



# POPCORN KERNEL GUIDEBOOK

*Everything You Need to Know About the 2020 Popcorn Sale*

# TABLE OF CONTENTS

Contact Information.....	page 2
Popcorn Helps Scouts.....	page 3
What Can Popcorn Do for Your Unit?.....	page 4
What Can Popcorn Do for Your Community?.....	page 5
Products & Technology.....	page 6
Unit Commitment .....	page 7
Webinars & Facebook Communities.....	page 8
Planning Your Budget & Building Your Team.....	page 9
Ways To Sell.....	page 10
Planning Your Unit Kickoff.....	page 11
What Can Popcorn Pay For?.....	page 12
Scout Selling Tips & Training.....	page 13
Trail's End Rewards.....	page 14
Selling While Social Distancing.....	pages 15 & 16
Credit Cards & Online Direct.....	page 17
Start Fundraising Early with Online Direct.....	page 18
Popcorn Ordering, Distribution & Transfers.....	page 19
Wrapping Up the Sale.....	page 20
Appendix.....	pages 21 & 25

## LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the Scouting program. Less out-of-pocket expenses for families equals better equipped Scouts and more Scout participation.

Help all of your families save money by encouraging 100% Scout participation! This year's popcorn fundraiser can be the best fundraiser EVER!

## Contact Trail's End Support

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

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

Join our Facebook Group:  
[Trail's End Popcorn Community](#)

Message us on Twitter:  
[@trailsendsnacks](#)

Need Help? Visit our FAQs:  
[support.trails-end.com](http://support.trails-end.com)



# POPCORN HELPS YOUR SCOUTS



**Become  
Decision Makers**



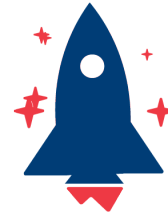
**Learn Money  
Management**



**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 direct correlations to rank advancement and merit badges.
- Earn Amazon.com Gift Cards\*\*
  - Millions of prize choices
  - Scouts buy the 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

*\*Average return to local councils, units and Scouts based on all Trail's End product sales.*

*\*\*Participating Councils only*



# WHAT CAN POPCORN DO FOR YOUR UNIT?



## Highest Profit Return - Over 73% Returned to Local Scouting\*

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, Camporees, etc.

*\* Average return to local councils, units and Scouts based on all Trail's End product sales.*



## Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.



## Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year



## Recruitment

- "Recruit a Scout" is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!



# WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



## 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 **472,500** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

### 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 Level

\$50

\$30

# POPCORN YOUR CUSTOMERS WILL LOVE!



The most popular popcorn products your customers love to buy every day, and provide the highest return for your fundraiser.

## Proven Product Quality

- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive microwave popcorn, chocolates and coffee.

**SHOP NOW:** [www.trails-end.com/shop](http://www.trails-end.com/shop)

*\*PRODUCT OFFERINGS VARY BY COUNCIL*

## OUR TECHNOLOGY MAKES FUNDRAISING EASIER



### THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End and council
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as a way to fundraise while social distancing



### UNIT LEADER PORTAL

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from Scouts for the cash owed



### ONLINE DIRECT

- SAFE for Scouts - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards\* - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units

*\*Council participation in Trail's End Rewards may vary*



### TRAIL'S END REWARDS

- Bigger prizes for Scouts. Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the Scout
- Earn Double Points with Online Direct





### New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.\*

*\*Unit must be registered to sell by no later than August 15, 2020 to qualify.*

**COMMIT NOW:** [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)

### FROM YOUR UNIT SITE GO TO:

**Unit Info:** This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

**GO TO: Unit Team Members:** View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

The image shows a screenshot of the Trails End website interface. On the left is a navigation menu with items: Unit's Goal, Scout Roster, Storefront Sales Calculation Method, App Settings, Unit Team Members (circled in red), About My Unit, and Manage Unit Bank Account. A red arrow points from the 'Unit Team Members' menu item to a dropdown menu containing: Set Primary, Edit Leader, Delete Leader (circled in red), and Resend Login. Below this is an 'Actions' section with a 'Delete Leader' dropdown and a 'GO' button. A red arrow points from the 'GO' button to the 'Editing a Unit Leader' form on the right. The form includes fields for: Leader Title (dropdown), First Name (text), Last Name (text), Username (text), Email (text), Confirm Email (text), Primary Phone (text), Address Line 1 (text), Address Line 2 (text), City (text), State (dropdown), Zip (text), and Country Code (dropdown). At the bottom of the form are 'SAVE' and 'CANCEL' buttons.

