

Trail's End[®]



Hudson Valley Council 2020 Popcorn Kickoff



Why Do We Sell Popcorn?

Trail's End®



- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Improve our council's resources

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

It's For The Scouts

Trail's End[®]



2019 Total Sales: \$410,600

2019 Unit Commissions: \$147,300 plus Prizes!

- Unit Activity Fees
- Unit Events and Activities
- Blue and Gold / Crossover Ceremonies
- Pack / Troop Equipment
- Day Camp / Summer Camp
- And more....

2019 Council Commission: \$131,250

- Program delivery and member support
- Execution of events including support materials and marketing
- Training opportunities for volunteers
- Scholarships for youth in need
- And more...

Trail's End Programs

Trail's End[®]

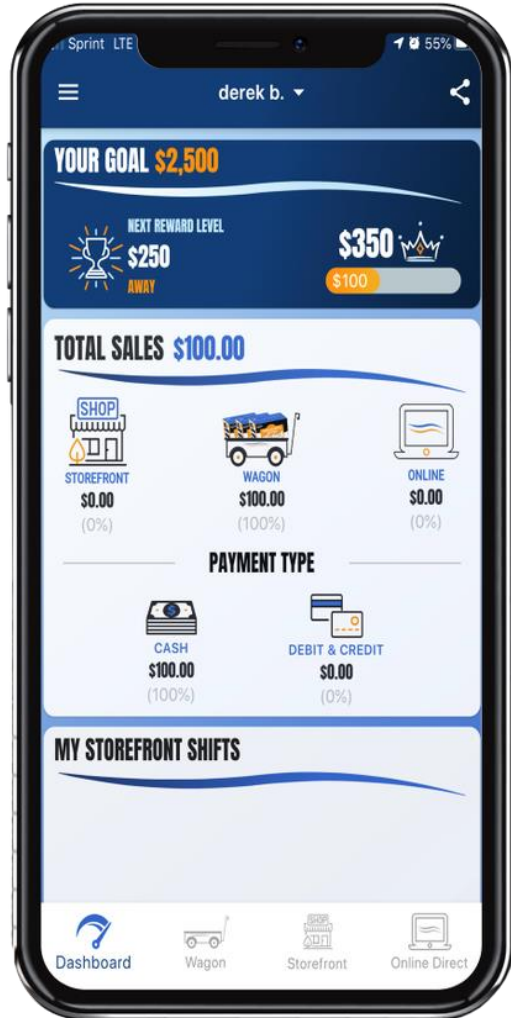


Text FACEBOOK to 62771 to join our community today!

Join Scout leaders across the country to share best practices and new ideas!

Trail's End App

Trail's End®



Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- Calculates Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing
- **SAVES TIME!**

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download.

Trail's End App

Trail's End®



Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY



Download on the
App Store



GET IT ON
Google Play

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.

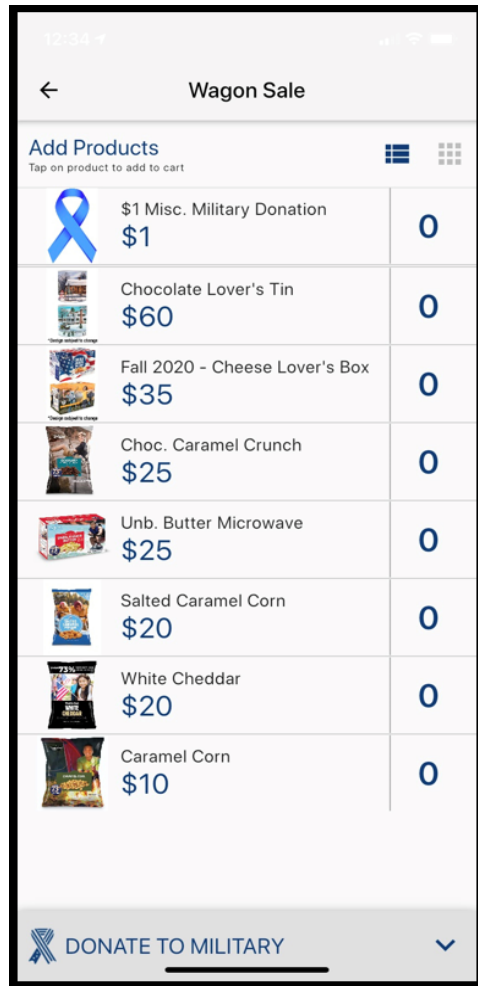


Record ALL of Your
Sales in the App, Even
Take Order Sales!

