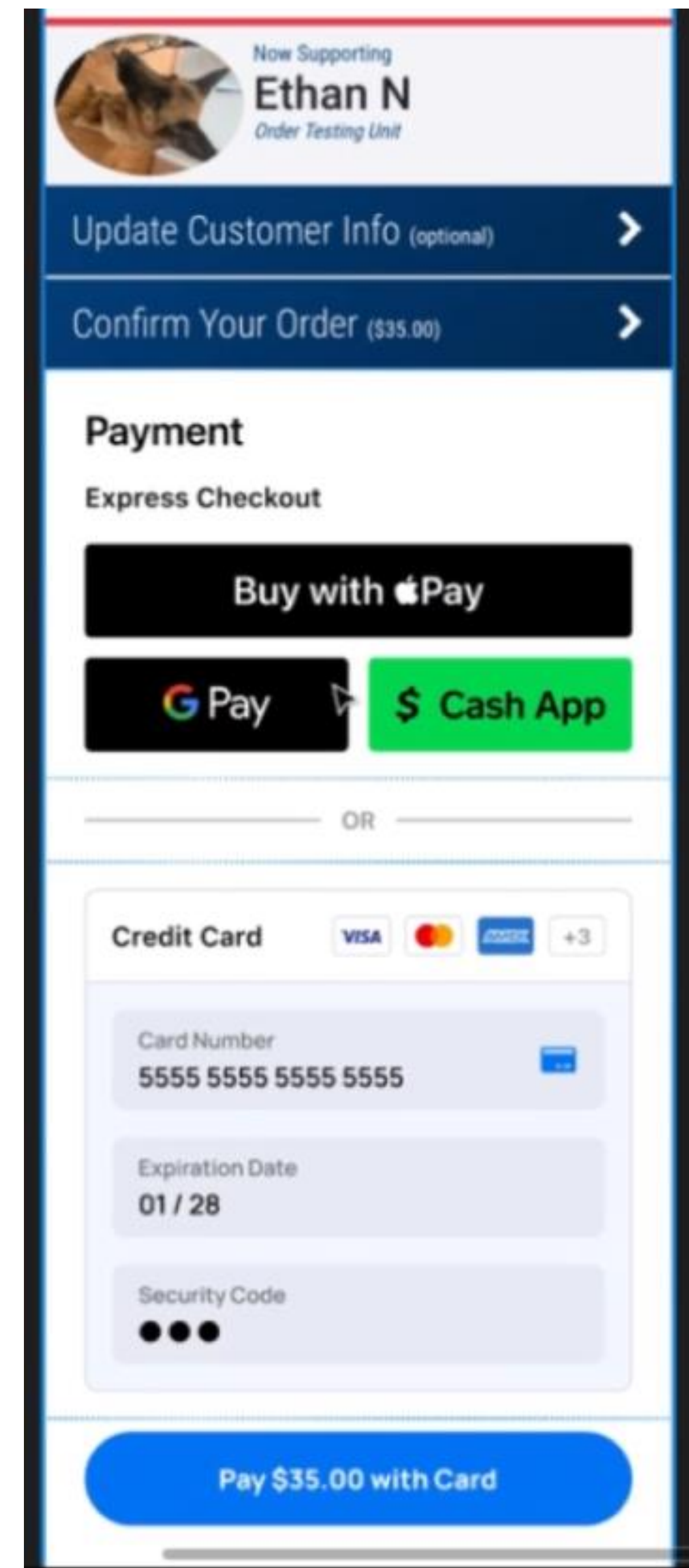
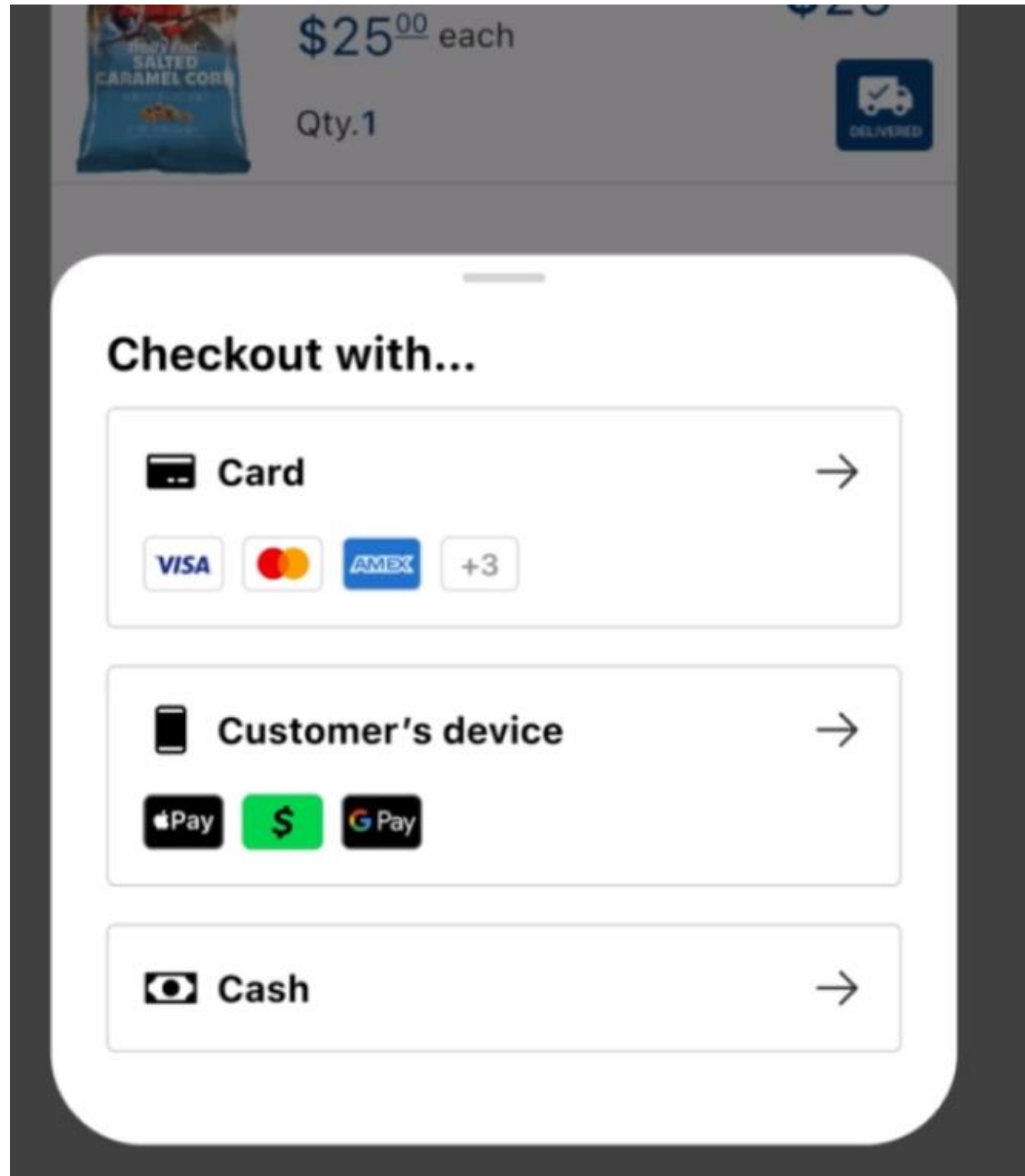
Two new point-based promos!

