LET’S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its Scouting program through our the Trail’s End Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the Scouting program. Less out-of-pocket expenses for families equals better equipped Scouts and more Scout participation. Help all of your families save money by encouraging 100% Scout participation!
### KEY DATES & COMMISSION

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, August 19, 2021</td>
<td>Popcorn Show &amp; Sell Initial Order Due</td>
</tr>
<tr>
<td>Friday, September 3, 2021</td>
<td>Popcorn Show &amp; Sell Initial Pickup</td>
</tr>
<tr>
<td>Friday, September 3, 2021</td>
<td>Popcorn Sales Begin</td>
</tr>
<tr>
<td>Monday, September 6, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #1 Order Due</td>
</tr>
<tr>
<td>Friday, September 10, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #1 Pick Up</td>
</tr>
<tr>
<td>Monday, September 13, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #2 Order Due</td>
</tr>
<tr>
<td>Friday, September 17, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #2 Pick Up</td>
</tr>
<tr>
<td>Monday, September 20, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #3 Order Due</td>
</tr>
<tr>
<td>Friday, September 24, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #3 Pick Up</td>
</tr>
<tr>
<td>Monday, September 27, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #4 Order Due</td>
</tr>
<tr>
<td>Friday, October 1, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #4 Pick Up</td>
</tr>
<tr>
<td>Monday, October 4, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #5 Order Due</td>
</tr>
<tr>
<td>Friday, October 8, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #5 Pick Up</td>
</tr>
<tr>
<td>Monday, October 11, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #6 Order Due</td>
</tr>
<tr>
<td>Friday, October 15, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #6 Pick Up</td>
</tr>
<tr>
<td>Monday, October 18, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #7 Order Due</td>
</tr>
<tr>
<td>Friday, October 22, 2021</td>
<td>Popcorn Show &amp; Sell Replenishment #7 Pick Up</td>
</tr>
<tr>
<td>Monday, October 25, 2021</td>
<td>Show &amp; Sell Popcorn Returns Due (15% of total pre-order only accepted)</td>
</tr>
<tr>
<td>Friday, October 29, 2021</td>
<td>Show &amp; Sell Popcorn Returns Due to Warehouse</td>
</tr>
<tr>
<td>Thursday, November 4, 2021</td>
<td>Popcorn Final Order Due</td>
</tr>
<tr>
<td>Friday, November 12, 2021</td>
<td>Popcorn Final Pick Up (Individual Districts)</td>
</tr>
<tr>
<td>Friday, December 3, 2021</td>
<td>Popcorn Payments Due</td>
</tr>
<tr>
<td>Saturday, March 26, 2022</td>
<td>Popcorn Top Pop Celebration</td>
</tr>
</tbody>
</table>

### Commission Type

<table>
<thead>
<tr>
<th>Commission Type</th>
<th>Commission %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Direct</td>
<td>30%</td>
</tr>
<tr>
<td>Traditional</td>
<td>30%</td>
</tr>
</tbody>
</table>

#### Average Sales Bonus
*Requires 30% of your Scouts to have an account based on 6/30 membership

- $500+ = 5% additional bonus commission
- $400-$499 = 4% additional bonus commission
- $300-$399 = 3% additional bonus commission

#### Extra Performance Bonus
*10% increase over previous year and sell a minimum of $2,500

| Extra Performance Bonus | 3%  |

---

3 | Key Dates & Commission
The Top One Hundred Sellers (in Council) will have the opportunity to participate in our Top Sellers Celebration at Main Event in Independence on Saturday, March 26 from 10 am - 2:30 pm.

Each Scout that sells a minimum of $2,000 in popcorn qualifies, but does not guarantee placement in the top 100 sellers. Each Scout at the event will be recognized and treated to food, arcade games, and cool prizes like flat screen TVs, drones, tents, and sleeping bags.

Prizes are chosen based on the percentages of top seller in each category:

- $2,000 - $2,999 = Bronze Ticket
- $3,000 - $3,999 = Silver Ticket
- $4,000+ = Golden Ticket

The top seller in each District will also earn a $200 gift card.
SHOW N’ SELL
PICK-UP / REPLENISHMENTS/ DISTRIBUTION

• Show N’ Sell will be available for pick up on Friday, September 3.

• Add-Ons & Re-Orders will be due every Monday night by midnight and will be available the following Friday at our main distribution warehouse.