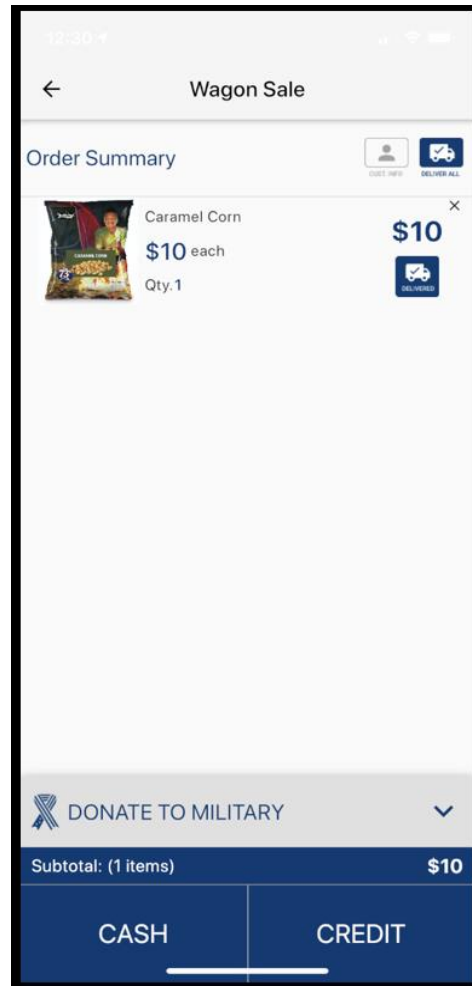
Trail's End App



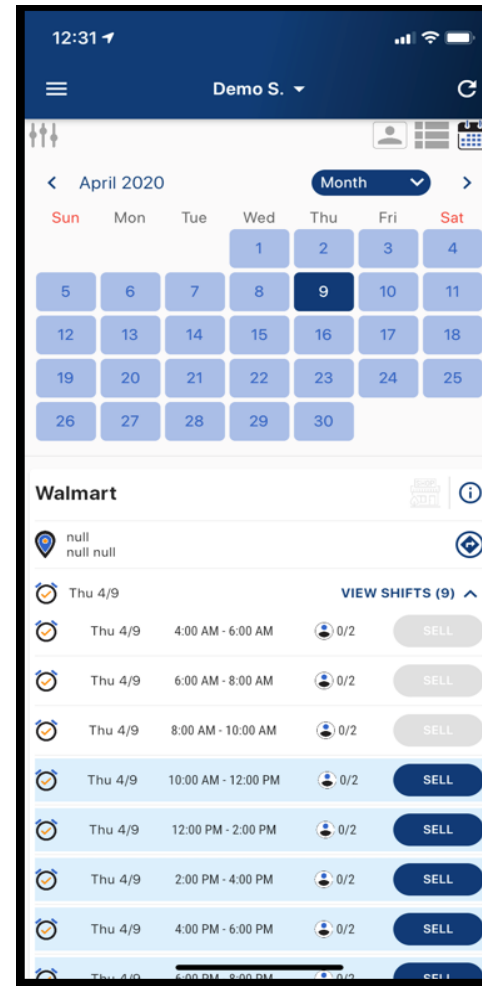
Point of Sale



Payment



Storefront Scheduling



Sale Tracking





Improvements Based Upon Leader Feedback Faster. Easier. Simpler. Time Saver.

- Rebuilt in Google Flutter
- Faster Scout registration, takes less than one minute
- Checkout – 9 clicks to 4 by streamlining and eliminating extra steps
- New Online Direct to Customer in Trail's End App.
 - Sell face-to-face, swipe a card, ship online products directly to consumer
- Consolidated Scout and storefront views, reporting and actions
 - Fewer clicks to find information and take action
 - Simpler inventory views by storefront and by Scout.
- Providing more Square readers to your Scouts.
 - 30% of Americans do not carry cash; half have less than \$20.
- Trail's End will continue to pay all fees.

Trail's End App

Trail's End®



2019

11:43 App Store

Dilly C.