- Entire Popcorn Season of 2024: 0.5 points per dollar for any 2 hour shift of \$500/hr/Scout. (Ex: Sell \$1,100 over 2 hours, receive 550 points)
- July/August Early Online kickoff- Sell \$250+ online receive 100 bonus points. So \$250 online would equal 410 points!

Scout App!



Scout App!



PLAN FOR SUCCESS

Trail's End®

Unit Leader Prep

- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner.
- Secure Storefronts
- Obtain any supplies needed: Square Readers, Storefront supplies, and Unit Incentives.
- Prepare for your unit kickoff.

Prepare your Scouts & Families

- Use Trails End training tab.
- Setup accounts in the app (One account per Scout).
- Motivate with incentives and how you will use the funds.
- Communicate key dates and progress.

UNIT KICKOFF

Trail's End®

Make it Fun!! – Build excitement with food, games, and prizes.

Set Goals

- Review your program calendar and unit sales goals.
- Help Scouts set individuals goals.

Get Started with the Trail's End App

- Scouts who sold before will use the same account.
- New Scouts will set up new account.
- Each Scout needs their own account.

Talk about Prizes

- Trail's End Rewards
- Council & Unit Incentives.

Training

- Role play to train kids how to sell.
- Direct Scouts/families to the training resources in the app.
- Review key dates.

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from “*Hello, I’m_____ from [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?*”
- End with a pitch for credit cards “*We prefer credit/debit*”

Sales Tips

- Always wear your field uniform (Class A)
- Always speak clearly and say, ‘Thank you.’
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for “What is your favorite flavor?”
- Ask the customer to support you/Scouting

Check out the training section of the app for: how-to guides, tips, and more resources



Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts are credited for each sale they record.
 - Safest and Scout sales won't go down like other splits.
 - Scouts sell \$244 more than other splits.
 - Units raise \$50 more per hour per Scout.
- Best practice: 2 hour shifts.

