

Trail's End®



Enter Unit

2021 Popcorn Kickoff

September 12, 2021



Why Popcorn?



- Fund your unit's program
- Character development
- Awesome Prizes
- Improve our camps and council resources
- More adventures, less time fundraising!

OVER **\$4 BILLION** returned to your programs SINCE 1980

WHY DO WE SELL POPCORN? *Trail's End*



Benefits your local camps and ScoutReach at-risk youth programs.

Camp Improvement/Construction in Progress Photos



Photos showing progress of the NEW Camp Flying Eagle Archery Range Building



Photos showing the NEW Camp Flying Eagle Canoe/Kayak Launch Entrance Area



Photos of the completed Bridge, Kayak Racks, Boat Dock and Lifeguard Tower on the Camp Miles Adventure Island

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 SWFL Council Prizes
 - Awesome TOP SELLER DAY Feb. 26th
 - Choice of prizes or gift cards

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



Fund all your Scouting related expenses and activities that you want your Scouts to enjoy this year through Popcorn.

- Yearly Membership Dues
- Boys Life Magazine
- Advancements & Awards
- Camping Trips
- Hikes
- Blue & Gold Banquet
- Christmas Party
- Pinewood Derby
- & More!

Unit Goal: \$25,000

Scout Goals: \$1,200 (each)

TRAIL'S END SCOUT APP

Trail's End®



The Trail's End App supports all the ways our unit sells:

- Online Direct
- Friends & Family
- Wagon Sales / Door-to-Door
- Parent's Workplace
- Storefronts / Booths
- Locations where you can setup a table

Credit card fees are paid by Trail's End

Text APP to 62771 to download the App



TRAIL'S END APP

Trail's End®



ONLINE DIRECT: SHIP TO CUSTOMER

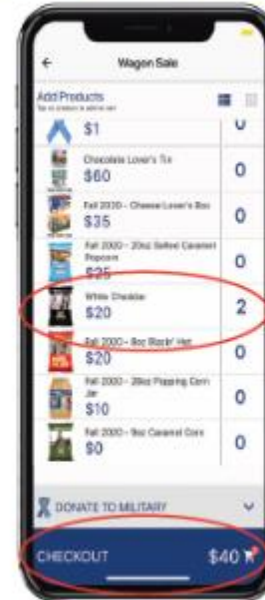


Tip: Click Share to text the cart to the customer to complete the purchase on their phone.



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!

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

TRAIL'S END APP

Trail's End®



SIGN UP FOR A STOREFRONT SHIFT

ISSUE A REFUND

Available SAME DAY only for Scouts.



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

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

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

LET'S STOP & REGISTER



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!



HOW IT WORKS

TWO WAYS TO SELL



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

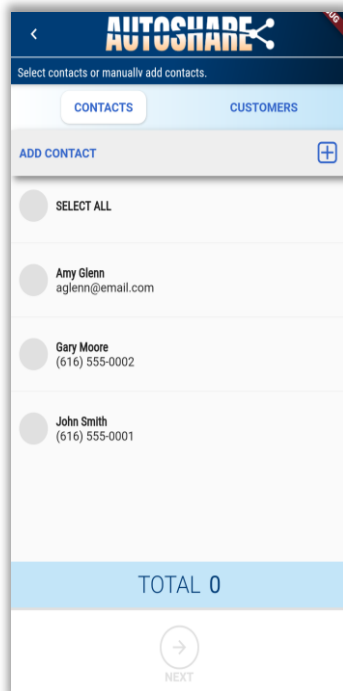
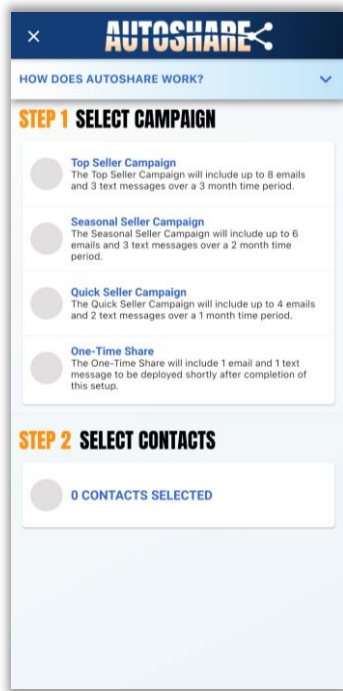
1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

