

The background is a dark blue field filled with faint, light blue line art of outdoor items: tents, trees, a backpack, a compass, and a trail sign. A prominent red dashed line winds across the slide, punctuated by four yellow four-petaled flower icons. The text "Trail's End" is centered in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red swoosh underline is positioned beneath the text.

Trail's End®

Sam Houston Area Council

2024 Unit Leader Training

Powered by Popcorn

Trail's End®
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
 - Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
 - Public speaking & math skills
- Salesmanship & perseverance
 - How to earn their own way
 - The value of hard work
 - How to handle rejection

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,
use, or activity



Ideal Year of Scouting

Trail's End®
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser and spend less time fundraising.
- Less time fundraising = more time Scouting!

Enjoy the Year!



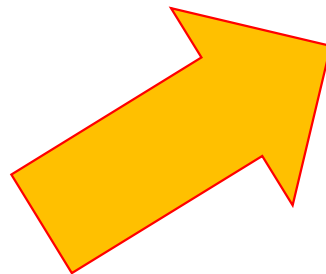
Ideal Year of Scouting

Trail's End®
Scout Fundraising

Fund Your Scouting Year

Activities / Program Items	Cost
<input checked="" type="checkbox"/> Pack Dues	\$60
<input checked="" type="checkbox"/> Summer Camp	\$350
<input checked="" type="checkbox"/> BSA National Fee	\$85
<input checked="" type="checkbox"/> Council Program Fee	\$80
<input checked="" type="checkbox"/> Shirt	\$35
<input checked="" type="checkbox"/> Pants or Skorts	\$35
<input checked="" type="checkbox"/> Hat	\$23
<input checked="" type="checkbox"/> Belt	\$15
<input checked="" type="checkbox"/> Neckerchief	\$13
<input checked="" type="checkbox"/> Neckerchief Slide	\$8
<input checked="" type="checkbox"/> Socks	\$8
<input checked="" type="checkbox"/> Belt Buckle	\$7
<input checked="" type="checkbox"/> Patches	\$6
<input checked="" type="checkbox"/> Handbook	\$20
<input checked="" type="checkbox"/> Other	\$0

\$745 Total Cost
35% Unit Commission
\$2,129 Sales Goal



2024-2025 Program Planner						Trail's End®	
1. Enter your Unit's activities and costs under each month.						Pack/Troop	
2. Enter your number of Scouts and unit commission %.						Number of Scouts in Unit	
3. Fill in the five shaded fields at the bottom of the sheet.						Unit Commission %	
September		October		November			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
December		January		February			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
March		April		May			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
June		July		August			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
Enter Cost per Scout		Pack Dues		Total Activity Cost & Expenses		\$0	
		Scout Life Magazine		Other Unit Expenses		\$0	
		Advancements		Unit Sales Goal		#DIV/0!	
		BSA National & Council Program Fee		Scout Sales Goal		#DIV/0!	
\$0		Total Expenses		Unit Commission		#DIV/0!	

Ideal Year of Scouting

Trail's End®
Scout Fundraising

Trail's End®

Invite Your Scouts



READ-ONLY MODE

ORDER POPCORN

Hello, Jacob! ▾

TRAINING VIDEOS & ASSETS

TRAINING VIDEOS



Sales Pitch

Trail's End® SALES PITCH STARRING EVAN	Trail's End® PARENT ROLE WITH MITCH	Trail's End® SCOUT ROLE STARRING EVAN
Sales Pitch	Parent Role	Scout Role
Trail's End® OVERCOMING EXCUSES STARRING EVAN	Trail's End® STOREFRONT PREP WITH MITCH	Trail's End® THE VALUE OF SELLING POPCORN STARRING MITCH AND EVAN
Overcoming Excuses	Storefront Prep	The Value of Selling

Dashboard

Unit Info

Training

Storefront Management

Ideal Year of Scouting

Trail's End®
Scout Fundraising

Trail's End®

Popcorn

Popcorn Orders and Returns

Transfers

Rewards

Acct. Summary

Reports

Join Our Community!

Webinar Registration

Need Help?

Get Support

Invite Your Scouts

READ-ONLY MODE

ORDER POPCORN

Hello, Jacob!