• We will have 7 replenishment opportunities. Orders cannot be changed once submitted or at the warehouse to ensure product needs and supply and demand for all.

• Final Take Orders will be available in District Warehouses.

PRODUCT RETURNS

• We are limiting returns to 15% of the unit’s Show N’ Sell dollar amount. Meaning you can return up to 15% of the product that you took on your Show N’ Sell order and Replenishment orders.

• Please enter your returns online by Monday, October 25. Returns will be accepted on Friday, October 29.

• We will not accept any damaged or opened containers.
TAKE ORDERS

- Take orders are due in the online system by Thursday, November 11. To order, log in to your unit dashboard at www.trails-end.com.

- Remember to account for any excess Show N’ Sell inventory you have on hand.

- Be sure to make copies of each Scout’s take order forms (Scout sales guide) and have them available when organizing distribution. It is important to make copies of these forms, because if they’re lost it’s difficult for a Scout to know where to deliver their popcorn!

- Take Orders will be available for pick up on Friday, November 12 at individual district warehouses which can be found at www.hoac-bsa.org/popcorn.

  Remember to Order by Containers, NOT Cases!

PAYMENT TO COUNCIL

- After Take Orders have been submitted, Council will finalize commissions and update invoicing information on Popcorn System by Monday, November 15.

- Please do not print invoices before this date, as they will be inaccurate. Invoices will also be provided at the Final Distribution.

- All payments are due to the Council by Friday, December 3. If paying by check, write one check for the total unit balance, payable to Heart of America Council.

2021 PRODUCT MIX

- $40 Sweet & Savory
- $25 Chocolate Pretzels
- $25 Salted Caramel
- $20 Kettle Corn
- $20 Unbelievable Butter MW
- $20 White Cheddar
- $15 Popping Corn
- $10 Caramel Corn
- American Heroes Donation Program
POPCORN HELPS SCOUTS

Popcorn Pays For...
- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...
- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hard work
- To Help Others Around Them
- To Be Part of Something Bigger

Become Decision Makers
Learn Money Management
Become Goal Setters
Develop Business Ethics
Become Future Entrepreneurs
Learn People Skills

7 | How Popcorn Helps Scouts
# WHAT CAN POPCORN DO FOR YOUR UNIT?

<table>
<thead>
<tr>
<th>Highest Profit Return</th>
</tr>
</thead>
<tbody>
<tr>
<td>• You can earn enough money to fund your unit’s program for the entire year!</td>
</tr>
<tr>
<td>• The council uses part of the proceeds for Camping Programming, Camp Maintenance, leader training, Camporees, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Turn-Key Program</th>
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</thead>
<tbody>
<tr>
<td>• All sales tools provided for success: Trail’s End App, credit card readers (fees paid by TE and council), Trail’s End Rewards, Trail’s End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program Support</th>
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</thead>
<tbody>
<tr>
<td>• Council staff, volunteers, and Trail’s End available for assistance.</td>
</tr>
<tr>
<td>• Local and online trainings to guide you through a successful sale.</td>
</tr>
<tr>
<td>• A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Recruitment</th>
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</thead>
<tbody>
<tr>
<td>• The recruitment feature in the Trail’s End App allows kids in your unit to collect contact information from families interested in joining the program while selling popcorn.</td>
</tr>
<tr>
<td>• When the form is completed, an email goes to the leader of your unit, your council contact, and the recruited party gets a link for more info.</td>
</tr>
<tr>
<td>• Increase membership while out in your local community!</td>
</tr>
</tbody>
</table>

8 | How Popcorn Helps Units
WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion of the purchase goes back to local kids and Trail’s End sends delicious treats to first responders, military men and women, their families, and veteran organizations. 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
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states

NEW in 2021: In addition to a one-time donation, customers now have the option to sign up for a monthly donation amount (minimum $5)!
POPCORN YOUR CUSTOMERS WILL LOVE!

The most popular popcorn products your customers love to buy every day, and provide the highest return for your fundraiser.

Proven Product Quality
- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive products, such as jerky, coffee, and nuts!
- Traditional product offering and pricing will vary by council.

