

**SVMBC 2024
Popcorn 103.
Welcome back,
Kernels!**

Trail's End



Powered by Popcorn

Trail's End[®]
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
 - Earn Amazon eGift Cards
 - Millions of prize choices
- Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
 - Public speaking & math skills
- Salesmanship & perseverance
 - How to earn their own way
 - The value of hard work
 - How to handle rejection

2023 Popcorn Sale Review

**SILICON VALLEY
MONTEREY BAY
COUNCIL
SAN JOSE , CA**

Trail's End®



2023 Sales

\$1,144,398!

Silicon Valley Monterey Bay Council	2022	2023	% Inc
Sales	\$1,005,646	\$1,144,398	14%

Silicon Valley Monterey Bay Council	2019	2023	% of 2019
Sales	\$1,129,754	\$1,144,398	101%

Silicon Valley Monterey Bay Council	2019	2022	2023
# of Units	153	120	116
Avg Sales Per Unit	\$7,384	\$8,380	\$9,866

U N I T S

Unit Rankings - Top 20

Rank	District	Unit	Total \$'s
1	Polaris	Pack 415	\$99,265
2	Quicksilver	Troop 286	\$92,966
3	Pioneer	Pack 399	\$85,101
4	Pioneer	Troop 399	\$52,528
5	San Benito	Pack 444	\$42,681
6	Quicksilver	Pack 286	\$32,022
7	Polaris	Pack 508	\$28,832
8	Quicksilver	Pack 218	\$28,207
9	Coyote Creek	Troop 170	\$23,788
10	Coyote Creek	Pack 165	\$21,754
11	Polaris	Pack 452	\$19,995
12	Polaris	Pack 457	\$18,423
13	Quicksilver	Pack 794	\$17,737
14	Quicksilver	Pack 700	\$16,386
15	Pioneer	Pack 556	\$16,316
16	Santa Lucia	Pack 135	\$15,662
17	Pioneer	Pack 32	\$14,808
18	Loma Prieta	Pack 673	\$14,485
19	Polaris	Troop 457	\$13,985
20	San Benito	Pack 408	\$13,860

National Rankings:

Pack 415 - #13

Troop 286 - #19

Pack 399 - #26

Troop 399 - #113

50 \$7,500+ Units

=

\$974,040

85% of Sale

**Roughly 9,000 Units sold popcorn this Fall*

Scout Rankings - Top 20

Rank	District	Unit	Scout	Total \$'s
1	San Benito	Pack 444	Joshua F	\$13,356
2	Quicksilver	Troop 286	Connor K	\$11,476
3	Polaris	Pack 415	Aarushi J	\$9,537
4	Quicksilver	Troop 286	Nathan L	\$8,826
5	Polaris	Pack 415	Siddhant S	\$7,714
6	Polaris	Pack 415	Casey H	\$7,156
7	Quicksilver	Pack 286	Luke M	\$6,092
8	Polaris	Pack 415	Avanish R	\$6,010
9	Polaris	Pack 415	Divyansh G	\$5,781
10	Pioneer	Troop 399	Daniel W	\$5,705
11	Quicksilver	Troop 286	Eli E	\$5,376
12	Coyote Creek	Pack 165	Mattius A	\$5,296
13	Pioneer	Pack 335	Anderson D	\$5,166
14	Polaris	Pack 415	Vrishan S	\$4,733
15	Quicksilver	Troop 212	Marcus F	\$4,440
16	Coyote Creek	Troop 170	Dylan B	\$4,392
17	Polaris	Pack 415	Avani B	\$4,382
18	Polaris	Pack 508	Harrison C	\$4,344
19	Polaris	Pack 457	Aaron W	\$4,173
20	Pioneer	Pack 399	Yusuf E	\$4,152

Scouts

Scouts Registered	3,231
Scouts with a Sale - App or Online	2,147
Scouts with an App Sale	1,911
Scouts with an Online Sale	741
Avg Scout Sales	\$533

National Rankings:

Joshua F - #89

Connor K - #138

- Roughly 98,000 Scouts sold popcorn this Fall

2024 COMMISSION

Units can earn up to 35% Commission!

