Tonight, your presenters will be:

Travis Rubelee
Heart of America Council

Chuck Pattison
Trail's End Sales Manager

Becci Ault
Trail's End Unit Mentor
Popcorn Kernel, Pack 2017
Tonight, we’ll be discussing...

• How Trail’s End Can Help You and Your Sale:
  • Trail’s End App
  • Trail’s End Popcorn Kernel Portal
  • Trail’s End Rewards
  • Trail’s End Online
• Storefront Banners
• Square Readers
• Products
OVER $4 BILLION RAISE FOR SCOUTING SINCE 1980

We have partnered with BSA Councils and units to raise funds needed to deliver the promise of Scouting for over 40 years.

We are continuously investing in programs designed to not only raise more funds for Scouting, but to help simplify the campaign.

Thank you!
Text FACEBOOK to 62771 to join our community today!
Join Scout leaders across the country to share best practices and new ideas!
SAVE TIME MANAGING YOUR SALE!
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 schedule storefronts.

FREE CREDIT CARD PROCESSING
Powered by Square | Paid by Trail’s End
• Every Scout, every sale will receive free payment processing.
• Compatible with all Square Readers (not required to take credit cards).

PROVEN RESULTS
• Over 14,500+ Units sold with the app.
• Over 160,000+ Scouts with app sale.
• Over 65%+ of sales in the app $92+ million dollars ran through the app.
• Credit Card sales averaged 27% higher than cash transactions.
• Over 10% growth for units that recorded more than 75% of sales in the app in 2019!
Becci Ault
Trail’s End Unit Mentor
Popcorn Kernel, Pack 2017

A little about me...

• Council Kernel – CIEC
• District Kernel
• Pack 2017 Experience
  • Founded June 1st, 2017
  • 2017 Sales: $190,000 (Team Member)
  • 2018 Sales: $221,000 (Team Member)
  • 2019 Sales: $230,000 (Popcorn Kernel)
• Joined Trail’s End in 2019 to help provide support to Popcorn Kernels around the country.
Trail’s End App

**Point of Sale**

- Add Products
  - $1 Misc. Military Donation $1
  - Chocolate Lover’s Tin $60
  - Fall 2020 - Cheese Lover’s Box $35
  - Choc. Caramel Crunch $25
  - Unb. Butter Microwave $25
  - Salted Caramel Corn $20
  - White Cheddar $20
  - Caramel Corn $10
- Wagon Sale
- Order Summary
  - Caramel Corn $10 each Qty 1
- DONATE TO MILITARY
- Subtotal: 1 Items $10
- CASH CREDIT

**Payment**

- Wagon Sale
- View Shifts
- Walmart
  - Thu 4/9 4:00 PM - 6:00 PM
  - Thu 4/9 6:00 AM - 5:00 AM
  - Thu 4/9 10:00 AM - 11:00 AM
  - Thu 4/9 12:00 PM - 1:00 PM
  - Thu 4/9 2:00 PM - 3:00 PM
  - Thu 4/9 4:00 AM - 5:00 AM
- MY STOREFRONT SHIFTS
  - No Shifts Available

**Storefront Scheduling**

- Demo S.
- April 2020
  - Sun Mon Tue Wed Thu Fri Sat
  - 1 2 3 4
  - 5 6 7 8 9 10 11
  - 12 13 14 15 16 17 18
  - 19 20 21 22 23 24 25
  - 26 27 28 29 30
- View Shifts

**Sale Tracking**

- Demo S.
- Total Sales $0.00
- Payment Type
  - Online 0.00 (0%)
  - Debit & Credit 0.00 (0%)
  - Cash 0.00 (0%)
- Your Goal $350
- Next Reward Level $250

**Built with Square**
Trail’s End App

Are you a parent or Scout?

- Parent
- Scout

TOTAL SALES $1,512.50

STOREFRONT SALES

CURRENT SHIFT DETAILS

SHIFTS / SALES SPLIT

MY STOREFRONT SHIFTS

LAST 3 ORDERS

LAUREN LONDON 9/6 @ 12PM $100

CHRIS LAVISH 8/16 @ 1PM $60
Trail’s End App

Add Products
Tap on product to add to cart

- Chocolate Caramel Peanut Clusters $50
- $50 Donation
- Aged White Cheddar Popcorn - 2 bags $35
- Donut Shop Blend - Ground Coffee $25
- 12ct Medium Roast Coffee - K-Cup $25
- Chocolate Lover’s Tin $50
- 20oz White Chocolate Pretzels $25
- Milk Chocolate Pecan Clusters $25