ONLINE PRODUCTS AVAILABLE YEAR-ROUND: www.trails-end.com/store

OUR TECHNOLOGY MAKES FUNDRAISING EASIER

THE TRAIL’S END APP
- Free Credit Card Processing - Paid by Trail’s End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated sales for easy Trail’s End Rewards ordering
- Text-to-Pay feature for all selling methods to support socially distant payments

UNIT LEADER PORTAL
- Invite families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual kids
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from families for the cash owed

ONLINE DIRECT
- SAFE for kids - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail’s End Rewards* - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units
*Council participation in Trail’s End Rewards may vary

TRAIL’S END REWARDS
- Bigger prizes! Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the family
- Earn MORE with Online Direct and debit/credit sales
It’s important to register your unit for the Fall 2021 Sale. Even if you aren’t sure who the popcorn kernel will be, register now and you can add them as a team member later on. Register today so you don’t miss out on important promotions, communications, and sale updates!

**COMMIT NOW:** [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)

After you register, if you do not have a TE account, a request to create one will be sent to your council for review and approval. Once signed in, make sure your unit’s information is up to date for 2021.

**Update Unit Info:** This should be your Chartered Organization information, not your unit kernel’s personal address. If you are entering your bank information the organization’s contact information must be filled out as well.

**Unit Team Members:** View the usernames. Adjust any current users by clicking on the drop down under ‘actions’. Delete any inactive users from your account by clicking ‘delete leader’ and then ‘go’

Be sure there is a full address, email and phone in the system for whomever you mark as ‘Primary’ and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.
ONLINE POPCORN KERNEL TRAININGS
WHETHER A SEASONED KERNEL OR BRAND NEW TO THE POPCORN SALE, EVERY UNIT WILL BENEFIT FROM ATTENDING A WEBINAR!

Two Types to Choose From:
- New Kernels - 45 Minute Training + Q&A
  - An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Unit Leader Portal, App and Best Practices to help get you started on the right foot!
- Returning Kernels - 30 Minute Training + Q&A

VIEW THE FULL SCHEDULE & REGISTER AT www.trails-end.com/webinars

FACEBOOK COMMUNITIES
A COMMUNITY OF SUPPORT FOR LEADERS

Get your questions answered and share ideas between Unit Leaders across the country about the program and the Trail’s End popcorn fundraiser in the Trail’s End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail’s End when your unit needs support and share ways Trail’s End can serve your fundraising needs better.

JOIN TODAY AT www.facebook.com/groups/596678901271542

THE #1 FUNDRAISING PLATFORM FOR SCOUTS.

Trail’s End & Heart of America Council

12 | Kernel Trainings & FB Communities
HOW MUCH DO YOU NEED TO SELL?

The average program costs $350 per child for the entire year. On average, kids can sell $1,000 popcorn in 8-10 hours and fund their entire year. Review your unit’s program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals. Example: Per Kid Sales Goal x Number of Kids = Unit Goal

**BUDGET WORKSHEET EXAMPLE**

| **$ 9,800** | / | **28** | = | **$ 350** |
| Annual Budget | Number of Kids | Budget Per Kid |

| **$ 350** | / | **35%** | = | **$ 1,000** |
| Budget Per Kid | Average Commission | Per Kid Sales Goal |

Each kid can fund their entire year in only 8 - 10 hours (on avg).

BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you’ll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories: **Sales-Minded, Detail-Oriented, and Outgoing Personality**.

The Sales-Minded team member is great for training families to sell and is the point person for any questions. The Detail-Oriented team member is responsible for tracking inventory and finances. Lastly, the Outgoing Personality team member is in charge of the unit kickoff, motivating kids and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you’ll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it’s time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it’s time to determine how you plan to sell.
## MULTIPLE WAYS TO SELL

<table>
<thead>
<tr>
<th><strong>ONLINE DIRECT</strong></th>
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<tbody>
<tr>
<td>Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it’s the SAFEST fundraising option for a unit. Families setup their Trail’s End account by downloading the Trail’s End App, and they record sales directly in the app or share the virtual store to customers via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail’s End. There’s no work for the kernel, and they can fundraise year-round!</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WAGON SALES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Take Order</strong></td>
</tr>
<tr>
<td>Each kid collect orders in the app and delivers on hand product or marks product as “undelivered” to be delivered at a later date. This can be taken through neighborhoods, to parents’ co-workers, friends, and family. It is at the unit’s discretion whether money is collected up front or upon delivery, but the Trail’s End App only tracks paid orders.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>WAGON SALES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Door to Door with Product</strong></td>
</tr>
<tr>
<td>Involves the kid bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>STOREFRONT SALES</strong></th>
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<tbody>
<tr>
<td>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.</td>
</tr>
</tbody>
</table>

## ONLINE DIRECT PROMOTIONS

**BONUS Points, Gamer Giveaways, and MORE!**

Stay up to date on Trail’s End promotions via email and our Facebook Groups. You can also visit www.trails-end.com/rewards for the latest promotion information.
1. Text KICKOFF to 62771 to download the kickoff presentation template.