EASIEST WAY FOR SCOUTS TO SELL

- Safest way for Scouts to sell
- As many traditional products and prices as possible
- No handling of products/cash for Scout or unit
- Text order to customer to complete purchase on their phone
- New Online Direct features:
 - **Autoshare**
 - **Prior year customers ask**
 - **Subscriptions for American Heroes Donations**
 - **QR Code**
- Products popped fresh to order – shipped direct to customer



NEW AUTOSHARE



Your Online Direct Campaign just got a whole lot EASIER! It's as easy as 1-2-3!

1. Click Start **AUTOSHARE**
2. Choose the sharing Campaign that fits your goals.
3. Select your contacts straight from your device.

*Make sure to allow contact app permissions if you want to take advantage of this easy, time saving feature.

AutoShare Demo



[Click for YouTube Demonstration](#)

A Few Things to Remember

- If a customer clicks your link, the AutoShare will stop until you AutoShare with them again.
- In order to quickly import the contacts in your device, you must give the Trail's End App access to your contacts.
- Allowing access to your contacts is **NOT** required!
 - Manual Entry available.
- Trail's End will **NOT** access your contacts without your permission; contacts are **ONLY** for your designated AutoShare activities.

NEW SUBSCRIPTIONS FOR AMERICAN HEROES DONATIONS




DONATE NOW!

NEW Monthly gift to Scouting & American Heroes in addition to existing one-time gifts.

- Customers can sign up in your virtual store.
- Easier than ever for customers to support local youth, U.S. military, and first responders.
- Customers choose what amount is best for them.
- Sell 5, \$19+ subscriptions to fund your entire year.*

* based on Scout/Unit averages.



Donate to Scouting
Monthly Gift to American Heroes

Your monthly gift supports local Scouting AND sends a popcorn treat to U.S. military, first responders, and veteran organizations.

MONTHLY DONATION AMOUNT

\$9 \$19 \$29 \$ Your Best

DONATE \$19 MONTHLY & CHECKOUT

ADD TO CART & CONTINUE SHOPPING

50% of your donation stays with local Scouting and the remainder is used to send a gift to American Heroes.

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.

SALES PITCH

Trail's End®



<https://youtu.be/0XCq7XB6900>

WAGON SALES

Trail's End®



Start early with Online Direct or take order!

- Sell door-to-door
 - Visit 30 homes in your neighborhood
 - With Online Direct, text order to customer to complete purchase on their phone to keep a social distance
- Sell to friend & family
- Sell at work



STOREFRONTS

Trail's End®



We've got all the equipment you need!

- Table
- Banner
- Tablecloth
- Cashbox
- Popcorn
- Laminated instructions, reminders, and info
- Bring your own device



Signup for storefront shifts in the Trail's End App.

Trail's End Scout App



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 and Popcorn Kernels don't have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **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
 - **Magstripe:** [Amazon.com: Square: Square Reader For Magstripe](#)
 - **Bluetooth Contactless:** [Amazon.com: Square: Square Reader For Contactless](#)

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

Traditional Products



\$40 Sweet & Savory



**\$25 Chocolatey
Pretzels**



\$25 Salted Caramel



**\$20 Sweet & Salty
Kettle Corn**



**\$20
Unbelievable
Butter MW**



\$20 White Cheddar



\$15 Popping Corn



\$10 Caramel Corn

**SHOW YOUR SUPPORT
WITH A DONATION TO
AMERICAN HEROES!**

Donation Levels
\$50 \$30

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

**American Heroes Donation
Program**

Online Direct (Changing Mix of Products)



