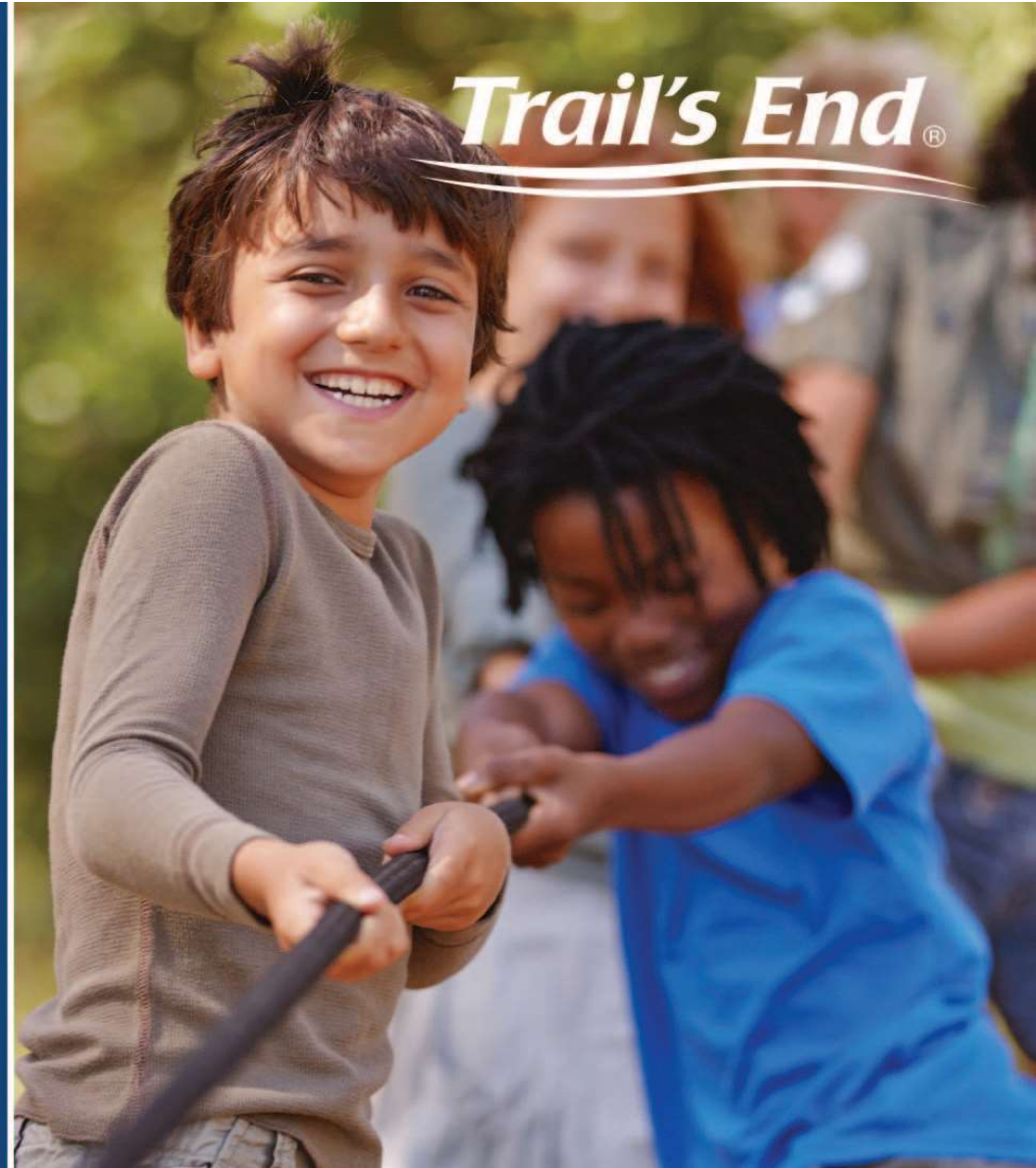


# Kernel Meeting



# 2020 Sale Review



<b>Greater Yosemite Council</b>			
	<b>Traditional</b>	<b>Online</b>	<b>Total</b>
Unit Retail	\$ 270,604	\$ 84,215	\$ 354,819
Product cost	\$ (88,365)	\$ (29,475)	\$ (117,840)
Return to Scouting	\$ 182,239	\$ 54,740	\$ 236,979
Online Freight	\$ -	\$ (6,131)	\$ (6,131)
Net Return to Scouting	\$ 182,239	\$ 48,609	\$ 230,848
Unit Commission	\$ 98,855	\$ 29,370	\$ 128,225
Online Freight Charged to Units	\$ -	\$ (2,198)	\$ (2,198)
5% Online Unit Bonus Commission	\$ -	\$ 1,470	\$ 1,470
<b>Return to Unit</b>	<b>\$ 98,855</b>	<b>\$ 28,642</b>	<b>\$ 127,497</b>
			<b>36%</b>