# ONLINE POPCORN KERNEL TRAININGS

**UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019**



**Register to attend one of the webinars:**

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

\*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

**TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:**  
[www.trails-end.com/webinars](http://www.trails-end.com/webinars)

## FACEBOOK COMMUNITIES

**A COMMUNITY OF SUPPORT FOR LEADERS**

**Get your questions answered** and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community .

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

**JOIN TODAY AT** [www.facebook.com/groups/TEPopcornCommunity](http://www.facebook.com/groups/TEPopcornCommunity)

A screenshot of the Facebook page for the Trail's End Popcorn Community. The page header shows the Facebook logo, a 'Sign Up' button, and login fields for 'Email or Phone' and 'Password' with a 'Log In' button and a 'Forgot account?' link. The main content area features a large photo of three young men in Boy Scout uniforms holding an American flag. To the right of the photo is a blue banner with the 'Trail's End' logo and two administrators: SEAN STANFORD (TE ADMIN) and SAM HAUCK (TE ADMIN). Below the photo is a '+ Join Group' button and a 'More' button with the text 'Join this group to see the discussion, post and comment.'



# HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

## BUDGET WORKSHEET EXAMPLE

<input type="text" value="\$ 9,800"/>	/	<input type="text" value="28"/>	=	<input type="text" value="\$ 350"/>
<b>Annual Budget</b>		<b>Number of Scouts</b>		<b>Budget Per Scout</b>
<input type="text" value="\$ 350"/>	/	<input type="text" value="35%"/>	=	<input type="text" value="\$ 1,000"/>
<b>Budget Per Scout</b>		<b>Average Commission</b>		<b>Scout Sales Goal</b>

**Scouts can fund their entire year of Scouting in only 8 - 10 hours (on avg).**

## BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:  
**Sales-Minded, Detail-Oriented, and Outgoing Personality.**

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**

# MULTIPLE WAYS FOR SCOUTS TO SELL

<b>ONLINE DIRECT</b>	<p>Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and Scouts can fundraise year-round!</p>
<b>WAGON SALES</b> <b>Take Order</b>	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.</p>
<b>WAGON SALES</b> <b>Door to Door with Product</b>	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<b>STOREFRONT SALES</b>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p>

## ONLINE DIRECT PROMOTIONS

- **Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15\***
  - \*Unit must be registered to sell by no later than August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Pledge**
  - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
  - Make the pledge: <https://www.surveymonkey.com/r/6MKNHGB>
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
  - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
  - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader



# PLAN YOUR UNIT KICKOFF

1. Text **KICKOFF to 62771** to download the kickoff presentation template.
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App**.
  - a. Registration takes less than one minute to create their Scout's account.
  - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts what prizes they can earn by hitting their sales goal.
  - a. Review Trail's End Rewards.
  - b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with Scouts to train them how to sell.
  - a. Practice their popcorn sales speech.
  - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

## MAKE IT FUN!!!



# WHY DO SCOUTS SELL POPCORN?

## Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Camp Upkeep

The popcorn fundraiser has also enabled Scouts to fund their Eagle and other service projects in their community!

**#poweredbypopcorn**





# SCOUT SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
  - a. Introduce yourself (first name only) and where you are from.

"Hi Sir, my name is Brian and I am from Cub Scout Pack 38."
  - b. Let people know what you are doing.

"I'm earning my way to NASA Space Camp. All of the popcorn is delicious and you'll help fund my many adventures in Scouting."
  - c. Close the sale.