2. Host your kickoff virtually or in-person & make it exciting for your unit!

3. Review the year’s program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.

4. Instruct the parents to pull out their phones and text APP to 62771 to download the Trail’s End App.
   a. Registration takes less than one minute to create their account.
   b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.

5. Communicate the unit’s sales goal and each person’s popcorn sales goal. Have the kids enter their goal in the Trail’s End App.

6. Show the kids what prizes they can earn by hitting their sales goal.
   a. Review Trail’s End Rewards.
   b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.

7. Role-play with the kids to train them how to sell.
   a. Practice their popcorn sales speech.
   b. Review the safety and selling tips.

8. Review sales materials and key dates with parents.

   Resources are also available in the Training section of the Leader Portal.

MAKE IT FUN!!!
WHY SELL POPCORN?

Popcorn Helps Pay For...

- Trail’s End Rewards
- Camp Fees
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

#PoweredByPopcorn
SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone’s home.
3. Practice your sales presentation.
   a. Introduce yourself (first name only) and where you are from.
      “Hi Sir, my name is Brian and I am from (local unit).”
   b. Let people know what you are doing.
      “I’m earning my way to Summer Camp. All of the popcorn is delicious and you’ll help fund my many adventures.”
   c. Close the sale.
      “Can I count on your support?”
4. Credit card sales are best for the unit. Tell your customers, “We prefer credit/debit!”
5. Be polite and always say “Thank You”, even if the customer does not buy.
6. Online Direct is the preferred way to sell & can be used for virtual or face-to-face selling. Products ship to the customer, you don’t have to handle products or cash.
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail’s End App each year for repeat customers.
9. Have mom and/or dad take the Trail’s End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
    a. Determine whom you will ask to help you reach your goal.
    b. Remember, two out of three people will buy when asked at their door.

SHARE WHAT YOU’RE DOING AND HOW YOU’RE HELPING OTHERS THROUGH THE PROGRAM!
TRAIL’S END REWARDS*

KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL’S END REWARDS?
- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL’S END REWARDS?
- Less work!
  - No collecting orders from families or distributing prizes.
- Simplified Sale Management
  - The Trail’s End Leader Portal is a one-stop shop for everything, including prize ordering.
  - Orders are tracked automatically for leaders when kids sell with the App and online.
  - It’s easy to communicate and manage because face-to-face and online sales count towards Rewards.
  - Trail’s End helps train and motivate kids through the App.
  - Leaders can wrap up the fundraiser and get back to unit adventures faster!

*Council participation may vary. Participation indicates asset to program terms at: https://www.trails-end.com/terms.
How to Fund Your Program Social Distancing with Trail’s End Online Direct

Benefits of Trail’s End Online Direct
- Safe for Kids – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Kids earn MORE POINTS in Trail’s End Rewards.
- Exclusive Online Direct products, such as coffee, nuts and jerky.
- Less work and less of your time.
- Easy to manage with the Trail’s End App.

How Does Online Direct Work?
- Two Ways Customers Order Online Direct
  - Virtual Store - Kids share their fundraising page via email, text or social media.
  - Kid Recorded - Record customer orders directly in the Trail’s End App (credit/debit only)
- Trail’s End ships products to customers, and unit never handles products or cash.

**STEP 1**
Determine Your Unit and Per Kid Goals
- Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per kid sales goal based on 35% unit commission**.
  * On average a unit can provide a year of program for $350 per kid

**STEP 2**
Host a Virtual Kickoff (Zoom or similar software.)
- Text KICKOFF to 62771 to download the presentation template!
- Agenda:
  - Make it fun and play some virtual games
  - How the money raised benefits each family
  - Unit & kid sales goals
  - How to Sell $1,000 Social Distancing in 8 Hours (PDF)
  - Everyone downloads the Trail’s End App! Text APP to 62771.
  - Trail’s End Rewards
  - Unit specific promotions (optional)
  - Key dates for your sale
  - Request they join the Trail’s End Parent Facebook Group to get questions answered & selling tips! Text SCOUTFB to 62771

**STEP 3**
For Kids: How to Sell $1,000 Social Distancing in 8 Hours
- Text MYPLAN to 62771 to download.
  - 4 hours: 15+ orders from friends & family.
  - 4 hours: 15+ orders from their local neighborhood(s).

