

PREP

Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
- Access training page
 - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
- Order popcorn & track inventory
- View Scout sales in real-time
- Submit rewards
- Claim Unit payout



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

Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

RESERVATION SCHEDULE

Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

| 8 PM ET | 2024 SALES | RESERVATIONS |
|---------|------------|--------------|
| July 22 | \$10k+ | 4 |
| July 23 | All Units | 2 |
| July 24 | All Units | Unlimited |

Rewards

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
 - Give Trail's End Unit Code to new Scouts to register
 - Returning Scouts use their 2024 username

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

SELL

Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
 - Get a head-start with online sales in June/July
 - Record sales in Trail's End App
 - Enter donations received as Heroes and Helpers
 - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their device

Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQs

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



JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

<https://www.facebook.com/groups/TEPopcornCommunity>



Unit Popcorn Kernel Job Description

- Plan a high energy popcorn kickoff.
- **Attend District Popcorn Training.**
- **Set sales goal for the unit.**
- Book storefronts as early as possible.
- Build your team to help with storefronts, marketing, & communication!
- Backdate your unit calendar with key dates.
- Lead a fun kickoff for your unit.
- Organize timely disbursement of Popcorn promotion materials.
- **Help Scouts set individual goals - big or small!**
- Educate parents and scouts on importance of a successful popcorn campaign.
- **Visit unit meetings weekly during sale to promote and motivate!**
- Keep constant communication (Email, Scoutbook, etc.) and utilize Trails End (Facebook) info. Make sure they know all that is available to them.
- Keep popcorn campaign top of mind to parents and scouts via appearances at meetings or emails or any other creative way!
- **Collect \$/Order forms enter into Trails End computer system by deadline. Verify Sales for submission.**
- *Coordinate delivery of popcorn.*
- **Enjoy seeing the scout's faces when they meet or exceed their goals!**
- **Remember it's not just about handing sale promotion but what you do in between that will make the BIG difference!!!**