Total Wagon Sales \$135

Orders

DILLY CLARKSON

Cash on Hand \$15

My Inventory

Item	On-hand	Sold	Undlv
Chocolate Lover's Tin	0	2	1
Cheese Lover's Box	0	0	0
Choc. Caramel Crunch	0	0	0
18pk Kettle Corn - Mic	0	0	0
Salted Caramel Corn	0	0	0
Unb. Butter Microwave	0	0	0
Premium Caramel w/ Nut	0	0	0
White Cheddar	0	0	0
Caramel Corn	0	0	0
Popcorn Corn	-1	1	0

Start Wagon Sale

2020

7:33

Ethan N.

YOUR GOAL \$5,000

NEXT REWARD TIER \$987 AWAY **\$2,500** \$1,513

TOTAL SALES \$1,512.50

SHOP STOREFRONT	WAGON	ONLINE
\$472.50 (31%)	\$1,040.00 (69%)	\$0.00 (0%)

PAYMENT TYPE

CASH \$1,512.50 (100%)	CREDIT \$0.00 (0%)
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MY STOREFRONT SHIFTS

Kroger Thu 2/13 8:00 AM - 10:00 AM 1/3 WITHDRAW

Kroger Sat 2/15 8:00 AM - 10:00 AM 1/3 WITHDRAW

Dashboard Wagon Storefront Online

7:33

Ethan N.

ORDERS CAN ONLY BE PLACED AGAINST CURRENT DAY SHIFTS.

STOREFRONT SALES

CURRENT SHIFT DETAILS

KROGER TUE 2/11 8 AM - 10 AM

CURRENT SHIFT SALES **\$212.00** ALL SHIFT SALES **\$212.00**

HOURS WORKED **12** FUTURE HOURS **4**

SHIFT RATE / SALES SPLIT

SPLIT METHOD SHIFT CURRENT RATE \$18/HR OVERALL RATE \$18/HR

NEXT REWARD TIER \$988 AWAY **\$2500** \$1513

START SALE

ORDERS INVENTORY

Ethan N.

WAGON SALES ACTIVE

TOTAL WAGON SALES \$8,961

CASH **\$8,769** CREDIT **\$192** UNDELIVERED ORDERS **9**

YOUR GOAL \$15,000

NEXT REWARD TIER \$469 AWAY **\$10,000** \$9,531

LAST 3 ORDERS

Lauren London 9/6 @ 12PM \$100

Chris Lavish 8/16 @ 1PM \$60

Trail's End App Training

Trail's End[®]



Over 200 Webinars in 2020
Every Question Asked...Every Question Answered!



SCOUTS

LEADERS

SHOP

SIGN IN

REGISTER



Now Supporting
Ryan R

Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!

Receive A \$20 Amazon.Com Gift Card When You Register By August 1*

*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.

Register at www.trails-end.com/webinars

Trail's End App Demo

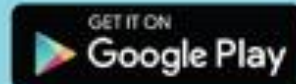
Trail's End[®]



SAVE TIME with the New Trail's End App

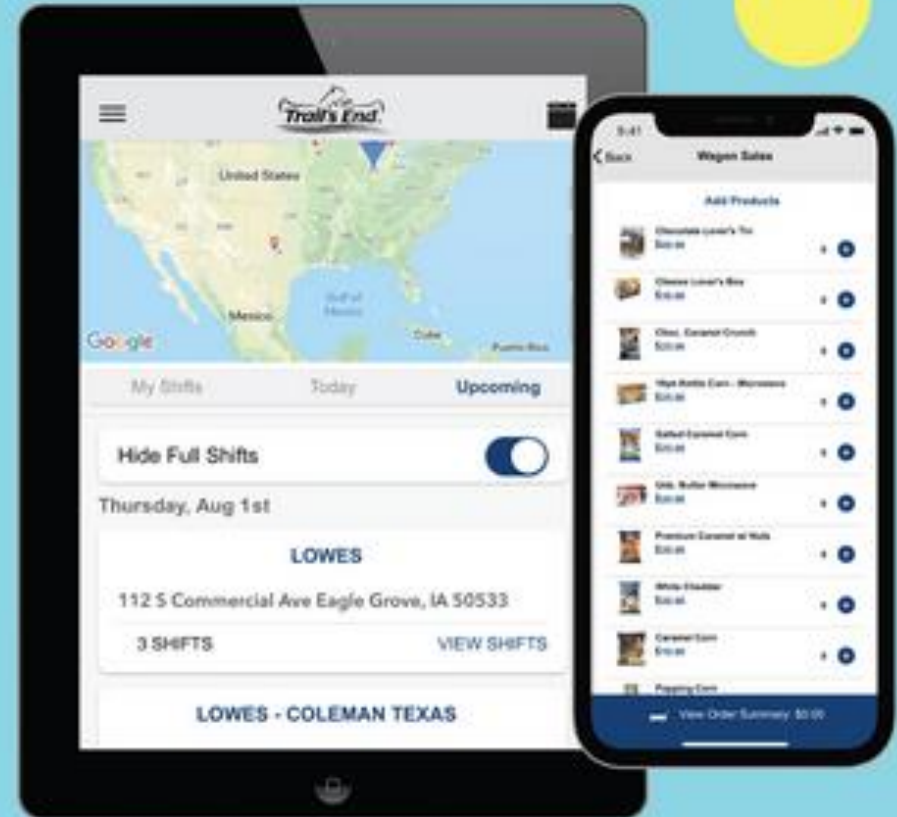
Text APP to 62771 to get a link to download.