Reservations

- Trail's End is reserving the best-selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

| Date (Noon ET) | 2023 Unit Sales | Reservations Available Per Unit |
|----------------|-----------------|---------------------------------|
| July 20 | \$20,000 | 4 |
| July 21 | \$15,000 | 3 |
| July 22 | \$10,000 | 2 |
| July 23 | Any Amount | Unlimited |

Reservations are 4-6 hours

Storefront Program!

What's New?

- We will book the best times at premium locations.
 - TE now has data on storefront sales, not only on TE popcorn, but on merchandise being sold inside the store.
 - TE also has data on foot traffic.
- TE is securing locations that will generate 1 sale every 3 minutes.
- UL Dashboard will show “hot-spots” or key locations that generate over \$250 per hour.
- Premium “unclaimed” hours will be highlighted within the system for Leaders and Scouts.
- **Saturday, July 20 - \$20k + Units, 4 reservation blocks**
- **Sunday, July 21 - \$15k+ Units, 3 reservation blocks**
- **Monday, July 22 - \$10k+ Units, 2 reservation blocks**
- **Tuesday July 23 – All Units, unlimited reservation blocks.**



Storefront Program!

STOREFRONTS

14
Number Reserved

Current Available

2
Upcoming Available

Jul 2 12:00 PM ET
Next Available Date

Manage

Reserve

Create New

Date

Order Testing District

Search





Show Reserved

Show Processing

Past Reservations

Clear Filters

Displaying 57 Reservations (use filters above to narrow results)

| | | | |
|--|--|--|---|
| <div><div>Saturday August 24, 2024</div><div></div><div>Lowe's Home Improvement <small>Lowe's</small></div><div>14598 Lowes Wy Carmel, IN</div><div>View on Map</div><div><div>Start Time 8:00 am</div><div>End Time 2:00 pm</div></div><div>Reserve</div></div> | <div><div>Saturday August 24, 2024</div><div></div><div>Kroger- 116th <small>Kroger</small></div><div>9799 E 116th St Fishers, IN</div><div>View on Map</div><div><div>Start Time 8:00 am</div><div>End Time 2:00 pm</div></div><div>Reserve</div></div> | <div><div>Saturday August 31, 2024</div><div></div><div>Lowe's Home Improvement <small>Lowe's</small></div><div>14598 Lowes Wy Carmel, IN</div><div>View on Map</div><div><div>Start Time 8:00 am</div><div>End Time 2:00 pm</div></div><div>Reserve</div></div> | <div><div>Saturday August 31, 2024</div><div></div><div>Kroger - 116th</div><div>9799 E 116th St Fishers, IN</div><div>View on Map</div><div><div>Start Time 08:00 am</div><div>End Time 02:00 pm</div></div><div>Reserve</div></div> |
| <div><div>Saturday September 7, 2024</div><div>Lowe's Home Improvement <small>Lowe's</small></div><div>14598 Lowes Wy Carmel, IN</div></div> | <div><div>Saturday September 7, 2024</div><div>Kroger - 116th <small>Kroger</small></div><div>9799 E 116th St Fishers, IN</div></div> | <div><div>Saturday September 14, 2024</div><div>Lowe's Home Improvement <small>Lowe's</small></div><div>14598 Lowes Wy Carmel, IN</div></div> | <div><div>Saturday September 14, 2024</div><div>Kroger - 116th <small>Kroger</small></div><div>9799 E 116th St Fishers, IN</div></div> |

ORDERS & DISTRIBUTION

Order Due Dates

- Initial Order: **Friday, August 9**
- Replenishment: **Throughout the sale**
- FINAL Return Date: **Friday, October 18**
- Final Order: **Friday, November 1**

Distribution

- Initial Order: **August 22 – 24**
- Final Order: **November 14 – 15**

Warehouse Locations

Buffalo Trails: Brandeis (1801 Watterson Trail, Louisville, KY)

Four Rivers: QC Communications (5143 Heartland Drive, Paducah, KY)