- *Traditional (Wagon/Storefront) Base Sales Commission = 23%*
- *Attend Council/District Kickoff & Submit your program/budget + 3%*
- *75% of unit's scouts participate (\$100/scout minimum) +4%*
- *\$750 Average sales per scout or \$25K/unit + 3%*
- *\$1,500 sales per scout or \$50K/unit + 2%*
- *Total available Commission = 35%*
- *Online Sales Commission = 30%*
- *Late payment penalty -3%*

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose, use, or activity



Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

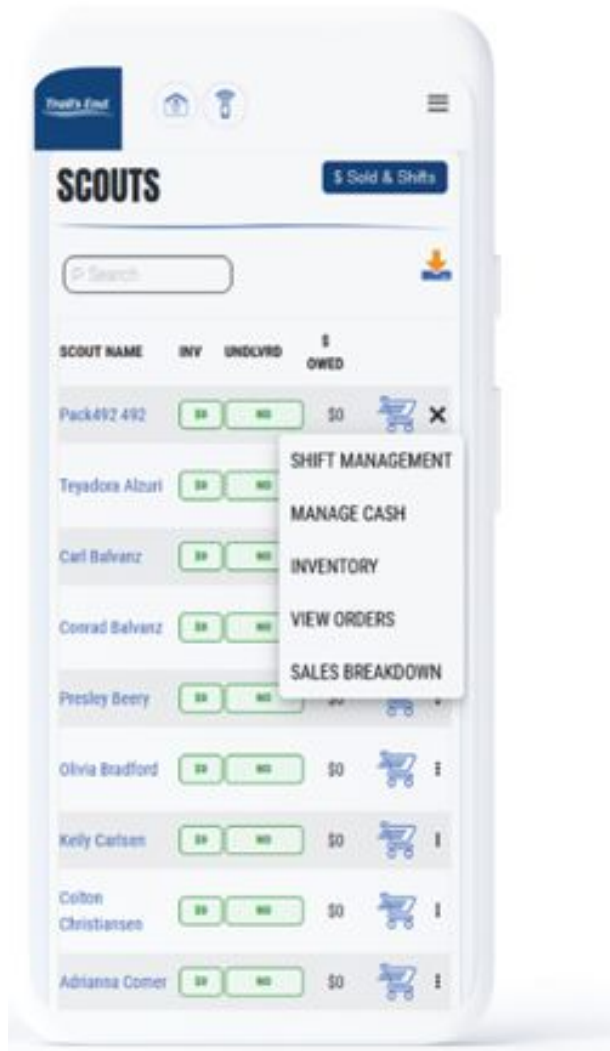
- Conduct one fundraiser and .
- Less time fundraising = more time Scouting!

Enjoy the Year!



Leader Portal

Trail's End
Scout Fundraising



Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts

Leader Training

Trail's End[®]
Scout Fundraising

Videos

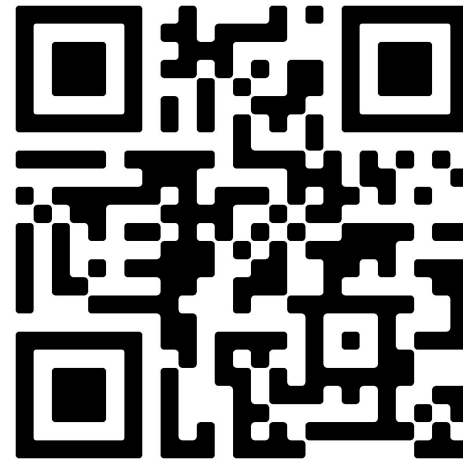
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



Trail's End App

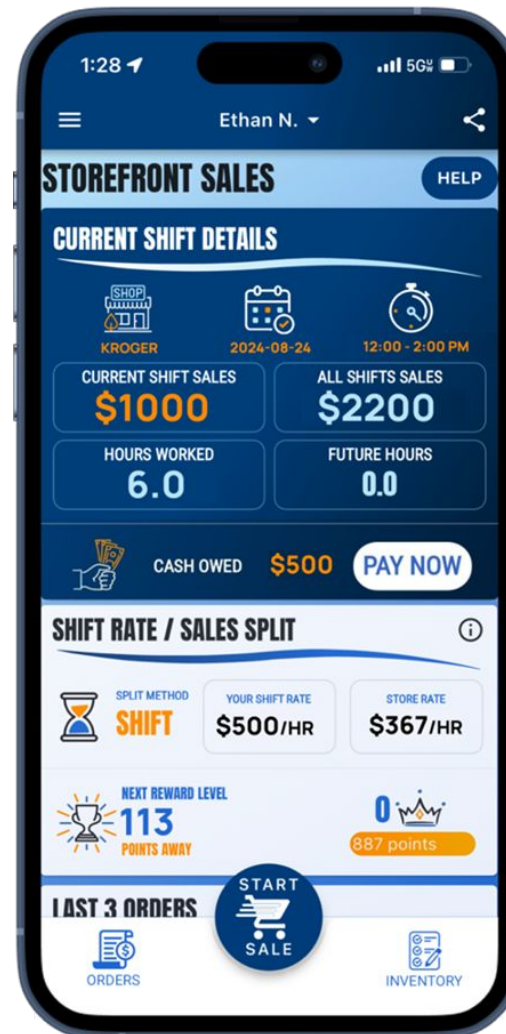
Trail's End
Scout Fundraising

Save Time Managing Your Sale!

Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.