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and sign up for storefront shifts.



Please check for updates as we will continue to release improvements as we receive feedback.

Have questions? Get answers.
teappsupport@trails-end.com





Username


app-test-rosenfeld

Password

SIGN IN



Remember Me

 Don't have an account? [Register](#) [Forgot username/password?](#)

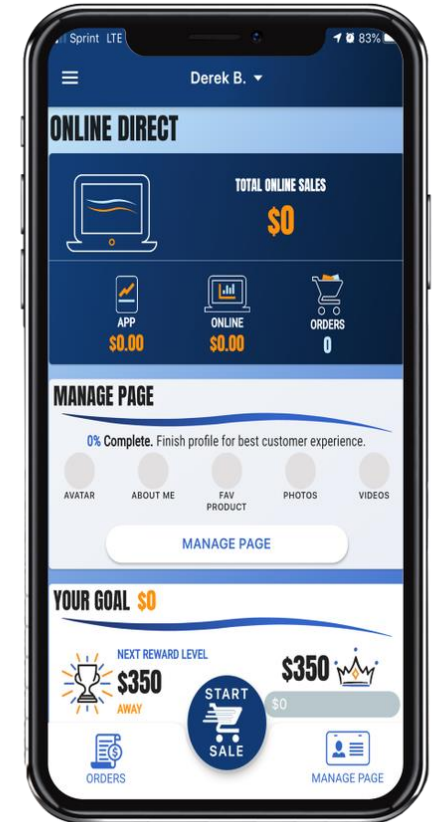
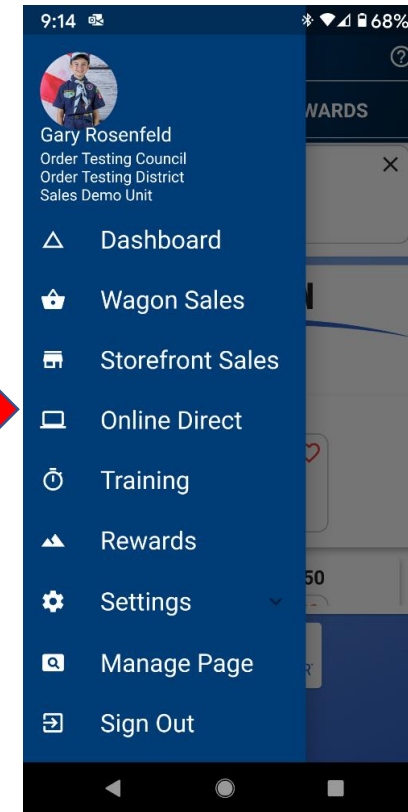
Best & Preferred Way of Selling!