FREE SHIPPING ON ORDERS \$55 OR MORE

EXTRA CHARGES AND EXCLUSIONS MAY APPLY

STARTS SHIPPING IN MAY



Backyard BBQ Bundle

Contains: Milk

STARTS SHIPPING IN MAY



Let's Go Camping Bundle

Contains: Milk and Soy

STARTS SHIPPING IN MAY



Original Beef Jerky (2.6 oz)

STARTS SHIPPING IN MAY



Let's Go Hiking Bundle

Contains: Tree Nuts

STARTS SHIPPING IN MAY



Good Samaritan Bundle

STARTS SHIPPING IN MAY



Ultimate Snack Bundle

Contains: Milk



Chocolatey Caramel Crunch™ Tin

Contains: Milk and Soy



Chocolate Trio Bundle

Contains: Eggs, Milk, Soy and Wheat

- (1) Dark Chocolate Salted Caramels
- (1) Peppermint Bark
- (1) Frosted Snowflake Pretzels



Chocolate Lover's Tin

Contains: Eggs, Milk and Soy

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



Frosted Snowflake Pretzels

Contains: Milk, Soy and Wheat



Peppermint Bark

Contains: Milk and Soy



Chocolatey Caramel Crunch™ Bag

Contains: Milk and Soy

Online Direct con't (Changing Mix of Products)



FREE SHIPPING ON ORDERS \$55 OR MORE

EXTRA CHARGES AND EXCLUSIONS MAY APPLY



Chocolate Lover's Bundle

Contains: Egg, Milk and Soy

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



Caramel Lover's Bundle

Contains: Egg, Milk and Soy

- Dark Chocolate Salted Caramels
- Salted Caramel Popcorn



Dark Chocolate Salted Caramels

Contains: Egg, Milk and Soy



Sweet & Savory Bundle

Contains: Milk and Soy

- Salted Caramel Popcorn
- White Cheddar Popcorn



Salted Caramel Popcorn

Contains: Milk and Soy



White Cheddar Popcorn

Contains: Milk

12pk Microwave



Unbelievable Butter™ Popcorn

Contains: Milk

NEW!



Honey Roasted Peanuts

Contains: Tree Nuts

NEW!



Campfire Blend Coffee K-Cups



Popping Corn Jar

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!



Send a gift of popcorn or purchase a monthly military donation which supports both local Scouting and hardworking first responders, military men and women, their families, and veteran organizations.

AMERICAN HEROES DONATION *Trail's End*



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 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

COUNCIL PRIZES

Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings

Trail's End[®]



EARN PATCHES



Sell \$250+ American Heroes donations



Sell 2 different items



Sell \$1,200 or more

SELL
\$250

\$10 Walmart Gift Card OR

Folding Stove
Camillus 5" Knife
Fire Starter 2.0
6 pc. Meal Kit
(Choose One Prize)



SELL
\$350

\$15 Gift Card OR
8 pc. Survival Pack/Dry bag
Wood Burning Stove

(Choose One Prize)



SELL
\$450

\$20 Gift Card OR
40/60 Degree Sleeping Bag
BSA Day Pack
Camo Hammock w/Straps
(Choose One Prize)



COUNCIL PRIZES

Trail's End®



Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings

\$650 = \$30 Gift Card

\$850 = \$40 Gift Card or Eureka Tent

\$1,100 = \$50 Gift Card

\$1,300 = \$75 Gift Card

\$1,800 = \$110 Gift Card

\$2,300 = \$150 Gift Card



COUNCIL PRIZES

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Trail's End®



Sell
\$600

\$20 Gift Card



(Your Choice of Gift Card)

**O
R**



**BSA
Deluxe
Pocket
Knife**



Sell
\$1,200

Attend Top Seller Day!
Saturday, February 26th 2022
Bring your Family!

- Special Fun Filled Day for Top Sellers
- Additional Prize Drawings
- Boating, Shooting & Game Trailer
- Catered Cookout Lunch
- Ice Cream Buffett Extravaganza



Sell
\$1,500

\$50 Gift Card

**Get what you want
when you want it!**



(Your Choice of Gift Card)

**P
L
U
S**

**Two Tickets to
Universal Studios,
Bush Gardens
OR Legoland**



COUNCIL PRIZES

Trail's End[®]



Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings

\$1,200 "TOP SELLER" CLUB MEMBERS

SWFL Council "Top Seller" Day Camp Miles is yours for the day!