"Can I count on your support?"
4. Credit card sales are best for Scouts. Tell your customers, "We prefer credit/debit!"
5. Be polite and always say "Thank You", even if the customer does not buy.
6. **Online Direct is the preferred way to sell & can be used for face-to-face selling. Products ship to the customer, you don't have to handle products or cash.**
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have mom and/or dad take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
  - a. Determine whom you will ask to help you reach your goal.
  - b. Remember, two out of three people will buy when asked at their door.

## SHARE WHAT YOU'RE DOING IN SCOUTING AND HOW YOU'RE HELPING OTHERS THROUGH SCOUTING!



# TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

## Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

### WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they 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!

### 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**

### WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
  - No collecting orders from Scouts 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 Scouts 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 motivate Scouts through the App.
- Leaders can wrap up the fundraiser and get back to Scouting faster!

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 if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



## How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

### Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.\*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

### How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
  - Share their personalized fundraising page via Social Media, Email, Text and more.
  - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

#### STEP

1

#### Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
  - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%\*\* unit commission.

#### STEP

2

#### For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
  - 4 hours: 15+ orders from friends & family.
  - 4 hours: 15+ orders from their local neighborhood(s).

#### STEP

3

#### Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
  - How the money raised benefits each Scout family
  - Unit & Scout sales goals
  - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
  - Everyone downloads the Trail's End App! Text APP to 62771.
  - Trail's End Rewards
  - Unit specific promotions (optional)
  - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

#### STEP

4

#### Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

*\*Unit must be registered to sell by no later than August 15, 2020 to qualify. \*\*Online Direct commission varies by council.*





# 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.

**Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!**

Visit [www.trails-end.com/onlineacademy](http://www.trails-end.com/onlineacademy) for more tips, and FAQ.

# 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 1.5pts 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 cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry



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.

## ONLINE DIRECT

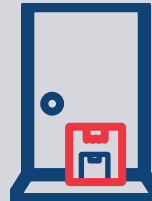
**The safest way of fundraising for Scouts!**



**Safe for Scouts**  
Fundraise from the safety of home.



**Product Variety**  
Traditional products & prices plus more.\*\*



**No Handling**  
Products ship to your customers and all sales are credit.



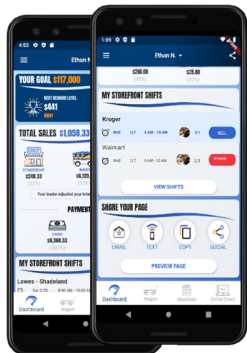
**Trail's End Rewards\***  
Earn double points for Amazon.com gift cards.

\*Council participation in Trail's End Rewards may vary.  
\*\*Subject to change.

## HOW IT WORKS

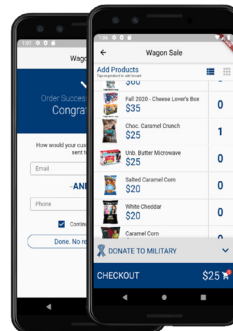
### TWO WAYS TO SELL ONLINE

#### SHARE YOUR PAGE



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

#### TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

# START FUNDRAISING EARLY WITH ONLINE DIRECT

## WHY START YOUR FUNDRAISER IN JULY?

- Uncertainty of COVID-19 return
  - Fund your popcorn order pre-payment
  - Trail's End unit promotion:
    - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
- \*Unit must be registered by August 15, 2020 to qualify.

## HOW CAN MY UNIT FUND A POPCORN PRE-PAYMENT?

- Start selling EARLY with existing Scouts (July & August)
- **Best & Preferred Option: Sell Online Direct**
  - Safest way for Scouts to sell
  - Scouts earn **Double Points** for TE Rewards
  - Traditional products and prices (\$10 opening price point\*)  
\*Subject to change
  - No handling of products or 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
  - Text MYPLAN to 62771 to download: How to Sell \$1,000 Social Distancing
- **Backup Option: Sell Take Order before your first product order**
  - Ask customers to pay with CREDIT/DEBIT to avoid handling cash
    - Scouts earn 1.5pts for CREDIT/DEBIT orders for TE Rewards
  - Require Scouts to record UNDELIVERED Wagon sales in the TE App
  - Require customers to pay at time of order, NOT on delivery

