

PACK 23 2023 UNIT POPCORN KICKOFF

Trail's End



WHY SELL POPCORN?

Fund Pack 23 Adventures

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancements- Patches and Awards
- Pack and Den program expenses

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn

The Scouts will love the REWARDS!!

- Millions of choices with Amazon Gift Cards

SCOUT INCENTIVE

Trail's End®

\$1,000 CLUB



Museum of Science & Industry

Each scout that sells \$1,000 gets to go to our Pack 23 high adventure trip January 13-14 to the Museum of Science & Industry in Tampa, FL for FREE

SCOUT INCENTIVE

Trail's End[®]

\$1,500 CLUB

FAMILY
4-PACK
VOUCHERS

WILD ADVENTURES[®] THEME PARK

From thrilling rides and rollercoasters, to fun-filled family experiences, Wild Adventures has the perfect adrenaline mix for everyone to soar higher! Roar louder and be sure to take time to explore all of the incredible animals throughout the park.

TRAIL'S END TECHNOLOGY

Trail's End App

- Record sales (We Prefer Credit)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sales page
- Claim rewards



**DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!**

visit trails-end.com/app or text APP to 62771 to download



Trail's End Accounts

Already have an account?

- You can use the same one
- If you need to update your Unit, you can do so under 'Settings'

Need an Account?

- Click 'Register' from the home screen
- You will need to know:
 - Insert Council Name
 - Insert District Name
 - Insert Unit Name

TRAIL'S END 2023

TRADITIONAL PRODUCTS

Trail's End[®]

Sweet and Salty
Kettle Corn

\$15



Honey Roasted
Peanuts

\$30



Salted Virginia
Peanuts

\$25



White Cheddar
Popcorn

\$20



S'mores
Popcorn

\$25



Unbelievable
Butter Microwave
Popcorn

\$25



Salted
Caramel Corn

\$25



Chocolatey
Pretzels

\$30



Sea Salt
Popcorn

\$50



WAYS TO SELL

ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$250 per hour
- Two Scouts w/ parents is ideal to cover one shift
- Storefront sales will be split between all scouts from that day and location

WAGON SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

TIP: Always make sure you see a confirmation screen before navigating away

CREDIT CARDS

Tell your customers

“We prefer credit/debit”

- Trail’s End pays the credit card fees*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click ‘Pay Now’ on the Wagon Sales screen)**

**TIP: You must use the Trail’s End app for credit card fees to be covered (no need for the Square app)*

***NOTE: Using Pay Now does not count as a credit card sale for Trail’s End rewards points*

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from

Hello, I'm _____ from [Unit #]

- Let people know what you are doing

I'm earning my way to summer camp

- Close the sale

Can I count on your support?

- End with a pitch for credit cards

We prefer credit/debit

Sales Tips

- Always wear your field uniform (Class A)
- Always speak clearly and say ‘Thank you.’
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for “What is your favorite flavor?”
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

GET READY TO SELL

More Tips & Training

- Practice your sales presentation
- Never sell alone or enter anyone's home
- Always walk on the sidewalk and/or driveway
- Have mom and/or dad take the Trail's End App or order form to work
- Remember, 2 out of 3 people will buy when asked at their door
- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal

HOW TO SELL OVER \$1000 IN UNDER 8 HOURS

A SUCCESSFUL SALE

Personalize

- **5 MINS:** Download the Trail's End App, register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

Online Direct

- **10 Minutes:** Talk with friends and family that live outside of your community. Post your Online Scout Page link to social media and ask for support. Get the word out to those out of town and not in your state! The average customer spends \$65 Online!

Storefront

- **4 HOURS:** Sign up and sell for at least 4 hours. The average Scout sells over \$150/hr at storefronts!

Pro Tip, make the most of your storefront time by working with only one Scout and parent per shift!

Wagon Sales

- **3 HOURS:** Go door-to-door in your neighborhood, with or without product, and ask your community for their support. The average Scout sells over 100/hr!

Pro Tip, wear your uniform, and practice your popcorn sales pitch!

Rewards

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!



1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



Price & colors may vary. Examples of the types of prizes available on Amazon.

POINTS	GIFT CARD
17,500	10% of total sale
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



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.



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*Based on average Council program. May vary in your Council.

*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**

KEY DATES

Add these dates to your Calendar

- Storefronts available for signup: **August 29**
- Storefront sales begin: **September 9**
- Wagon sales begin: **September 9**
- Last day to return Wagon inventory: **[Date]**
- Last storefront sale: **October 29**
- Final orders due (Take Order): **Council is 10-30**
- Any cash collected due to Popcorn Kernel: **[Date]**
- Final order distributed (including Chocolate): **Nov 16**
- Popcorn Celebration! **[Date]**

HAVE QUESTIONS? GET ANSWERS

Popcorn Unit Kernels

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Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

Visit our FAQ's

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