# Online Sales Review



<b>Council</b>	<b>Greater Yosemite Council</b>		
<b>Online Analysis YTD</b>	<b>2020 Sales</b>	<b>2019 Sales</b>	<b>Chg %</b>
YTD Sales	\$84,215	\$39,146	115%
# of Scouts w/ Sale	218	183	19%
Avg scout Sales	\$386	\$214	81%
# of Orders	1,325	457	190%
Average Order Value	\$63.56	\$85.66	-26%
Orders per Scout	6.1	2.5	144%
# of Unit w/ Orders	42	40	5%
Avg Unit Sales	\$2,005	\$979	105%

# Top Selling Units - 2020



District	Unit	2020 Total \$'s
Sierra Valley	Pack 365*	\$123,872
Sierra Valley	Troop 51*	\$75,026
Gold Country	Pack 50*	\$57,120
Sierra Valley	Pack 263	\$12,027
Sierra Valley	Troop 562	\$8,867
Sierra Valley	Pack 525	\$7,356
Rio del Oro	Troop 21	\$7,210
Sierra Valley	Troop 511	\$6,341
Sierra Valley	Pack 10	\$6,150

# Top Selling Scouts - 2020



District	Unit	Scout	Total \$'s
Gold Country	Pack 50	Skyler S	\$26,750
Sierra Valley	Troop 51	Matthew A	\$17,000
Gold Country	Pack 50	Hunter H	\$13,565
Sierra Valley	Pack 365	Matteo B	\$10,515
Sierra Valley	Pack 365	Gabriel W	\$10,495
Sierra Valley	Pack 365	Felix E	\$10,216
Sierra Valley	Pack 365	Mikaella W	\$10,111
Sierra Valley	Pack 365	Breanna C	\$10,083
Sierra Valley	Troop 51	Jayden R	\$10,045

# Unit Analysis – Growth & \$7500+



2020 Growth Units				
District	Unit	2019 \$'s	2020 \$'s	\$ Diff
Sierra Valley	Pack 365	\$34,417	\$123,872	\$89,455
Sierra Valley	Troop 51	\$48,720	\$75,026	\$26,306
Sierra Valley	Pack 263	\$0	\$12,027	\$12,027
Gold Country	Pack 50	\$46,697	\$57,120	\$10,423
Sierra Valley	Troop 562	\$0	\$8,867	\$8,867
Sierra Valley	Troop 511	\$0	\$6,341	\$6,341
Rio del Oro	Troop 2021G	\$0	\$1,125	\$1,125
Rio del Oro	Troop 45	\$650	\$1,590	\$940

2019 \$7500+ Unit Analysis			
	2019	2020	Diff
<b>29 Units</b>	<b>\$650,317</b>	<b>\$312,679</b>	<b>(\$337,668)</b>

# National – Units and Scouts



Pack 365 #1  
Troop 51 #3  
Pack 50 #7

- Skyler S. #5
- Matthew A. #13
- Hunter H. #27
- Matteo B. #54
- Gabriel W. #55
- Felix E. #61
- Mikaella W. #64
- Breanna C. #67
- Jayden R. #69



# Why Popcorn?



- Fund your unit's program
- Character development
- Awesome Rewards
- Improve camp and council resources
- More adventures, less time fundraising!

OVER **\$4 BILLION** returned to your programs SINCE 1980



# Why Popcorn?



## Fundraising with Popcorn Helps Scouts



Become  
Decision Makers



Learn Money  
Management



Become  
Goal Setters



Develop  
Business Ethics



Become Future  
Entrepreneurs



Learn People  
Skills

### Benefits for youth...

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com gift cards
  - Millions of prize choices.
  - Youth buy prizes they *want*

### Youth Learn...

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- To be part of something bigger

# Popcorn = Program



Fund all your program related expenses and activities that you want your youth to enjoy this year, through Popcorn.

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Hikes
- Blue & Gold Banquet
- Christmas Party
- Pinewood Derby
- Meeting Supplies & Equipment
- Court of Honors
- and more...