BENEFITS FOR LEADERS

- **No handling** of products, shipped direct to consumer*
- **No risk** of excess inventory due to over ordering product up front.
- **No collecting** cash, all orders processed with a credit card.
- **Less work** for leaders.
- **Sales tracker** through the app for accurate accounting.
- **Bonus incentive** for units that sell between July 1-Aug 15

BENEFITS FOR SCOUTS

- **No handling** of cash or products.
- Scout Earn **Double Points** for TE Rewards
- **Time saver** by not having to go back and deliver products.
- **Ease** of selling through the Trail's End app.
- **Share their online webpage** to sell to friends and family.
- **Text** order to customer to complete purchase on their phone



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

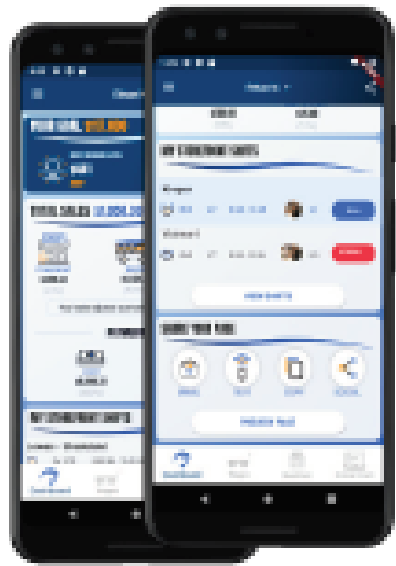
*Consumers pay shipping for direct delivery



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

Accepting Credit/Debit

Trail's End[®]



CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
Trail’s End pays for all credit card fees!

- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Safer** – Scouts don’t have to handle cash
- **Bigger Rewards** – Earn 1.5pts per \$1 sold in the Trail’s End App
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



Trail's End Rewards

Trail's End®



SCOUTS CAN SELECT FROM MILLIONS OF ITEMS WITH AN AMAZON.COM GIFT CARD

Why do Scouts love Trail's End Rewards?

- Bigger prizes and more value.
- Millions of choices on Amazon.com.
- Get prizes faster.
- Delivered to their door.
- Earn double points with Online Direct.
- Scouts select what **THEY** want!

Why do Leaders love Trail's End Rewards?

- Saves time not have to handle and distribute physical prizes.
 - Leaders have reported saving on average 6 hours of time
- Orders are tracked automatically for leaders when Scouts sell with the app and online.
- Online direct, Storefront, and Wagon sales all count towards rewards.
 - Motivates Scouts to reach their goals.
- Trail's End helps train and motivate Scouts through the App features.



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

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 assent to program terms at: <https://www.trails-end.com/terms>.

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

SCOUTS EARN *DOUBLE* ONLINE

2PTS PER EVERY \$1 SOLD ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD WITH CREDIT/DEBIT IN THE TRAIL'S END APP

1PT PER EVERY \$1 SOLD WITH CASH IN THE TRAIL'S END APP

Register Your Unit

Trail's End[®]



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

Facebook Communities

Trail's End[®]



CREATED & MANAGED BY POPCORN KERNELS

FACEBOOK GROUPS

- Over 18,000 members
- 5% growth for units who were on Facebook group
- Scouts & Leaders get fast, accurate answers to their questions 24/7
- Unit leaders and Scout parents get real-time best practices and tips from peers and Trail's End experts

JOIN TODAY AT www.facebook.com/groups/TEPopcornCommunity



Text **FACEBOOK** to 62771 to join!

Planning

Trail's End[®]



SET YOUR GOAL

- Plan for an entire year of Scouting programs.
- Plan to fund the entire year with one fundraiser.
Less time fundraising = more time Scouting
- Set a per Scout goal and break it down to hours.
 - The average Scout sells \$125 per hour.

BUILD A TEAM

- Shared ideas, shared efforts.
- Prevent leader burnout and spread out the workload.
- Have a plan for your successor.



Storefront Sales

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SELL AT STOREFRONTS

- One Scout per 2-Hour Shift to maximize your hourly sales.
 - Forces parental involvement
- Use every store in your area that has heavy foot traction.
- Plan on \$100 per hour in sales, schedule the number of shifts according to your goal.
- Great way to recruit young people to join Scouting!
 - We're already selling Scouting.
 - Have flyers and Scouting promo materials



Personal Sales

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ONLINE DIRECT

- Encourage every Scout to create his or her own personal fundraising page.
- Sell to friends and family who live far away.
- All sales count for the rewards program.
- No face-to-face contact, no product or money to handle.