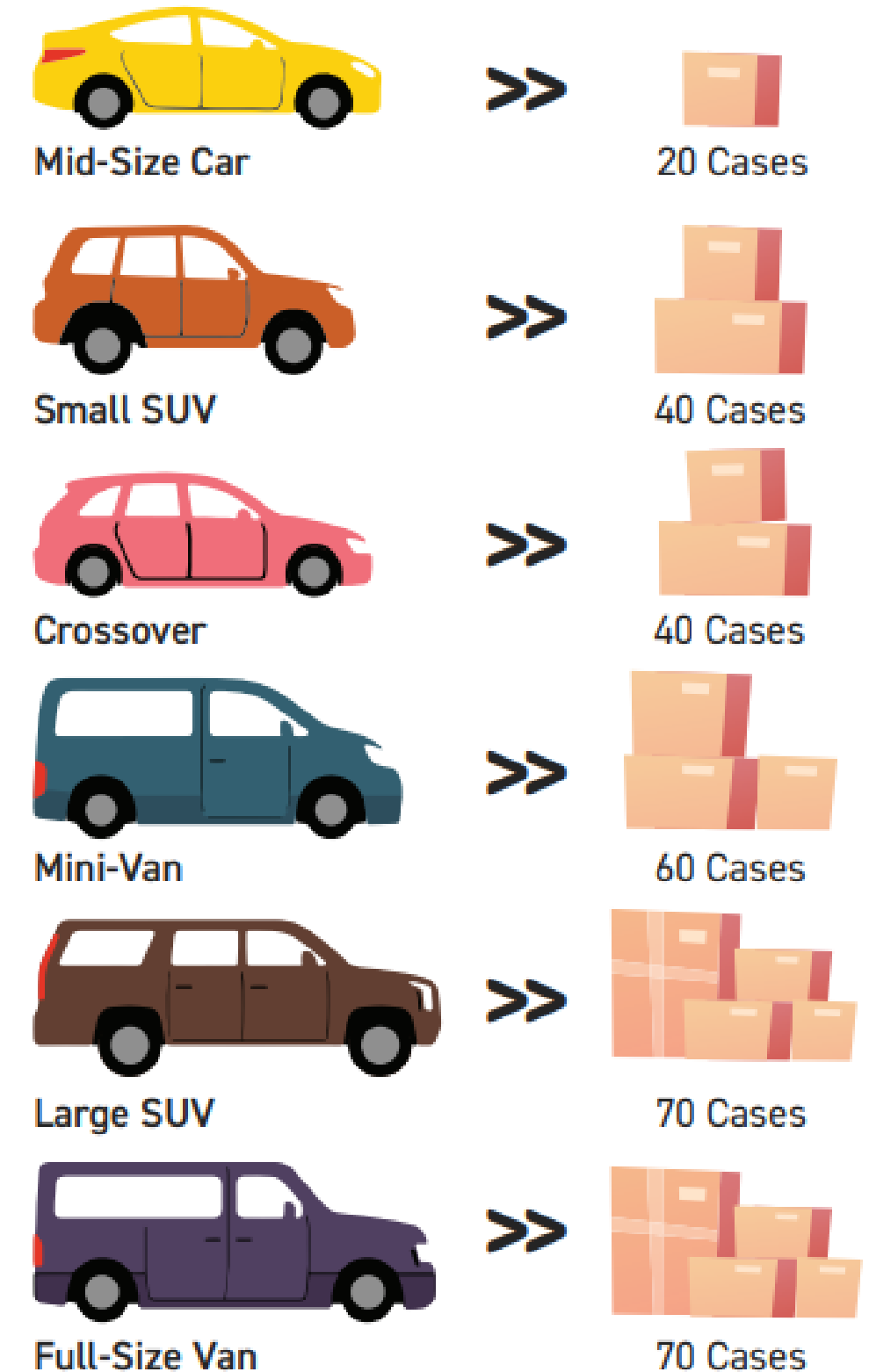
Great Meadows: Alliance Coal (455 Island Park Drive, Madisonville, KY)

Lewis and Clark: PC Home Stores (123 Cherry Street, New Albany, IN)

Lincoln Trail: Mid America Warehouse (2540 South Dixie Hwy, Elizabethtown, KY)

Seneca: Brandeis (1801 Watterson Trail, Louisville, KY)

Wapiti: Clark Beverage Group (300 Oakland-Flatrock Road, Oakland, KY)



*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

Lincoln Heritage Council Resources

Our council always has an **inventory of popcorn** ready to be sold at the council office. At anytime, or if you are in the middle of a shift and need more, let us know by reaching out to your district executive or Matt Nash at the Scout office at 502-400-5372! We will do everything we can to support your needs throughout the sale.

We also suggest you join our **Council Popcorn Facebook** page. Here you can share ideas, share inventory needs, and share any excess inventory your unit has before orders are due.

Lincoln Heritage Council Popcorn Website:
<https://lhcbasa.org/popcorn-sales-2-2/>



HAVE QUESTIONS? GET ANSWERS

Council Contacts

Matt Nash

Council popcorn staff advisor

502-400-5372

Matt.Nash@scouting.org

Shannon Smith

Popcorn support

502-361-2624

Shannon.Smith@scouting.org

You can also contact your district executive.

Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join

Visit our FAQ's

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