TRAINING ASSETS

Trail's End App & Rewards

Scout Rewards

How To Sell

Unit Program Planner

Popcorn Kickoff

Leader Guide

Storefront Sales

Storefront Vinyl Banner

Table Payments Sign

Products

Kettle Corn S'mores Popcorn

Nutritional Facts Salted Caramel Corn

Popping Corn Unbelievable Butter Microwave

White Cheddar Popcorn

Scout Resources

Scout & Parent Guide

Scout Pitch

Ideal Year of Scouting

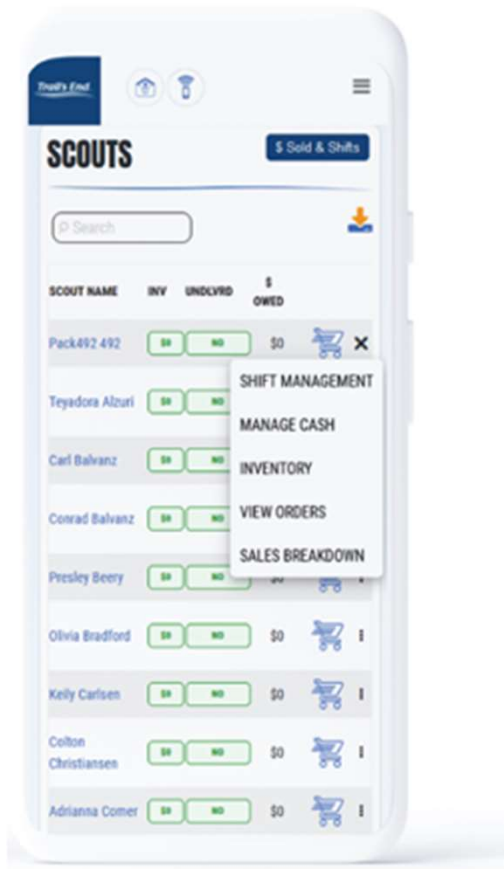
Trail's End®
Scout Fundraising

Help Units (or Scouts) Set Their Budget!

- Total Program Costs ÷ Unit Commission = Unit Sales Goal
- Unit Sales Goal ÷ Number of Kids in Unit = Scout Sales Goal
- Hit Scout Sales Goal = **100% PROGRAM FUNDED !!**

Trail's End Leader Portal

Trail's End®
Scout Fundraising



Your one-stop-shop for sale management!

- Order Popcorn.
- Invite their Scouts to register; manage Scout roster.
 - Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
 - Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

Leader Training

Trail's End®
Scout Fundraising

Videos

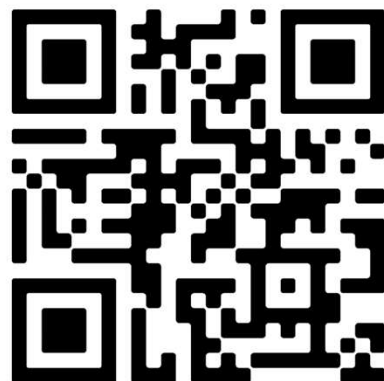
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



Trail's End App

Trail's End®
Scout Fundraising

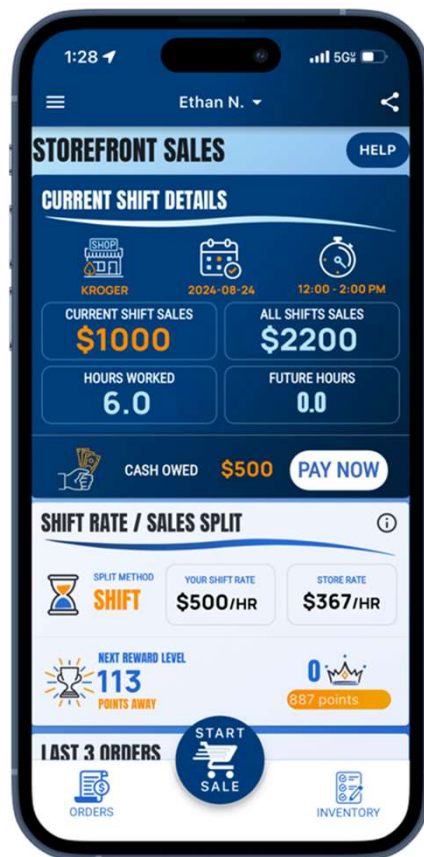
Save Time Managing Your Sale!

Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.

Free Credit Card Processing

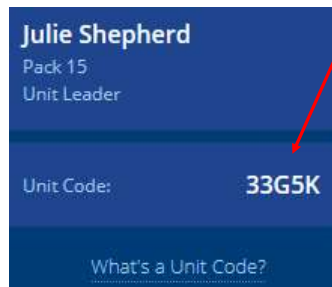
Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register. Families can use one email for multiple accounts.