## FUNDING A 30% PRODUCT PRE-PAYMENT EXAMPLE:

- Let's say your unit sells \$10,000, and has been primarily show & sell, here's what to do:
  - Sell \$3,000 Online Direct: Unit makes \$1,000
  - Sell \$1,000 Take Order with Credit Card: Unit has \$1,000 in credit
  - You've sold \$4,000 and can prepay \$2,000 to order \$6,000 in popcorn
- *Tip: Online Direct and CREDIT/DEBIT sales automatically credit your popcorn invoice with council, eliminating the need to collect payments from Scouts.*
- *Tip: Require Scout families to turn in any cash payments using the NEW parent credit payment feature in the TE App.*



# POPCORN ORDERING & DISTRIBUTION

## PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

### Vehicle Capacity Estimates\*

Mid-size Car: 20 cases  
Small SUV: 40 cases  
Crossover: 40 cases  
Mini-van: 60 cases  
Large SUV: 70 cases  
Full-size van: 70 cases

**\*Note: the Vehicle Capacity Estimates above are estimated without kids, car seats, strollers, etc**

## GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

**Contact your Council for more information on getting your popcorn and replenishment of popcorn.**

# UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

## TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

## RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

# WRAPPING UP THE SALE

## STEPS TO FOLLOW:

- Collect and add together all popcorn orders from your Scouts.
- Use the Scout table in the Unit Leader Portal to track sales by Scout. This is how Trail's End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- Units paying by check must send ONE check (checks made out to units cannot be accepted.)
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the Scout's Trail's End account approximately 5 days after submitting your Scout totals unless flagged for review.
- Hold a unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.





# PATH TO ADVANCEMENT

## Cub Scout Advancement Opportunities



### TIGERS



Curiosity, Intrigue and Magical Mysteries Create a secret code to use during your Popcorn Sale **(Req. 3)**



Stories in Shapes Create an art piece advertising your Popcorn Sale **(Req. 3)**



Tiger Tales Create your own Tall Tale about your Popcorn Sale **(Req. 2)**



### WOLVES



Howling at the Moon Show you can communicate in at least two different ways **(Req. 1)** and create a Popcorn Skit **(Req. 2)**



Paws on the Path Tell what the Buddy System is and why you need to use it during your Popcorn Sale **(Req. 2)**



### BEARS



Roaring Laughter Create your own short story about popcorn fundraising **(Req. 3)**



### WEBELOS & ARROW OF THE LIGHT



Art Explosion Create a Popcorn Sale poster on a computer **(Req. 3f)** or a T-shirt or hat **(Req. 3g)** for display at your Show 'n' Sell



Build It Create and build a carpentry project to advertise your Popcorn Sale. List all the tools you used to build it. Check which ones you've used for the first time **(Req. 3)**



Movie Making Create a story about your Popcorn Sale and do ALL requirements for Movie Making **(Req. 1-3)**

## Merit Badge Opportunities



Art **For requirements 5a** – Produce a Popcorn Sale poster for display



Communication **For requirement 2b** – Make a Popcorn Sales presentation to your counselor **For requirement 6** – Show your counselor how you would teach others to sell Popcorn



Digital Technology **For requirements 6d** – Create a report on what you and your troop can do with the funds earned from selling Popcorn



Graphic Arts **For requirements 3 and 4** – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster



Journalism **For requirement 3d** – Create a 200 word article about your Troop's Popcorn Sale



Movie Making **For requirement 2** – Create a storyboard and video designed to show how to sell popcorn



Personal Management **For requirements 9** – Define your Popcorn Sales Goal. Create a plan, and make a calendar for how you will achieve your goal with all your other activities



Photography **For requirement 5a, b, f** – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale **(Req. 7)**



Plant Science With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed **(Requirements 8, Option 1, E1a–E1c)**



Public Speaking **For requirement 2** – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop



Salesmanship **All requirements** for this merit badge may be completed through the Popcorn Sale



Truck Transportation **For requirement 2** – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment



# THE TRAIL'S END APP

Available in the Apple and Google Play Store  
Text APP to 62771 to download.