**Unit Goal:** \$25,000 or **more**   **Scout Goals:** \$1,500 (each) **or more**

# Unit Commissions



<b>Commission Type:</b>	<b>Commission Percentage:</b>
BASE	<b>29%</b>
Location Information	1%
Kernel Meeting	1%
Budget	<b>2%</b>
Thank you	<b>2%</b>
Online Direct	<b>30%</b>

# Sale Dates



June 16	Trail's End Webinars Begin
July 1-18	Budget
Your Date	Unit Training at Your Unit
July 19	Show & Sell Orders in System
Aug 5	Show & Sell Product Pickup
Aug 6	Council Kickoff
Aug 15	Order Additional Popcorn #1
Aug 26	Pickup Additional
Sept 5	Order Additional Popcorn #2
Sept 16	Pickup Additional
Sept 26	Order Additional Popcorn #3
Oct 7	Pickup Additional
Oct 27	Payment Due
	2% Late Charge being Nov 1

# Out of Popcorn



Do not contact Trials End or Jared. You will need to reach out to the other units and ask if they can transfer product.

Otherwise, you must wait for the reorder dates.

There are three dates.

# Incentives

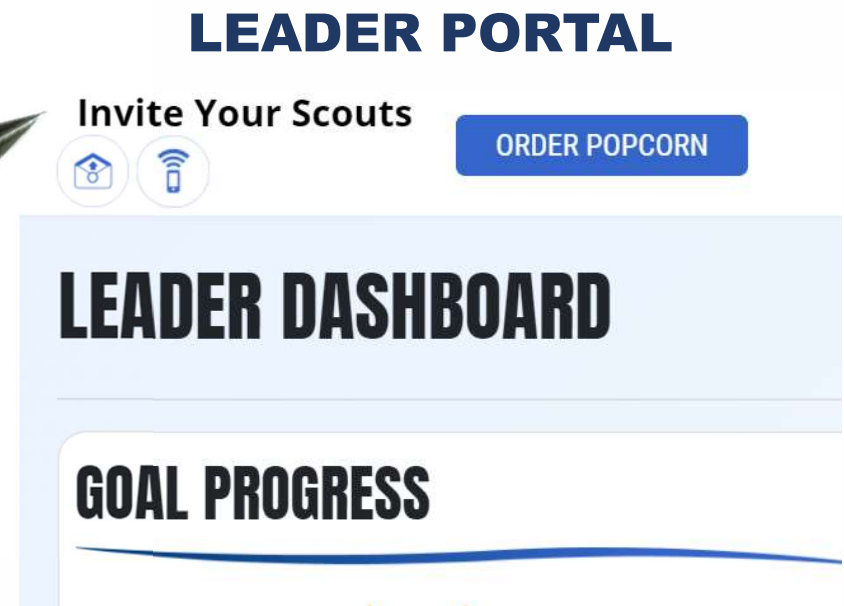


Popcorn Incentive for 2020					
TE Point System	Scout Receives from Trails End Amazon E-Card	Actual Popcorn Dollars Sold By Scout	Patch	Council Pays Activity Fees	Scout Bucks from Council
17,500	10%	\$ 17,500.00	x	\$ 132.00	\$ 400.00
15,000	\$ 1,250.00	\$ 15,000.00	x	\$ 132.00	\$ 340.00
12,500	\$ 1,000.00	\$ 12,500.00	x	\$ 66.00	\$ 300.00
10,000	\$ 750.00	\$ 10,000.00	x	\$ 66.00	\$ 250.00
7,500	\$ 550.00	\$ 7,500.00	x	\$ 66.00	\$ 180.00
6,000	\$ 450.00	\$ 6,000.00	x	\$ 66.00	\$ 120.00
5,000	\$ 350.00	\$ 5,000.00	x	\$ 66.00	\$ 100.00
4,000	\$ 250.00	\$ 4,000.00	x	\$ 66.00	\$ 50.00
3,500	\$ 200.00	\$ 3,500.00	x	\$ 66.00	\$ 40.00
3,000	\$ 150.00	\$ 3,000.00	x	\$ 66.00	\$ 20.00
2,500	\$ 100.00	\$ 2,500.00	x	\$ 66.00	\$ 10.00
2,000	\$ 70.00	\$ 2,000.00	x	\$ 33.00	
1,750	\$ 60.00	\$ 1,750.00	x	\$ 33.00	
1,500	\$ 50.00	\$ 1,500.00	x	\$ 33.00	
1,250	\$ 40.00	\$ 1,250.00	x		
1,000	\$ 30.00	\$ 1,000.00	x		
750	\$ 20.00	\$ 750.00	x		
500	\$ 10.00	\$ 500.00	x		

# Steps to Success



1. Attend a Trail's End Webinar
  - Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)
2. Build Your Plan
  - Selling Methods
  - Unit Incentives (what works for your Scouts)
  - Communication
  - Unit Kickoff
3. Invite Scouts to Register
4. Hold 'High Energy' Unit Kickoff
  - Present 2021-2022 Program Plan and Budget
  - Parent Buy-In
  - Scout Training
  - All Scouts Registered on Trail's End App.



