

A background image showing four children in a natural setting. A girl on the left is looking down. A boy in the center is using a magnifying glass to look at something on the ground. Another boy on the right is also looking down. A fourth child is partially visible in the background. The image has a dark overlay and a red vertical line on the left side.

# **2022 POPCORN KICKOFF!**

**Troop 9  
Austin, Texas  
Aug. 21, 2022**

***Trail's End***



**Become  
Decisions Makers**



**Learn Money  
Management**



**Become  
Goal Setters**



**Develop  
Business Ethics**



**Become Future  
Entrepreneurs**



**Learn People  
Skills**

# 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**



A person wearing a multi-colored horizontally striped t-shirt is sitting in a dark-colored camping chair. They are holding binoculars to their eyes and looking upwards with a smile. To their left is a large red and black backpack. The background is a blurred outdoor setting, possibly a tent or a campsite. A semi-transparent dark overlay covers the top half of the image, with a thin red vertical line on the left side.

# A SUCCESSFUL SALE

***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.*

## 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!*

# 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!

*Pro Tip, make the most of your storefront time by working with only one scout and parent per shift!*

\$125  
x4hr

\$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!

*Pro Tip, share your fundraising page through social media, and tag your family and friends!*

\$65  
x5

\$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!

*Pro Tip, wear your uniform, and practice your popcorn sales speech!*

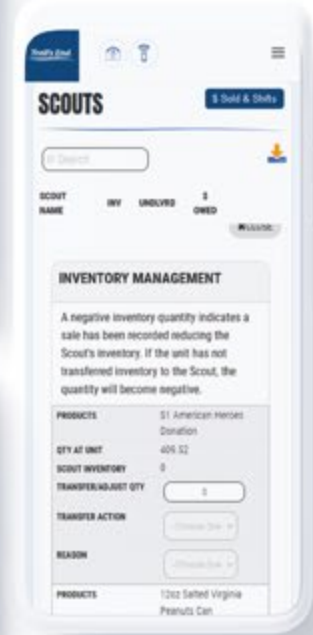
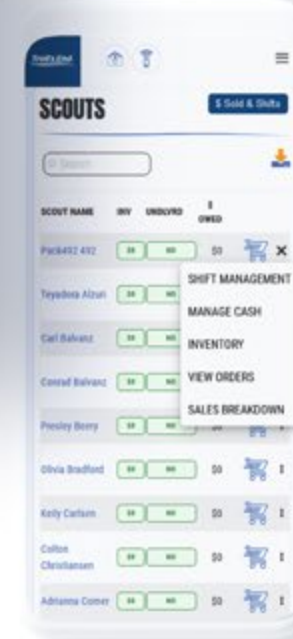
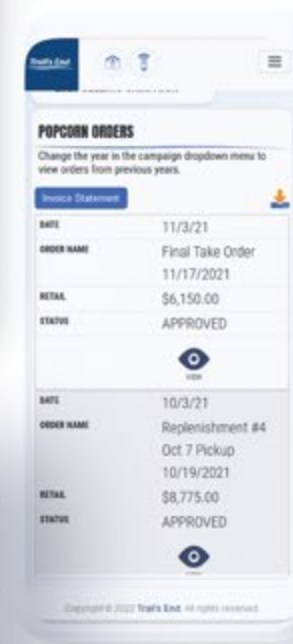
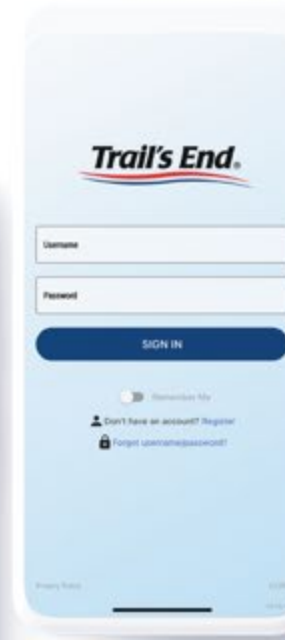
\$100  
x3hr