CHECKOUT $75

Add Products
Tap on product to add to cart

- Chocolate Caramel Peanut $50
- $50 Donation
- Aged White Cheddar $35
- Donut Shop Blend - Ground Coffee $25
- 12ct Medium Roast Coffee - K-Cup $25
- Chocolate Lover’s Tin $50
- 20oz White Chocolate Pretzels $25
- Milk Chocolate Pecan Clusters $25
- White Cheddar $20

CHECKOUT $75

Wagon Sale

Order Successfully Recorded
Congrats Ethan!
How would your customer like their receipt sent to them?
- Email

Phone

- OR -

Continue Taking Orders

SEND

Done. No receipt needed

Chocolate Caramel Peanut Clusters - 10.5oz
The perfect combination of crunchy peanuts and rich caramel, generously coated in our smooth milk chocolate. After each bite, you’ll personally want to thank the Scout that introduced you to these. Net weight of 10.5oz.

$50

CONTINUE SHOPPING
Trail’s End App

LIVE APP DEMO
Square Readers

Trail's End

[Image of Square Readers]
<table>
<thead>
<tr>
<th>SCOUT NAME</th>
<th>STOREFRONT HRS</th>
<th>TOTAL SALES</th>
<th>SALES ADJ</th>
<th>NET TOTAL</th>
<th>INVENTORY?</th>
<th>CASH OWED</th>
<th>SCOUT GOAL</th>
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<td>$185</td>
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<td>60/60</td>
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<td>$970</td>
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<td>88/88</td>
<td>$3,664</td>
<td>$0</td>
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<td>$345</td>
<td>$3,000</td>
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<td>Chuck Pattison</td>
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<td>INVENTORY?</td>
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<tr>
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<td>04/13/2020</td>
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<td>NO</td>
<td>$0.00</td>
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<td>$0.00</td>
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<tr>
<td>Walmart</td>
<td>04/16/2020</td>
<td>$0.00</td>
<td>NO</td>
<td>$0.00</td>
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<td></td>
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<tr>
<td>Walmart</td>
<td>04/17/2020</td>
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<tr>
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<tr>
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<td>$0.00</td>
<td>NO</td>
<td>$0.00</td>
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</tr>
</tbody>
</table>
### Steps for placing your Rewards order:

1. Scouts must have a registered Trail’s End account to qualify for Trail’s End Rewards.
2. If needed, you can make adjustments to Scouts’ sales totals on the Sales page in the adjustments column.
   - Make sure you have submitted all Military Donations to your council.
   - The total of all Scout sales cannot exceed the total value of popcorn ordered from your council plus online sales.
3. Once all Scout sales totals are correct and your unit invoice statement is paid in full with your council, click the “Submit Scout Rewards” button.
4. Scouts’ Amazon.com gift cards will be released for redemption in their Trail’s End Scout account 7 days after submission, unless your order requires additional review.
5. You may recall your Rewards submission within the 7-day window to make changes; however, resubmitting restarts the 7-day approval process.
6. All gift card amounts are final once released.
7. Scouts can continue to reach additional Rewards tiers after the first submission if sales qualify them for the next tier. If this happens, you will need to submit an additional order for these Scouts.
   - Once a Rewards Order is submitted, only sales occurring after the order submission date can be adjusted.

### Scout Sales Summary

<table>
<thead>
<tr>
<th>Scout Name</th>
<th>Total Sales</th>
<th>Rewards Tier Reached</th>
<th>Gift Card Unsubmitted</th>
<th>Gift Card Pending</th>
<th>Gift Card Released</th>
<th>Gift Card Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rick Bloss</td>
<td>$12,640</td>
<td>$12,300 Tier</td>
<td>$1,250</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Dylan Donatoni</td>
<td>$15,000</td>
<td>$15,000 Tier</td>
<td>$1,500</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Andrew Dorsett</td>
<td>$440</td>
<td>$350 Tier</td>
<td>$10</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Jake Kinnamon</td>
<td>$615</td>
<td>$500 Tier</td>
<td>$20</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td>Sam Lachen</td>
<td>$2,945</td>
<td>$2,500 Tier</td>
<td>$200</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Matt Levin</td>
<td>$970</td>
<td>$750 Tier</td>
<td>$30</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$42,659</strong></td>
<td><strong>$3,660</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
<td><strong>$0</strong></td>
</tr>
</tbody>
</table>

**Total Unit Orders + Online Sales: $960**
SCOUTS BUY THE PRIZES THEY WANT WITH AN AMAZON.COM GIFT CARD

Amazon.com Gift Cards are claimed on the Rewards page within the Scout’s account in the app and Trails-End.com. Over 80% of Scouts prefer Trail’s End Rewards.

BENEFITS FOR LEADERS

• Submit for rewards when your unit is finished selling
• Save time by not collecting prize orders from your Scouts
• Save effort by no longer distributing physical prizes
• Happier Scouts sell more – TE Rewards units sales were 3.2% higher than units not using TE Rewards.