**STEP 4**
Weekly Check-Ins
- Follow up with kids weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep everyone engaged.

**Online Direct commission varies by council.**
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire program year!

STEP 1 Create a Trail’s End account for your child.
- 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 child, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3 Draft your child’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. Can I count on your support?

STEP 4 Build your child’s personalized fundraising page.
- Once signed into the app, go to Online Direct and then Manage Page.
  - Upload a picture of your child smiling.
  - Paste your sales pitch into the About Me section.
  - Select your Favorite Product.

STEP 5 Ask for support.
- Share your fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For BEST results, kids should make phone or video calls (FaceTime, Zoom). Kids can take payment over the phone or use the Online Direct cart sharing feature so your 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 (NextDoor).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit the Training tab in the Trail’s End App for more resources.
CREDIT SALES ARE BEST
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 - “Text to Pay” allows for socially distant payments! No cash handling!
- Higher Sales - Customers spent 27% more with credit cards vs cash in 2019
- Hardware - Accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device’s microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT
Virtual Fundraising is safest for kids!

Safe for Kids
Fundraise from the safety of home.

Product Variety
Even MORE products to choose from.

No Handling
Products ship directly to your customers.

Trail’s End Rewards*
Earn MORE when you sell Online Direct.

*Council participation in Trail’s End Rewards may vary.

HOW IT WORKS
TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE
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

KID RECORDED
1. Record customer orders in the Trail’s End App
2. Take payment (credit/debit only) “Text to Pay” feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!

21 | Credit Cards & Online Direct
POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
4. Click the “Choose Delivery...” button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit’s behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

Contact your Council for more information on getting your popcorn and replenishment of popcorn.
DETERMINING YOUR POPCORN ORDER

INITIAL ORDER

Most sales are made in the first few weeks of the sale. It is important to order enough popcorn to satisfy demand, without ordering more popcorn than you can sell. **We recommend that your initial order is 30% your unit’s fundraising goal.**

- Please note that initial orders are placed by the case.
- Please check with our council for a schedule of order due dates and distribution days.
- Be prepared! Determine your popcorn order several days before it is due.

Here is a suggested product mix for an approximate $5,000 order. You can adjust up or down to according to your goal.

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost</th>
<th># of Containers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweet &amp; Savory</td>
<td>$40.00</td>
<td>10</td>
<td>$400.00</td>
</tr>
<tr>
<td>Milk Chocolate Pretzels</td>
<td>$25.00</td>
<td>24</td>
<td>$600.00</td>
</tr>
<tr>
<td>Salted Caramel</td>
<td>$25.00</td>
<td>24</td>
<td>$600.00</td>
</tr>
<tr>
<td>Microwave Butter</td>
<td>$20.00</td>
<td>42</td>
<td>$840.00</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>$20.00</td>
<td>32</td>
<td>$640.00</td>
</tr>
<tr>
<td>Sweet &amp; Salty Kettle Corn</td>
<td>$20.00</td>
<td>16</td>
<td>$320.00</td>
</tr>
<tr>
<td>Popping Corn</td>
<td>$15.00</td>
<td>60</td>
<td>$900.00</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>$10.00</td>
<td>72</td>
<td>$720.00</td>
</tr>
<tr>
<td><strong>Total Order</strong></td>
<td></td>
<td>280</td>
<td><strong>$5,020.00</strong></td>
</tr>
</tbody>
</table>

WEEKLY REPLENISHMENT ORDERS

Here are some things to consider while determining what to order:

- While sales volume is great throughout the sale, sales will begin to slow down after week 4 of the sale. Do not expect to experience the same sell through rate in week 5 that you saw in week 2.

- Ordering is by the case
UNIT-TO-UNIT TRANSFERS
If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT
1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click “View” next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT
1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit’s invoice will be updated.