\$300

**TOTAL SALES OVER \$1,125**

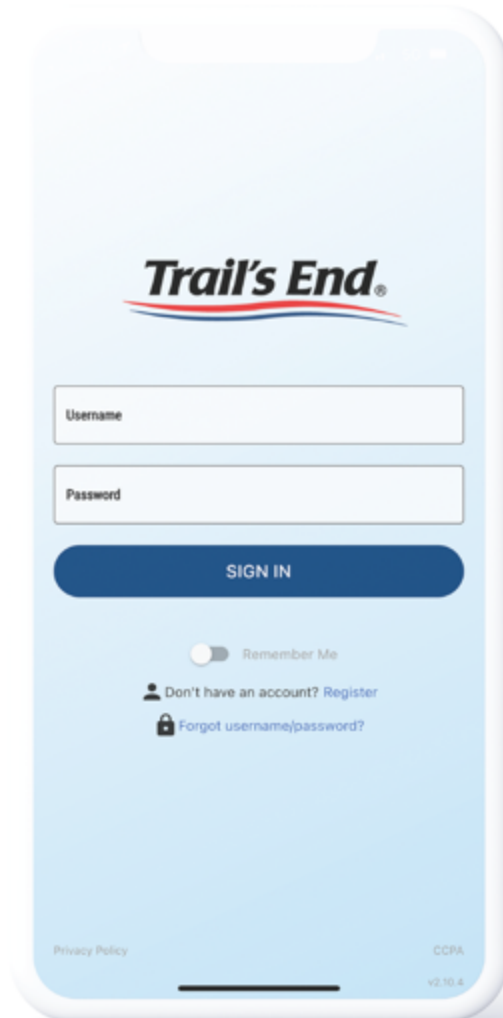


# 2022 TRAIL'S END TECHNOLOGY





# 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 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 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



# TRAIL'S END REWARDS



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# 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!

\* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

| POINTS | GIFT CARD                        |
|--------|----------------------------------|
| 17,500 | 10% <small>of total sale</small> |
| 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**

# 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 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



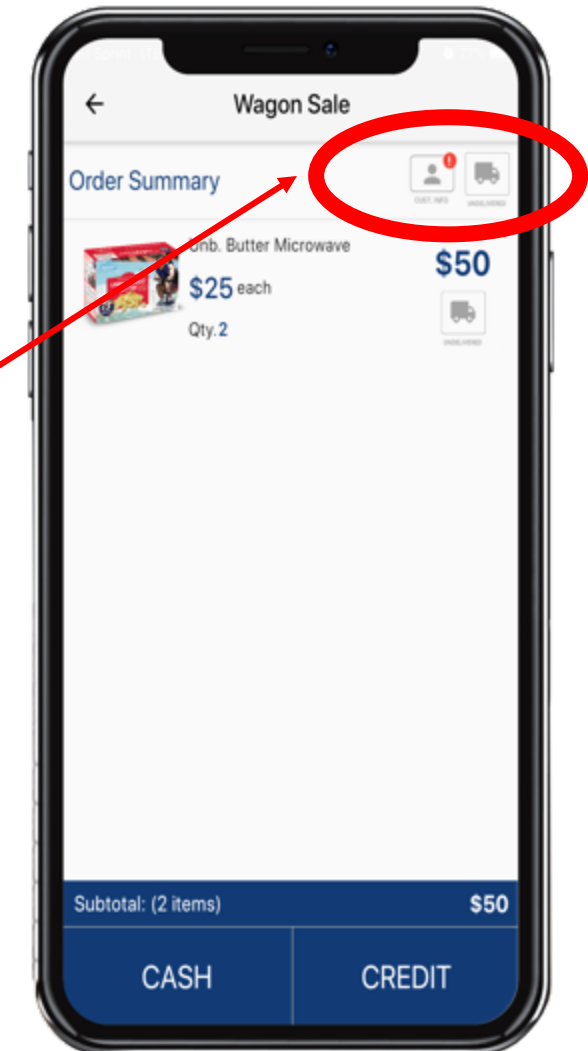
1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)  
*"Text to Pay" feature for socially distant payments!*
3. Products ship to your customers

# 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 to keep a social distance
- 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.*