Returning Scouts

Sign in using 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

Scout Rewards

Trail's End®

Scout Fundraising



Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
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

Storefront Settings & Reservations

Trail's End®
Scout Fundraising

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts credited for each sale recorded.
 - Safest and Scout sales won't go down like other splits.
- Scouts sell \$244 more than other splits.
- Units raise \$50 more per hour per Scout.
 - Best practice: 2-hour shifts.

Reservations

- Trail's End is reserving the best-selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page.
 - Best hours will be highlighted.

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



Ways to Sell

Trail's End®
Scout Fundraising

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



Storefront Best Practices

Trail's End®
Scout Fundraising

One Scout and their Parent - **Making \$500/hour a Reality!**

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Sales Pitch

Trail's End®
Scout Fundraising

***“Hi! My name is _____ and
I’m earning my way to _____.
Can I count on your support?”***

***“My favorite flavor is _____. If
you don’t have cash, that’s fine, we
take credit cards!”***

Scout Sales Pitch

Trail's End®
Scout Fundraising

Important!

Remember:

NEVER, NEVER, NEVER ask customers to buy popcorn.
It's to support You!

★ If you cannot remember your sales pitch, say,
“Will you help me go to Camp?”

Even if the customer says no, always say,
“Thank you” and “Have a good day.”



Trail's End.

Credit Card

Trail's End®
Scout Fundraising

Credit is Best for Scouts

- **Safer, easier & higher sales for Scouts!**
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



Cash App Pay



Square

NEW

Cash to Credit

Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

Leaders

- Use their card and keep the cash.
- Available after shift until 11:59am CT that day.
- Scouts earn more Rewards.

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

Products

Trail's End®
Scout Fundraising



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

NEW

Heroes & Helpers Donations

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



Online Best Practices

Trail's End®
Scout Fundraising

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



Council Sale Details

Trail's End®
Scout Fundraising

Dates

- Initial Order due July 24th, 10:00pm
- Replenishment Orders due Sundays, 10:00pm (Starting August 11th.)
- Final Order: Sunday, October 27th, 10:00pm

Commission

- 30% Base (Storefront & Wagon)
- 30% Online
- Bonus Incentives for High Sellers

Warehouse Location

- Freeway Logistics
8828 Taub Road
Houston TX 44064
- Replenishments take place 1:00pm to 4:00pm every Friday Aug 16 to Oct 18.

Council Unit Incentives

- **All online sales earn 30% commission**
- **30% base rate for all traditional sales**
 - **(Show-N-Sell, Take-Order, Door-to-door)**
- **+2% Commission for total sales of \$20,000**
- **+3% Commission for total sales of \$30,000**
- **+4% Commission for total sales of \$40,000**

Council Unit Incentives

Trail's End®
Scout Fundraising

Risk Free Sale / “Free Trial” for New Selling Unit Offer

- All New Packs and Troops will qualify
- Units with no sales history the last 3 years
- Total of 50 units. (First 50 to apply that meet the criteria)
 - Receives 3 cases of product:
 - White Cheddar/Microwave Butter/Kettle Corn
 - \$570 retail value
 - Must sign up for 1 weekday storefront shift
 - Council to assist with booking a retailer close to the unit
 - Unit keeps all commission (100%) of the first \$570 in product
 - Subsequent product orders unit gets standard commission %

wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Steps

Trail's End®
Scout Fundraising

Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.



Submit Rewards

- Submit Unit's Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit's bank account on Unit Info page.
 - Click Request Payout.