CAMPAIGN CLOSEOUT CHECKLIST

STEPS TO FOLLOW:
• Run Undelivered report, collect and add together all paper forms/orders (if applicable).
• Use the table in the Unit Leader Portal to track sales by each kid. This is how Trail’s End will verify how much kids sold for the distribution of Amazon.com Gift Cards.
• Place a final order in the Trail’s End system.
• Pick up final popcorn order.
• Distribute popcorn immediately to kids for delivery and payment collection (if applicable).
• Pay the unit’s statement. The amount due will be the total sales less the unit’s commission - this will be on the statement.
• Units paying by check must send ONE check made out to Council (checks made out to units cannot be accepted.)
• Submit your Trail’s End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the kid’s Trail’s End account approximately 5 days after submitting your totals unless flagged for review.
• Hold a unit celebration for a job well-done--have kids bring what they bought on Amazon and thank the kids, parents, and leaders!
• Hold a session to discuss sale pros and cons to improve next year.
Two Ways Customer Order Online Direct

Tip: You can update your profile picture, select a favorite product, write an

New Feature - AutoShare

Share Your Face

Manage Your Face

Virtual Store: Share your fundraising page via email.

Direct Link: Share your product links to your customers.

Start Recording: Record customer orders in the Trials End app.

Home Screen: Access and proceed to this link to your products.
Trail’s End REWARDS

Collect points to earn Amazon.com Gift Cards and choose the prize YOU want!

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

<table>
<thead>
<tr>
<th>Points</th>
<th>Reward Ideas</th>
<th>Points</th>
<th>Reward Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,500 pts</td>
<td>Earn an $550 Amazon.com Gift Card</td>
<td>2,000 pts</td>
<td>Earn a $70 Amazon.com Gift Card</td>
</tr>
<tr>
<td>6,000 pts</td>
<td>Earn a $450 Amazon.com Gift Card</td>
<td>1,750 pts</td>
<td>Earn a $60 Amazon.com Gift Card</td>
</tr>
<tr>
<td>5,000 pts</td>
<td>Earn a $350 Amazon.com Gift Card</td>
<td>1,500 pts</td>
<td>Earn a $50 Amazon.com Gift Card</td>
</tr>
<tr>
<td>4,000 pts</td>
<td>Earn a $250 Amazon.com Gift Card</td>
<td>1,250 pts</td>
<td>Earn a $40 Amazon.com Gift Card</td>
</tr>
<tr>
<td>3,500 pts</td>
<td>Earn a $200 Amazon.com Gift Card</td>
<td>1,000 pts</td>
<td>Earn a $30 Amazon.com Gift Card</td>
</tr>
<tr>
<td>3,000 pts</td>
<td>Earn a $150 Amazon.com Gift Card</td>
<td>750 pts</td>
<td>Earn a $20 Amazon.com Gift Card</td>
</tr>
<tr>
<td>2,500 pts</td>
<td>Earn a $100 Amazon.com Gift Card</td>
<td>500 pts</td>
<td>Earn a $10 Amazon.com Gift Card</td>
</tr>
</tbody>
</table>

SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app.

The displayed prizes above are not delivered by Trail’s End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates consent to program terms at: https://www.trail-end.com/terms.
Register for the popcorn sale at www.trails-end.com/unit-registration

- Sign up for a Trail’s End Webinar and join the Trail’s End Facebook group.
- Attend the district and/or council’s Popcorn Kickoff event and build your popcorn team.
- Complete your unit’s program plan for the year. Get the kids’ input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your unit’s program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
  - Budget / # of Kids = Cost per Kid
  - Cost Per Kid / Commission = Sales Per Kid
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit’s Popcorn Kickoff, often the first gathering of the new program year.
  - Make it a fun event; have food, snacks, games, door prizes, etc.
  - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council’s prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all families.
  - Highlight all the program activities the unit is planning on participating in.
  - Information on the sales goal per kid so there are “no out of pocket expenses”.
  - Best method of communication; email, phone calls, social media, video chats, etc.
  - How often you can plan to send out communication pieces.
  - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct families to www.trails-end.com for additional information about online selling and additional selling tips.
  - Text APP to 62771 to download the Trail’s End App.
- Encourage all kids to also go door-to-door with a parent.
  - Two out of three customers will buy when asked.
  - Set up a sale territory for the kids.
  - Less than 20% of all households have been asked to purchase popcorn.
  - Have a parent(s) take the Trail’s End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
  - Set up schedule for kids to sign up for shifts through the Trail’s End App.
  - One kid per two-hour block is ideal.
  - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to kids, and ensure deliveries are made to customers.
- Collect money from families. Parents can also pay with their credit card in the Trail’s End App.
  - Checks should be made out to your unit, not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.

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