Free Credit Card Processing
Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register. Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

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



Scout Reward

S
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

Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

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

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 credited for each sale recorded.
 - 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

ORDERS & DISTRIBUTION

Order Due Dates













- Initial Order: **7/19/2024**

Distribution

- Early Bird Distribution: **8/08/2024**
- Initial Order Distribution: **8/28/2024**
- Replenishment Orders: **Wednesdays**
- **10% return: 10/02/2024**
- Final Order Distribution: **11/06/2024**

Warehouse Locations

- San Jose (TBD)
- Monterey (TBD)

	>>		20 Cases
Mid-Size Car			
	>>		40 Cases
Small SUV			
	>>		40 Cases
Crossover			
	>>		60 Cases
Mini-Van			
	>>		70 Cases
Large SUV			
	>>		70 Cases
Full-Size Van			

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

sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



Ways to Sell

Trail's End®
Scout Fundraising

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



Storefront Best Practices

One Scout and their Parent - Making \$500/hour a Reality!

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers

Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Pitch

Trail's End[®]
Scout Fundraising

“Hi, my name is _____ and I’m earning my way
(first name only!)
to _____! Can I count on your support?
(goal for your funds)



My favorite flavor is _____. If you don't
(pick one!)
have cash, don't worry, we prefer credit card!”

NEVER, NEVER, NEVER ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, “Thank you” and “Have a good day.”

Credit Card

Credit is Best for Scouts

- Safer, easier & higher sales for Scouts!
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



NE
W

Cash to Credit

Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts earn more Rewards.

Products

Trail's End®
Scout Fundraising



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

NEW Heroes & Helpers Donations

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



Online Best Practices

Trail's End®
Scout Fundraising

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Steps

Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.

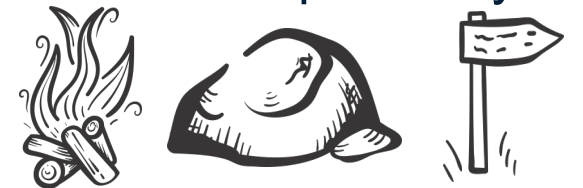


Submit Rewards

- Submit Unit's Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit's bank account on Unit Info page.
 - Click Request Payout.



Council Sale Details

Trail's End[®]
Scout Fundraising

Dates

- Initial Order - July 19th
- Early Bird Distribution - August 8th
- 1st regular Distribution - August 28th
- Return up to 10% - October 2nd
- Payments due - November 8th

Commission

- Base - 23%
- Bonus 3% - Attend kickoff & Submit Program/Budget
- Bonus 4% - 75% of scouts participate
- Bonus 3% - \$750/scout or \$25K/unit
- Bonus 2% - \$1,500/scout or \$50K/unit
- Online - 30%

Pickup

- San Jose - TBD
- Monterey - TBD
-

KERNEL CHECKLIST

July/August

1. Determine your budget & set your goals
2. Place initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

HELP FUND MY ADVENTURE!
70% STAYS LOCAL*

PREFERRED PAYMENTS



Credit Cards

 **Pay**



Pay



Cash App Pay

Trail's End[®]

THANK YOU!



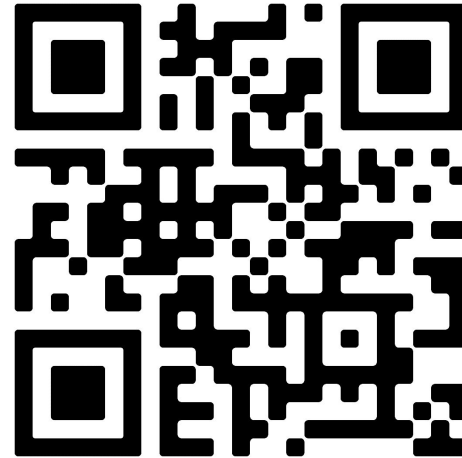
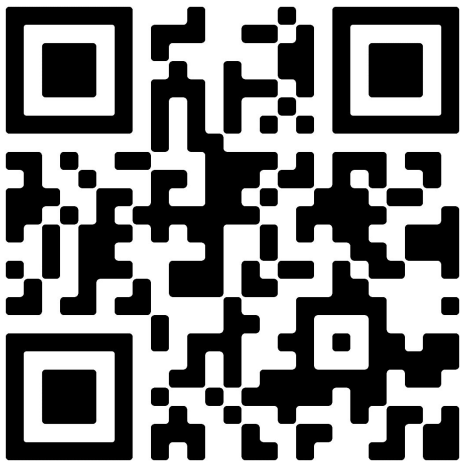
*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see Terms & Conditions at trails-end.com/pages/terms-and-conditions for details.

Support

Trail's End[®]
Scout Fundraising

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Evgenia Mirfild
Staff Advisor

- popcorn@svmbc.org
- 831-226-6369

Faroogh Quadri
Council General

- councilpopcorngeneral@gmail.com
- (408) 622-8698

Thank You!