# Trail's End Products

Trail's End®



\$40  
Sweet & Savory  
Collection Box



\$25  
Salted Caramel



\$20  
Kettle Corn



\$20  
12-pk Unbelievable  
Butter



\$20  
Blazin' Hot



\$20  
White Cheddar



\$15  
Popping Corn



\$10  
Classic Caramel



\$1  
American Heroes  
Donation



\$50  
Gold American  
Heroes Donation



\$30  
Silver American  
Heroes Donation

ALL product is available for Online Direct which includes chocolate.



# Online Direct Products



ONLINE ITEMS MAY VARY



**FREE SHIPPING ON ORDERS \$55 OR MORE**

EXTRA CHARGES AND EXCLUSIONS MAY APPLY



**Backyard BBQ Bundle**

Contains: Milk



**Let's Go Camping Bundle**

Contains: Milk and Soy



**Original Beef Jerky (2.6 oz)**



**Let's Go Hiking Bundle**

Contains: Tree Nuts



**Good Samaritan Bundle**



**Ultimate Snack Bundle**

Contains: Milk



**Chocolatey Caramel Crunch™ Tin**

Contains: Milk and Soy



**Chocolate Trio Bundle**

Contains: Egg, Milk, Soy and Wheat

- (1) Dark Chocolate Salted Caramels
- (1) Peppermint Bark
- (1) Frosted Snowflake Pretzels



**Chocolate Lover's Tin**

Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch™



**Frosted Snowflake Pretzels**

Contains: Milk, Soy and Wheat



**Peppermint Bark**

Contains: Milk and Soy



**Chocolatey Caramel Crunch™ Bag**

Contains: Milk and Soy

# Online Direct Products



**FREE SHIPPING ON ORDERS \$55 OR MORE**

EXTRA CHARGES AND EXCLUSIONS MAY APPLY



## Chocolate Lover's Bundle

Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch™



## Caramel Lover's Bundle

Contains: Egg, Milk and Soy

- Dark Chocolate Salted Caramels
- Salted Caramel Popcorn



## Dark Chocolate Salted Caramels

Contains: Egg, Milk and Soy



## Sweet & Savory Bundle

Contains: Milk and Soy

- Salted Caramel Popcorn
- White Cheddar Popcorn



## Salted Caramel Popcorn

Contains: Milk and Soy



## White Cheddar Popcorn

Contains: Milk

12pk Microwave



## Unbelievable Butter™ Popcorn

Contains: Milk

NEW!



## Honey Roasted Peanuts

Contains: Tree Nuts

NEW!



## Campfire Blend Coffee K-Cups



## Popping Corn Jar

**SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!**



Send a gift of popcorn or purchase a monthly military donation which supports both local Scouting and hardworking first responders, military men and women, their families, and veteran organizations.

Products & pricing subject to availability and change. © 2021 Trail's End®. All rights reserved.

## UPDATE - NEW SUBSCRIPTIONS FOR AMERICAN HEROES DONATIONS



### NEW Monthly gift to Scouting & American Heroes in addition to existing one-time gifts.

- Customers can sign up in your virtual store.
- Easier than ever for customers to support local youth, U.S. military, and first responders.
- Customers choose what amount is best for them.
- Sell 5, \$19+ subscriptions to fund your entire year.\*

\* based on Scout/Unit averages.

**Donate to Scouting**  
Monthly Gift to American Heroes

Your monthly gift supports local Scouting AND sends a popcorn treat to U.S. military, first responders, and veteran organizations.

**MONTHLY DONATION AMOUNT**

\$9    \$19    \$29    \$    Your Best

**DONATE \$19 MONTHLY & CHECKOUT**

**ADD TO CART & CONTINUE SHOPPING**

\*50% of your donation stays with local Scouting and the remainder is used to send a gift to American Heroes.