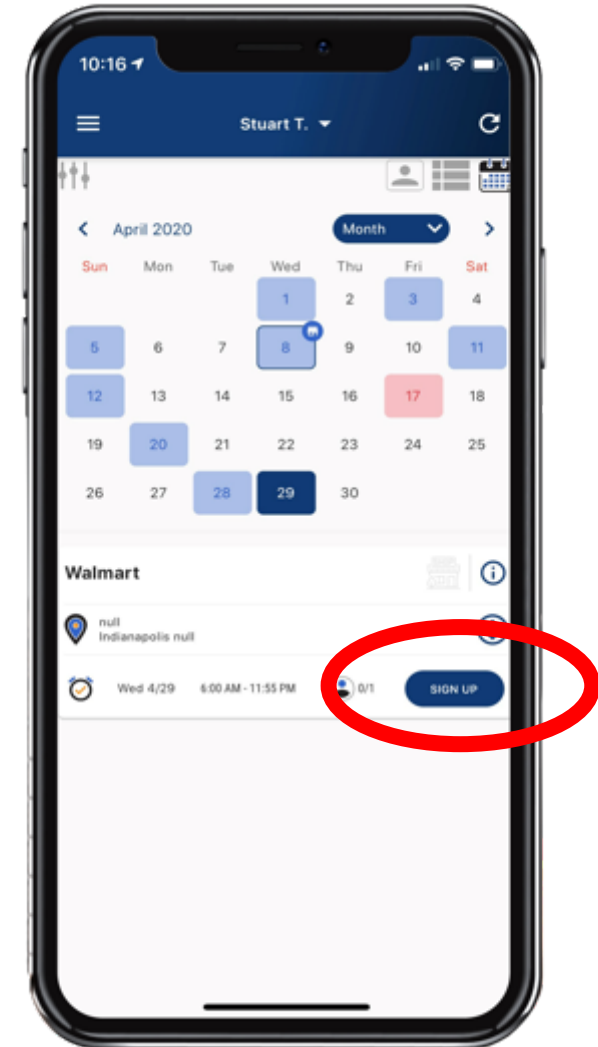


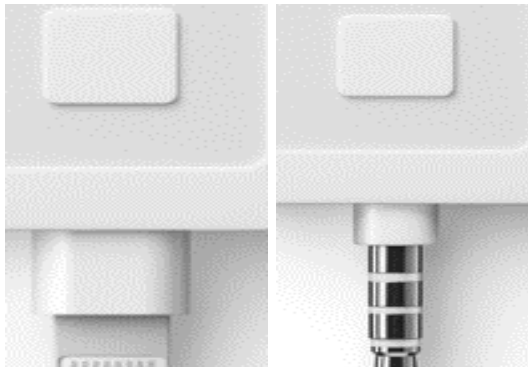
# STOREFRONTS



## 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
  - **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
- *Be sure to wait until you see that the transaction is complete before you leave.*





## **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.



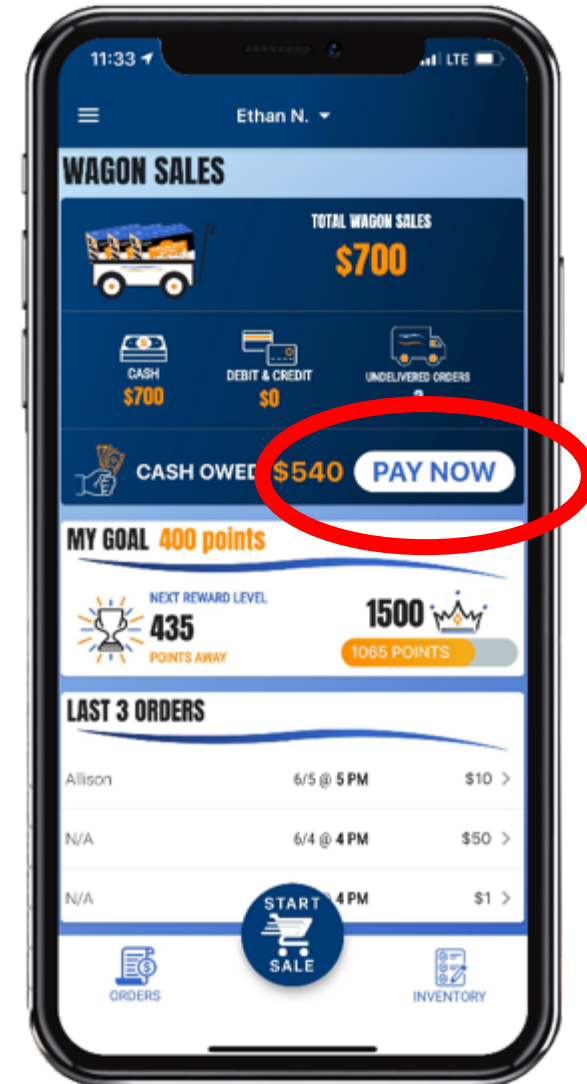
# CREDIT / DEBIT



**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!**





# Traditional Products

**Trail's End**

**KETTLE CORN & WHITE CHEDDAR**  
GIFT BOX *New*  
\$42



**CHOCOLATEY PRETZELS**  
\$28



**SALTED CARAMEL**  
\$25



**POPPING CORN**  
\$17



**WHITE CHEDDAR**  
\$23



**SWEET AND SALTY KETTLE CORN**  
\$23



**12PK UNBELIEVABLE BUTTER**  
MICROWAVE  
\$23



**CARAMEL CORN**  
\$15



**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

# KEY DATES



Online Sales

NOW

Wagon/Door-to-Door Sales

Sept 10

Storefront Sales

Sept 10

In-Person Sales End

October 16

# SUPPORT



## CONTACT TRAIL'S END SUPPORT

### JOIN OUR FACEBOOK GROUP

Text PARENTFB to 62771 to join

### VISIT OUR WEBSITE

[www.trails-end.com](http://www.trails-end.com)

### EMAIL US:

[support@trails-end.com](mailto:support@trails-end.com)

### NEED HELP? VISIT OUR FAQs:

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

## UNIT CONTACT INFO

**Enter Name:** Karen Adler

[kadler55@gmail.com](mailto:kadler55@gmail.com)

(210) 912-8055

**Enter Name:** Unit Co-Kernel

[@gmail.com](mailto:@gmail.com)

(000) 000-0000



A background image of children in a forest, with a dark semi-transparent overlay. The children are gathered around a tree, looking at something on the ground. One child is holding a stick.

# 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](https://support.trails-end.com)

Get peer support 24/7 in the Trail's End Parent Facebook Group  
[www.facebook.com/groups/TEScoutParents](https://www.facebook.com/groups/TEScoutParents)

***Trail's End***

The logo for Trail's End, featuring the text "Trail's End" in a bold, italicized font, with a blue and red swoosh underneath.



**THANK YOU**

***Trail's End***