Saturday, February 26, 2022
10:00 a.m. - 3:00 p.m.

- ◆ Special fun-filled day for top sellers and their families at Camp Miles
- ◆ Special prize drawings of many items for attendees only!
- ◆ **SPECIAL DRAWINGS:** Top sellers attending "Top Seller" Day are eligible for two drawings of a choice between a **Kayak & Paddle Board!**
- ◆ Boating, archery, shooting, climbing, games plus special activities like a video game trailer, laser tag, wrecking ball pit, shark bouncer and much more!
- ◆ Ice cream buffet extravaganza!
- ◆ Great catered cookout lunch, prizes and fun!!!

SWFL Council Top Seller Prizes

- ◆ Top Seller in each District wins a **\$300 gift card**
- ◆ Top Seller in Council wins **\$500 gift card**
- ◆ 2nd Top Seller in Council wins **\$300 gift card**
- ◆ 3rd Top Seller in Council wins **\$200 gift card**
- ◆ Top Council Online Direct Seller wins **\$200 gift card**
- ◆ Top Council American Heroes Program Seller wins a **\$200 gift card**
- ◆ Top 10 Sellers in Council receive a **Top Seller Trophy**
- ◆ **SPECIAL DRAWING:** +\$1,750 sellers attending "Top Seller" Day are entered for one drawing of a choice between **Oculus Quest 2 VR 64GB Headset or DJI - Mavic Mini Quadcopter Drone or March 2022 1-Night Stay in 2-room suite at Universal Orlando Resort + 1 Xtra ticket**

ALL \$1,500+ LEVEL SELLERS

Receive 2 tickets* to Busch Gardens, Universal Studios or Legoland!

*Youth & Chaperone tickets - valid 1/10/2022 - 3/31/2022 only.

\$1,200 "Top Seller" Day registration & Theme Park ticket order form available at www.swflcouncilbsa.org.

Must be submitted by Saturday, Nov 20, 2021

Parent Note: The Southwest Florida Council provides a significantly upgraded prize program and does not utilize the Trail's End Rewards program.
Please disregard references to the Trail's End "Rewards" program during trainings.



COUNCIL PRIZES

Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings

*Trail's End*TM



DRAWINGS!

PRIZES!

TROPHIES!

FOOD!

FAMILY FUN!

(Must be present to win & sell \$1,200)



Parent Note: SW FL Council provides a significantly upgraded prize program and does not utilize TE Rewards. Disregard TE prize program in trainings

OUR UNIT PRIZES

Parent Note: Not the responsibility of SW FL Council or Trail's End

Trail's End



(Kernel must enter their own or delete this slide)

Top Seller: Free January Family Campout & Hiking Stick

2nd Place: Cool Scooter!

Weekly Prizes: Compass, Crafts, lights, multi-tools, & more!

KEY DATES



Online Direct & Take Order start	August 15th
Storefront Signups Live	September 4th
Wagon Show & Deliver/Storefront product	September 4th
First Storefront Sale	September 4th
Last Day to Return Popcorn	November ____
Last Storefront Sale	November ____
Money, Prize forms, top seller forms due	November ____
Popcorn Party	TBD

SUPPORT



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

UNIT CONTACT INFO

Enter Name: Unit Kernel

[@gmail.com](#)

(000) 000-0000

Enter Name: Unit Co-Kernel

[@gmail.com](#)

(000) 000-0000

THANK YOU

Trail's End®



Have a Great Fundraiser!

MORE PARENT RESOURCES

Videos • Brochures
Parent Help • Facebook Grp
Tutorials • Timelines
Prize Info • Leader Help
Scripts & Tips • Contact Info
Tax deduction receipts
Honor Unit Camp reservations



SWFLCOUNCILBSA.ORG

AMERICA'S POPCORN SALE - FUNDING ADVENTURES!

OVER \$4 BILLION BACK TO SCOUTING SINCE 1980