

Trail's End[®]



Troop 9

2020 Popcorn Kickoff

September 13, 2020



WHY POPCORN?

Trail's End®



- 73% return to local Scouting
- 33% to individual Scout account
- Fund our unit's Scouting program
- Scout character development
- Awesome Scout rewards
- Improve our camps and council resources

OVER **\$4 BILLION** Returned to SCOUTING SINCE 1980

WHY POPCORN?

Trail's End®



Fundraising with Popcorn Helps Scouts



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Over 73% supports our local Scouts**
- Personal growth program with BSA advancement opportunities
- Earn Amazon.com Gift Cards
 - Millions of prize choices
 - Scouts buy prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skills

POPCORN = PROGRAM

Trail's End®



The popcorn sale is the ONE and ONLY fundraiser Troop 9 holds to help pay for:

- Campouts
- Philmont
- Northern Winter Excursion
- Hikes
- Scuba camps
- Community service projects
- Pinewood Derby
- & more!

Unit Goal: \$10,000

Scout Goal: \$250 each

2020 POPCORN SALE

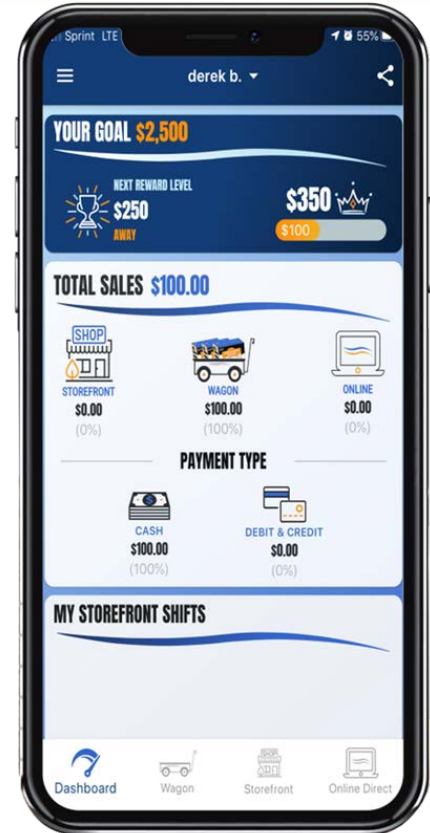
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Because of the COVID-19 pandemic, Troop 9 will be conducting a socially-distant popcorn sale.

Troop 9 will be selling popcorn two ways this year:

- Online via Trail's End website through Oct. 31
- "Take order" via Troop 9 form or app through Oct. 23



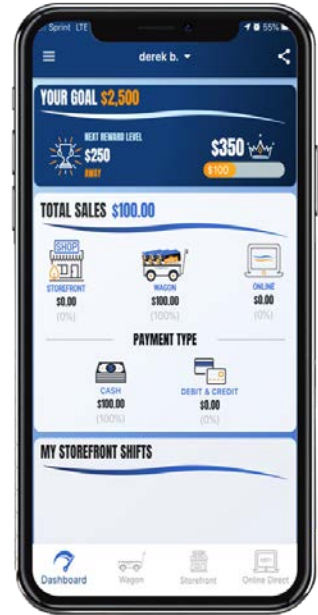
2020 POPCORN SALE

Trail's End®



Online via Trail's End website

- <https://www.trails-end.com/>
- Create profile for Scout (if one doesn't exist already)
 - Be sure to post photo/video
- Scout emails sales pitch and link/code to personal fundraising page to friends and family
- Customer makes credit card payment online
 - Trail's End pays credit card fees
- Product shipped right away and delivered directly to customer
- Shipping charges apply
- Online sales can be submitted through Oct. 31




2020 POPCORN SALE

Trail's End®



Door Hangers

- Each Scout will receive 50 door hangers
- Pick up from Adler-Wood house
4505 Avenue G in Hyde Park (mustard yellow house, catty corner from Shipe Park)
- Door hangers will be placed in bin on stoop, pre-sorted in packs of 50
- Check off name on roster when you pick up



73 PERCENT DIRECTLY SUPPORTS BRYKER WOODS

TROOP 9 2020 SCOUTS BSA POPCORN FUNDRAISER!