Required to register:  
Council: \_\_\_\_\_ District: \_\_\_\_\_ Unit: \_\_\_\_\_

## 1 Sign In or Register an Account

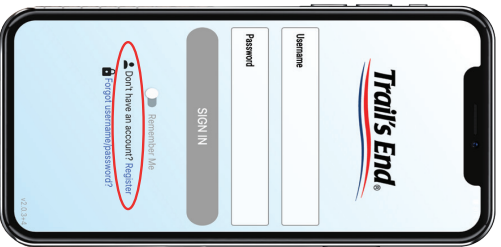
- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu.
- Select "Change Unit."

## 2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

### Multiple Scouts?

- Each Scout 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 Scout name dropdown at the top of the screen.



## ACCEPTING CREDIT CARDS

Every Scout 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, NFC (contactless) cards, and Magstripe cards.



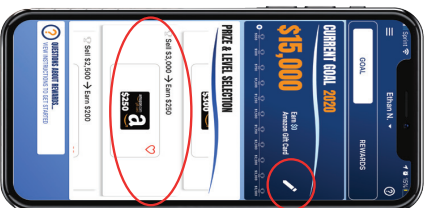
**When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.**

## TE REWARDS: SET A GOAL, CLAIM GIFT CARD

**1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.

**2 Track Progress:** Check how close you are to reaching the next rewards level in the app.

**3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to get your Amazon.com claim code.



## HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

**Online Direct:** Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Or, share your page with customers via email, text, and social media.

**Wagon:** Door-to-door, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

**Storefront:** Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.



## HAVE QUESTIONS? GET ANSWERS.

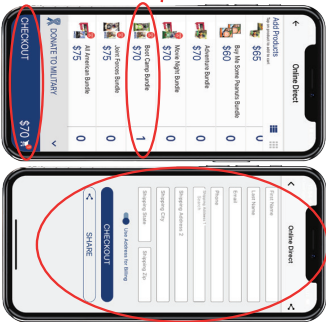
- Email [support@trails-end.com](mailto:support@trails-end.com)
- Visit the Support Portal of FAQs at [support.trails-end.com](http://support.trails-end.com)
- Get peer support 24/7 in the Scout Parents Community [www.facebook.com/groups/TEscoutParents/](http://www.facebook.com/groups/TEscoutParents/)

\*Screenshots subject to change

## ONLINE DIRECT: SHIP TO CUSTOMER

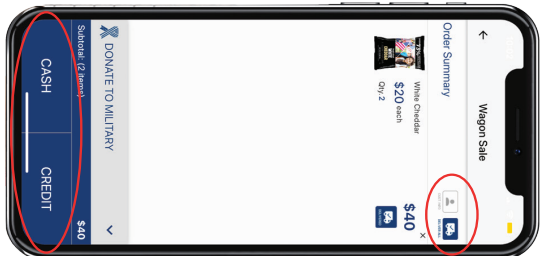
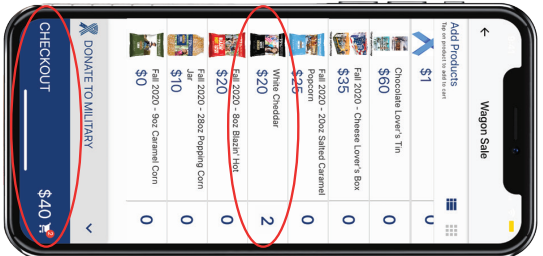
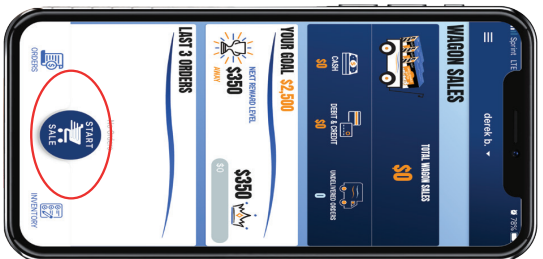