DOOR TO DOOR

- Sell to your close neighbors and friends.
- Scouts have averaged \$250 per hour in sales.
- Have product on hand so no need to go back to delivery. Scouts can take a credit card, fees paid by Trail's End, for higher sales.
- Use the new online direct through the app, no return visit required.

FRIENDS, FAMILY, WORKPLACE

- Use the app to take and manage orders.
- Using the online platform, no handling of product. Take the order and Trail's End ships direct.



Motivating Scouts

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SCOUT MOTIVATION

- Get every Scout engaged to earn his or her own way.
- Set a Goal per Scout based upon funding their entire program year.
 - Don't forget about camp.
- Offer your own incentives in addition to what the council is offering.
 - Incentive for Scouts who reach their goals.

PARENT BUY-IN

- Teaching Scouts life lessons.
- No out of pocket expenses to the family.
- Many ways of selling, whatever is best for the family.



Host A Virtual Kickoff

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Use 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 to download.
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents Facebook Group to get tips and ask questions!
- **HAVE FUN!**

Text **KICKOFF** to 62771 to Download Presentation.

Start Selling Early

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Reasons to Start Selling in July & August

- Uncertainty of COVID-19 return
- Start planning and earning now for your upcoming program year.
- Provides more time for Scout families to reach their goals.
- Trail's End Online Direct 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.
- **Scout Online Direct Entrepreneur Challenge**
 - 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.

Ordering: Protecting Scouting

Trail's End®



We need to address Covid-19 and the impact it will have on the sale this season. Although there is a lot of uncertainty, it poses a great threat to product production and financial hardship to units and council due to excess inventory.

We **MUST** take the necessary steps to reduce the financial risk and protect the well being our Scouting community:

1. Participate in the Online Direct selling beginning July 1, Scouts earn double rewards points, can practice social distancing, and have no inventory to handle.
2. Start the Take Order Sale early (July 1): Order exactly what you need to eliminate guesswork.
 1. Use of credit cards to earn 1 ½ reward points and minimize financial risk of handling cash.
 2. Parents can pay their unit with a credit card.
3. Units will be permitted to order up to 50% of what they sold in 2019 as their initial order. Reduces risk of having excessive product should sale get disrupted.
4. We will work with Trail's End to order additional product as needed.
 1. Units must use the app so we can monitor the progress of the sale.
5. Units placing a replenishment order will be required to pay for what they need from proceeds of what they have already sold.
 1. Credits are applied when using credit cards and selling online. Therefore reducing what you owe.
6. **Due to Covid-19 there we will not be accepting any product returns.**

Key Dates

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KEY DATES TO REMEMBER

Online & Direct Sale	7/1/2020 – 8/15/2020
Show-n-Sell Orders Due	7/31/2020
Show-n-Sell Distribution	8/22/20
Final Show-n-Sell Payment Due (No returns)	10/23/20
Take Orders Due	10/30/20
Take Order Distribution	11/12 – 11/13/2020
Final Payment Due to Council	12/4/20

Commission

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Commission Type:	Commission Percentage:
ONLINE DIRECT	35%
TRADITIONAL	35%
ONLINE DIRECT SALES (July 1 – Aug. 15, 2020, Unit must register to qualify.)	5% (Amazon.com gift card)

Traditional Products

Trail's End®



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS



\$35

Cheese Lover's Collection

Over \$22 to local Scouts*
Contains: Milk

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



\$25

Salted Caramel Popcorn

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

NEW! BIG BAG



\$20

Blazin' Hot Popcorn

Over \$14 to local Scouts*

BIG BAG



\$20

White Cheddar Popcorn

Over \$14 to local Scouts*
Contains: Milk

NEW! BIG BAG



\$15

Unbelievable Butter™

Over \$10 to local Scouts*

NEW!



\$15

Popping Corn Jar

Over \$10 to local Scouts*



\$10

Caramel Corn

Over \$7 to local Scouts*
Contains: Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

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!

Contacting Support

Trail's End[®]



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Trail's End Popcorn Community

VISIT OUR WEBSITE

www.Trails-End.com

EMAIL US:

Support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.Support.Trails-End.com

COUNCIL CONTACT INFO

Jon Whitaker: Staff Advisor
Jon.Whitaker@scouting.org

Patty Carter: Council Kernel
pcarter3@hvc.rr.com

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Thank You!

Questions & Answers

Remain in the meeting for questions or leave at any time when your questions have been answered.