Thomas

PLEASE HELP SUPPORT ME BY MAKING A PURCHASE!
To ensure the health and safety of our community,
this years popcorn sale will be entirely online.

Products and pricing can be found at
WWW.TRAILS-END.COM/SHOP
then enter my personal tracking code

1 A D 4 8 0 Q

If you'd prefer not to buy popcorn, you can choose
to support the veterans and health care heroes.

Funds from popcorn sale help Troop 9 pay for:
Camp outs, Gear, Recruitment, Beautification,
Uniforms, Philmont, Scuba Camp, Northern
Winter Excursion and Education.

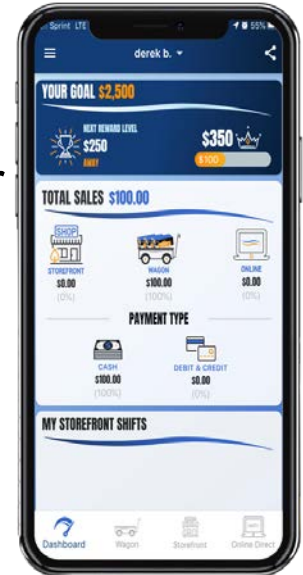
2020 POPCORN SALE

Trail's End®



Take order

- Scout provides form to customer (electronic or hard copy)
- Customer pays via credit card on Trail's End app
 - Scouts manually enter credit card or use square reader through Wagon Sale option (check undelivered)
 - Can pay with cash or check but encouraging credit cards to maintain safety and earn more points
- All take orders submitted to Karen & Woody by Oct. 23
- Scouts hand-deliver product to home of customer in November
- No shipping charges



TRAIL'S END APP

Trail's End®



ONLINE DIRECT: SHIP TO CUSTOMER

Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE

Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

Text **APPGUIDE** to 62771 to download the App Quick Start Guide

LET'S STOP & REGISTER

Trail's End[®]



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!

LET'S STOP & REGISTER



Troop 9 Scouts who have online accounts with Trail's End:

Noah Coleman

Dylan Lacroix (2)

Connor Silverman (2)

Matt Connell

Sebastian Lopez

Henry Smith (3)

Paul Devens

Owen Lucente

Ethan Spess

Nolan Hall

Charlie Masterson (2)

Solomon Stephens

Tate Hentrich

John McFarland

Axel Waters

Adrien Jung

Jake Nichols

Noah Wood

Max Shaw (2)

TRAIL'S END REWARDS

Trail's End®



Trail's End® REWARDS
Earn amazon.com Gift Cards and choose the prize **YOU** want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS
NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

SCOUTS EARN DOUBLE ONLINE

2PTS	PER EVERY \$1 SOLD ONLINE DIRECT
1.5PTS	PER EVERY \$1 SOLD CREDIT/DEBIT
1PT	PER EVERY \$1 SOLD CASH

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

5,000 pts Earn a \$375 Amazon.com Gift Card
REWARD IDEAS:

4,000 pts Earn a \$300 Amazon.com Gift Card
REWARD IDEAS:

3,500 pts Earn a \$250 Amazon.com Gift Card
REWARD IDEAS:

3,000 pts Earn a \$200 Amazon.com Gift Card
REWARD IDEAS:

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

2,000 pts Earn an \$80 Amazon.com Gift Card
REWARD IDEAS:

1,750 pts Earn a \$70 Amazon.com Gift Card
REWARD IDEAS:

1,500 pts Earn a \$60 Amazon.com Gift Card
REWARD IDEAS:

1,250 pts Earn a \$50 Amazon.com Gift Card
REWARD IDEAS:

1,000 pts Earn a \$40 Amazon.com Gift Card
REWARD IDEAS:

800 pts Earn a \$30 Amazon.com Gift Card
REWARD IDEAS:

600 pts Earn a \$20 Amazon.com Gift Card
REWARD IDEAS:

400 pts Earn a \$10 Amazon.com Gift Card
REWARD IDEAS:

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card. Downloaded. Price per item indicates cost to program terms of: https://www.trails-end.com/terms

SCOUTS EARN DOUBLE ONLINE

2PTS	PER EVERY \$1 SOLD ONLINE DIRECT
1.5PTS	PER EVERY \$1 SOLD CREDIT/DEBIT
1PT	PER EVERY \$1 SOLD CASH

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

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to your door

TRAIL'S END REWARDS

Trail's End[®]



1/3 of each Scout's sales will be placed in an individual account for that Scout. Funds can be used for any Scouting activity including:

- **Philmont**
- **Sea Base**
- **Lost Pines Camp**
- **Other high adventure trips**

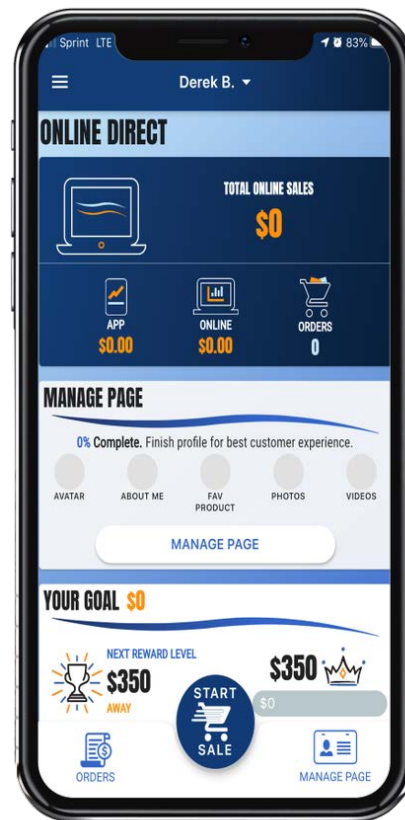




Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn **Double Points** for TE Rewards
- Traditional products and prices
 - \$10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer.

Text **MYPLAN** to 62771 to download:
How to Sell \$1,000 Social Distancing



How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP

1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP

2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP

3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP**4****Build your Scout's personalized fundraising page.**

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP**5****Ask for support.**

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP**6****Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

PRODUCTS - TRADITIONAL

Trail's End®



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS



Cheese Lover's Collection

Over \$22 to local Scouts*
Contains: Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn
Comes in a gift box.



Salted Caramel Popcorn

Over \$17 to local Scouts*
Contains: Milk and Soy

NEW! BIG BAG



Blazin' Hot Popcorn

Over \$14 to local Scouts*

BIG BAG



White Cheddar Popcorn

Over \$14 to local Scouts*
Contains: Milk

NEW! BIG BAG



Unbelievable Butter™

Over \$10 to local Scouts*

NEW!



Popping Corn Jar

Over \$10 to local Scouts*



Caramel Corn

Over \$7 to local Scouts*
Contains: Soy

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.



Donation Levels

\$50

\$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!

PRODUCTS - ONLINE DIRECT

Trail's End®



\$35 Chocolatey Caramel Crunch Tin



\$30 Chocolatey Caramel Crunch



\$30 Dark Chocolate Salted Caramels



\$25 Salted Caramel Popcorn



\$25 Unbelievable Butter 12pk



\$20 White Cheddar Popcorn



\$20 Blazin' Hot Popcorn



\$15 Unbelievable Butter Popcorn



\$15 Popping Corn Jar



\$10 Caramel Corn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.

PRODUCTS - ONLINE DIRECT

Trail's End®



\$70 Chocolate Lover's Tin

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$65 Chocolate Lover's Bundle

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$35 Cheese Lover's Bundle

- (1) White Cheddar Popcorn
- (1) Blazin' Hot Popcorn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. 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
- Last year consumers purchased over **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states



SUPPORT

Trail's End[®]



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP
Text SCOUTFB to 62771 to join

JOIN OUR WEBINARS
Text WEBINAR to 62771 to register

VISIT OUR WEBSITE
www.trails-end.com

EMAIL US:
support@trails-end.com

NEED HELP? VISIT OUR FAQs:
www.support.trails-end.com

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