BENEFITS FOR SCOUTS

• Over 91% of Scouts have received their TE Rewards as of Dec. 31 (3.16 million in gift cards)
• Higher prize value and uncapped levels
• Millions of prizes to choose on Amazon.com
• Prizes delivered directly to your door faster than ever before
# Trail’s End Rewards

![Amazon Gift Cards]

## Trail’s End® REWARDS

![Trail's End Rewards Logo]

## Sales Level | 2020 Rewards
--- | ---
$15,000 | 10%*
$12,500 | $1,250
$10,000 | $1,000
$7,500 | $700
$6,250 | $575
$5,000 | $450
$4,250 | $350
$3,500 | $300
$3,000 | $250
$2,500 | $200
$2,000 | $100
$1,750 | $80
$1,500 | $70
$1,250 | $60
$1,000 | $50
$750 | $30
$500 | $20
$350 | $10

### New Levels and Bigger Gift Cards

*Sell above $15,000 and earn 10% of total sales in the form of an Amazon.com Gift Card*
FREE SHIPPING ON ALL ONLINE ORDERS!
Scouts that sold online averaged $168 in sales!

BENEFITS FOR LEADERS
• No risk of excess inventory
• No handling of products
• No collecting cash
• No extra work
• Sell more – units that switched to Trail’s End saw online sales more than double in 2019

BENEFITS FOR SCOUTS
• Share their online webpage using the Trail’s End App.
• Higher Sales: The average sale is $67, vs $22 traditionally
• No handling of cash or products
• Sales count for Trail’s End Rewards
• Exclusive promotions
Trail’s End Communities

CREATED & MANAGED BY POPCORN KERNELS

FACEBOOK GROUPS

• Over 18,000 members
• Over 8,5000 Units
• 60%+ of the popcorn sale is o
• Scouts & Leaders get fast, accurate answers to their questions 24/7
• 1,300 posts & comments per day (during the sale)
• 3,600 reactions per day (during the sale)

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 Storefronts

- Trail’s End will book major storefront locations.
  - Specific locations to be announced April 27th
- Kernel’s claim Storefront booths from the Leader Portal
  - Storefront signups: Launching in July
- Goal: 25,000+ Storefront Hours
- If you have a location outside the stores listed, keep it!
Banners

Support Local Scouting
Service • Adventure • Leadership

We accept credit cards

Trail’s End

Support Local Scouting
Service • Adventure • Leadership

We accept credit cards
In 2020, easier product distribution

- Warehouse in metro Kansas City, just for HOAC:
  - Professional logistics firm runs the warehouse.
  - Orders picked and ready for pickup for unit leaders.

- Order the product you want, when you want it:
  - Weekly replenishments. Order by Sunday night, pickup Thursday afternoon.
  - No appointment time needed.

- Final distribution at several pickup sites across the council
<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Chocolate Lover’s Collection Tin</td>
<td>$60</td>
</tr>
<tr>
<td>Cheese Lover’s Collection Box</td>
<td>$35</td>
</tr>
<tr>
<td>Salted Caramel in Chiefs Superbowl Tin</td>
<td>$30</td>
</tr>
<tr>
<td>Chocolatey Caramel Crunch</td>
<td>$25</td>
</tr>
<tr>
<td>Pre-popped Kettle Corn</td>
<td>$25</td>
</tr>
<tr>
<td>Unbelievable Butter Microwave</td>
<td>$20</td>
</tr>
<tr>
<td>Blazin’ Hot</td>
<td>$20</td>
</tr>
<tr>
<td>White Cheddar Popcorn</td>
<td>$20</td>
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<tr>
<td>Popping Corn</td>
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</tr>
<tr>
<td>Classic Caramel Corn</td>
<td>$10</td>
</tr>
<tr>
<td>Gold Military Donation</td>
<td>$50</td>
</tr>
<tr>
<td>Silver Military Donation</td>
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</table>
Unit Specialist Wanted!

We are looking to grow our Unit Support Team in the area and are currently seeking experienced popcorn leaders with a genuine desire to support the sale and help fellow leaders in the Heart of America Council to learn and grow.

This is a paid, part-time position. It would be 20-25 hours a week from May until end of November.

If you are interested in joining our team, please email sean.stanford@trails-end.com and travis.rubelee@scouting.org for more information.
Thank You!

Questions? Reach us at any time.

Heart of America Council
Email: popcornHOAC@scouting.org
(816) 942-9333

Sales Manager
Email: chuck.pattison@trails-end.com
Mobile: (816) 719-9267

Becci Ault
Email: becci.ault@trails-end.com
Mobile: 951-833-4578