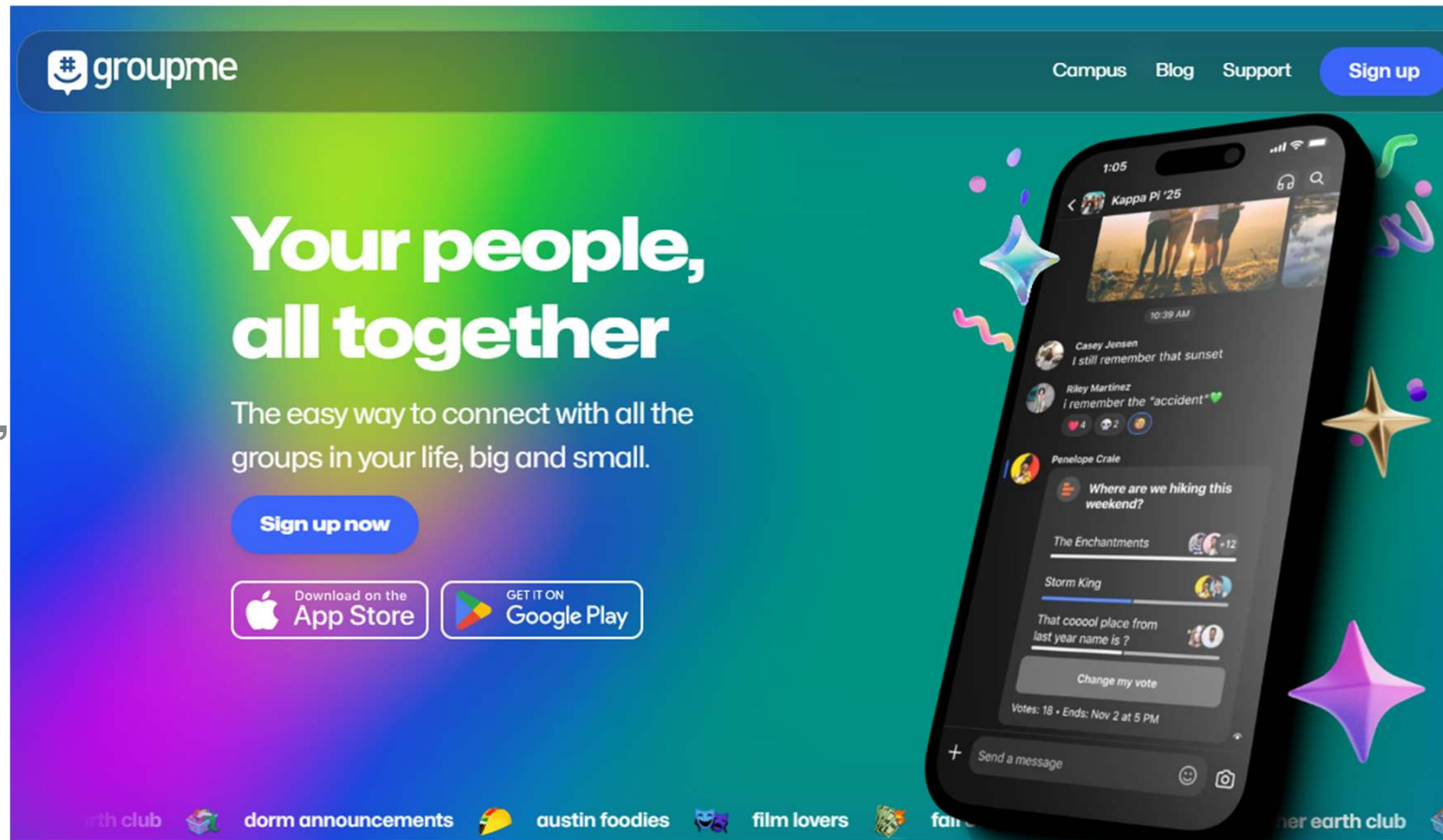


District Connections

Trail's End®

Connect
With
Your
Team!

Download “groupme”
and communicate
with your District
Kernels and other
Unit Kernels. Get
updates, news and
best practices!

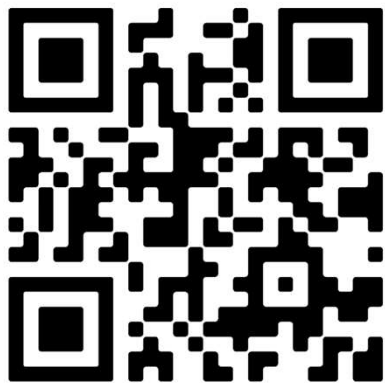


Support

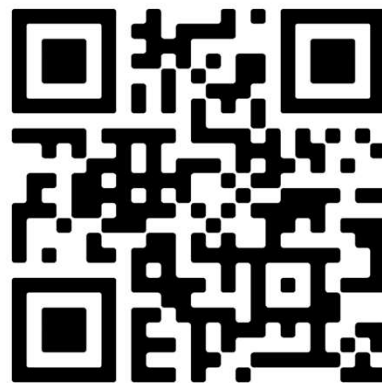
Trail's End®
Scout Fundraising

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Email:
support@trails-end.com



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Michael Collins / Council Staff

- 576Popcorn@Scouting.org
- 713-756-3357

Andrea Simpson / Council Kernel

- Questions4Popcorn@gmail.com
- 832-270-7616

Popcorn Page:

<https://shacbsa.org/popcorn>

The text "Thank You!" is centered on the slide in a large, bold, white sans-serif font. The background is a dark blue with a repeating pattern of white line art depicting a wilderness scene with mountains, trees, tents, and campfires.

Thank You!