**Tip:** Click Share to text the cart to the customer to complete the purchase on their phone.



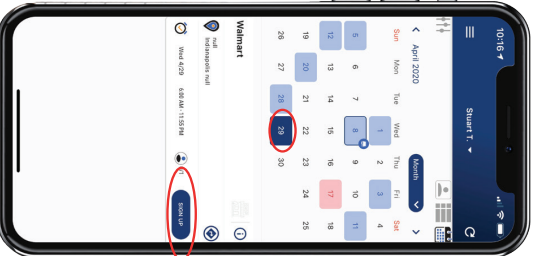
**Tip:** There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

## 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!

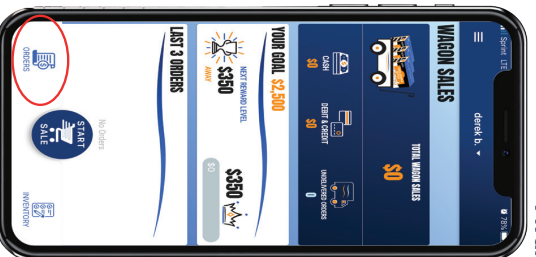
## SIGN UP FOR A STOREFRONT SHIFT



**Tip:** Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

## ISSUE A REFUND

*Available SAME DAY only for Scouts.*



**Tip:** You can also edit customer information and re-send a receipt from this screen.

*\*Screenshots subject to change*

# 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.

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 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

**6,000 pts**

Earn a \$450

Amazon.com Gift Card

REWARD IDEAS



**1,750 pts**

Earn a \$70

Amazon.com Gift Card

REWARD IDEAS



**5,000 pts**

Earn a \$375

Amazon.com Gift Card

REWARD IDEAS



**1,500 pts**

Earn a \$60

Amazon.com Gift Card

REWARD IDEAS



**4,000 pts**

Earn a \$300

Amazon.com Gift Card

REWARD IDEAS



**1,250 pts**

Earn a \$50

Amazon.com Gift Card

REWARD IDEAS



**3,500 pts**

Earn a \$250

Amazon.com Gift Card

REWARD IDEAS



**1,000 pts**

Earn a \$40

Amazon.com Gift Card

REWARD IDEAS



**3,000 pts**

Earn a \$200

Amazon.com Gift Card

REWARD IDEAS



**800 pts**

Earn a \$30

Amazon.com Gift Card

REWARD IDEAS



**2,500 pts**

Earn a \$100

Amazon.com Gift Card

REWARD IDEAS



**600 pts**

Earn a \$20

Amazon.com Gift Card

REWARD IDEAS



**2,000 pts**

Earn an \$80

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 if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



# POPCORN SALE CHECKLIST

- Register for the popcorn sale at [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the Scouts' input in order to have an "Ideal Year of Scouting".
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
  - $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$
- Break the goal down to an individual Scout (family) goal.
  - $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
  - Make it a fun event; have food, snacks, games, door prizes, etc.
  - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all Scouting families.
  - Highlight all the program activities the unit is planning on participating in.
  - Information on the sales goal per Scout so there are "no out of pocket expenses".
  - Best method of communication; email, phone calls, social media, video chats, etc.
  - How often you can plan to send out communication pieces.
  - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct Scout families to [www.trails-end.com](http://www.trails-end.com) for additional information about online selling and additional selling tips.
  - Text APP to 62771 to download the Trail's End App.
- Encourage all Scouts to also go door-to-door with a parent.
  - Two out of three customers will buy when asked.
  - Set up a sale territory for the Scouts.
  - Less than 20% of all households have been asked to purchase popcorn.
  - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
  - Set up schedule for Scouts to sign up for shifts through the Trail's End App.
  - One Scout per two-hour block is ideal.
  - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to Scouts, and ensure deliveries are made to customers.
- Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.