

# TITLE PAGE 2023 UNIT KICKOFF



# WHY SELL POPCORN?

## Fund [Unit #] Adventures

- [Insert your Unit Leader Planner Adventures and Expenses here]

### Examples

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

## 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

# TRAIL'S END TECHNOLOGY

## Trail's End App

- Record sales (We Prefer Credit)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sales page
- Claim rewards



**DOWNLOAD THE APP & START  
YOUR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download



## Trail's End Accounts

*Already have an account?*

- You can use the same one
- If you need to update your Unit, you can do so under 'Settings'

*Need an Account?*

- Click 'Register' from the home screen
- You will need to know:
  - Insert Council Name
  - Insert District Name
  - Insert Unit Name

# WAYS TO SELL

## ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

## STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$XXX per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

## WAGON SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

TIP: Always make sure you see a confirmation screen before navigating away

# CREDIT CARDS

## Tell your customers

### **“We prefer credit/debit”**

- Trail's End pays the credit card fees\*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click 'Pay Now' on the Wagon Sales screen)\*\*

*\*TIP: You must use the Trail's End app for credit card fees to be covered (no need for the Square app)*

*\*\*NOTE: Using Pay Now does not count as a credit card sale for Trail's End rewards points*

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, more tips, and resources

# GET READY TO SELL

## More Tips & Training

- Practice your sales presentation
- 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

HOW TO SELL OVER \$1000 IN UNDER 8 HOURS

# A SUCCESSFUL SALE

## Personalize

- **5 MINS:** 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.

## Online Direct

- **10 MINS:**

## Storefront

- **4 HOURS:** Sign up and sell for at least 4 hours. The average Scout sells over \$**150**/hr at storefronts!

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

## Wagon Sales

- **3 HOURS:** Go door-to-door in your neighborhood, with or without product, and ask your community for their support. The average Scout sells over 100/hr!

Pro Tip, wear your uniform, and practice your popcorn sales pitch!



# TE REWARDS

## Save time and Sell more!

- Scouts redeem [Amazon.com](https://www.amazon.com) gift cards in app.
- Saving time for unit leaders.
- No approving, receiving, distributing, or replacing prizes.
- Prizes are better! More value and more choices.
- Amazon offers 500 million items!

**Trail's End™**  
**REWARDS**  
 Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

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! EASIER!**

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees. Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

All third-party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third-party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. © 2023 Trail's End Popcorn Company.

\*Based on average Scout program. May vary by your Council.

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT

**1 PT PER \$1 SOLD**

CASH



*Did You Know? 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\**

Price & colors may vary. Examples of the types of prizes available on Amazon.

TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Sweet and Salty  
Kettle Corn

\$ 15



Popping Corn

\$ 15



White Cheddar

\$ 20



S'Mores

\$ 25



12pk Unbelievable  
Butter Microwave

\$ 25



Salted Caramel

\$ 25



TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Chocolatey  
Pretzels

\$ 30



Sea Salt

\$ 50



# KEY DATES

## Add these dates to your Calendar

- Storefronts available for signup: [\[Date\]](#)
- Storefront sales begin: [9/08/2023](#)
- Wagon sale begin: [9/08/2023](#)
- Last day to return Wagon inventory: [10/18/2023](#)
- Last storefront sale: [11/26/2023](#)
- Final orders due: [10/10/2023](#)
- Final order distributed (including Chocolate):  
[11/22/2023](#)
- Popcorn Celebration! [TBD](#)



# HAVE QUESTIONS? GET ANSWERS

## Council Staff Advisor

- Evgenia Mirfild  
Evgenia.Mirfild@scouting.org  
831-226-6369

## Council General

- Faroogh Quadri  
[councilpopcorngeneral@gmail.com](mailto:councilpopcorngeneral@gmail.com)  
(408) 622-8698

## Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

Visit our FAQ's

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