## UPDATE - NEW AUTOSHARE



**NEW!**

### AUTOSHARE

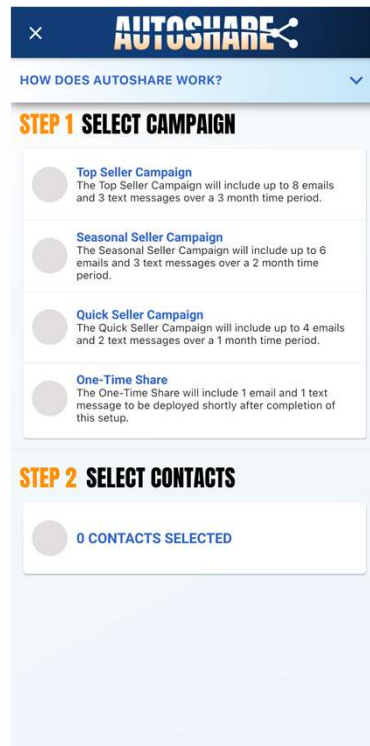
FUNDRAISING JUST GOT EASIER

**HOW DOES IT WORK?**  
Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

**READY TO SPREAD THE WORD!**  
Click here to set up automatic sharing of your online fundraising page.

[START AUTO SHARE](#)

[SHOW LATER](#) [DON'T SHOW AGAIN](#)



**AUTOSHARE**

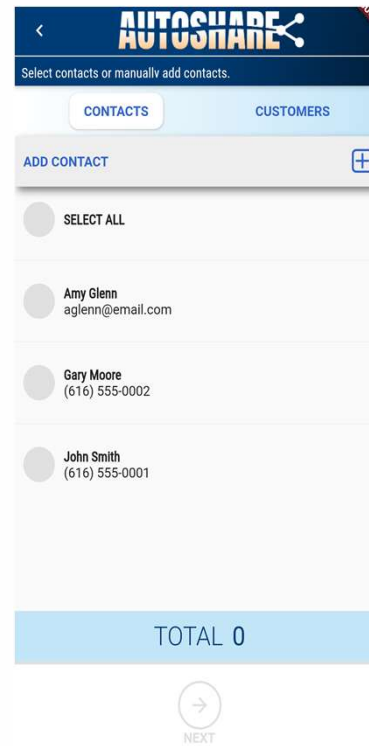
HOW DOES AUTOSHARE WORK?

**STEP 1 SELECT CAMPAIGN**

- Top Seller Campaign**  
The Top Seller Campaign will include up to 8 emails and 3 text messages over a 3 month time period.
- Seasonal Seller Campaign**  
The Seasonal Seller Campaign will include up to 6 emails and 3 text messages over a 2 month time period.
- Quick Seller Campaign**  
The Quick Seller Campaign will include up to 4 emails and 2 text messages over a 1 month time period.
- One-Time Share**  
The One-Time Share will include 1 email and 1 text message to be deployed shortly after completion of this setup.

**STEP 2 SELECT CONTACTS**

0 CONTACTS SELECTED



**AUTOSHARE**

Select contacts or manually add contacts.

CONTACTS CUSTOMERS

ADD CONTACT

- SELECT ALL
- Amy Glenn  
aglenn@email.com
- Gary Moore  
(616) 555-0002
- John Smith  
(616) 555-0001

TOTAL 0

NEXT

Your Online Direct Campaign just got a whole lot EASIER! It's as easy as 1-2-3!

1. Click Start **AUTOSHARE**
2. Choose the sharing Campaign that fits your goals.
3. Select your contacts straight from your device.

\*Make sure to allow contact app permissions if you want to take advantage of this easy, time saving feature.

# Trail's End Programs



**.... making life easier for you!**

**Trails End Facebook covers all councils please remember their different incentives and products that do not align with Greater Yosemite Council.**

# Support



## CONTACT TRAIL'S END SUPPORT

### JOIN OUR FACEBOOK GROUP

Text FACEBOOK to 62771 to join

### JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

### VISIT OUR WEBSITE

[www.trails-end.com](http://www.trails-end.com)

### EMAIL US:

[support@trails-end.com](mailto:support@trails-end.com)

### NEED HELP? VISIT OUR FAQs:

[support.trails-end.com](http://support.trails-end.com)

## COUNCIL CONTACT INFO

**Robin Wilson:** Popcorn Staff  
Advisor

[Robin.Wilson@scouting.org](mailto:Robin.Wilson@scouting.org)

Office 209-566-7702

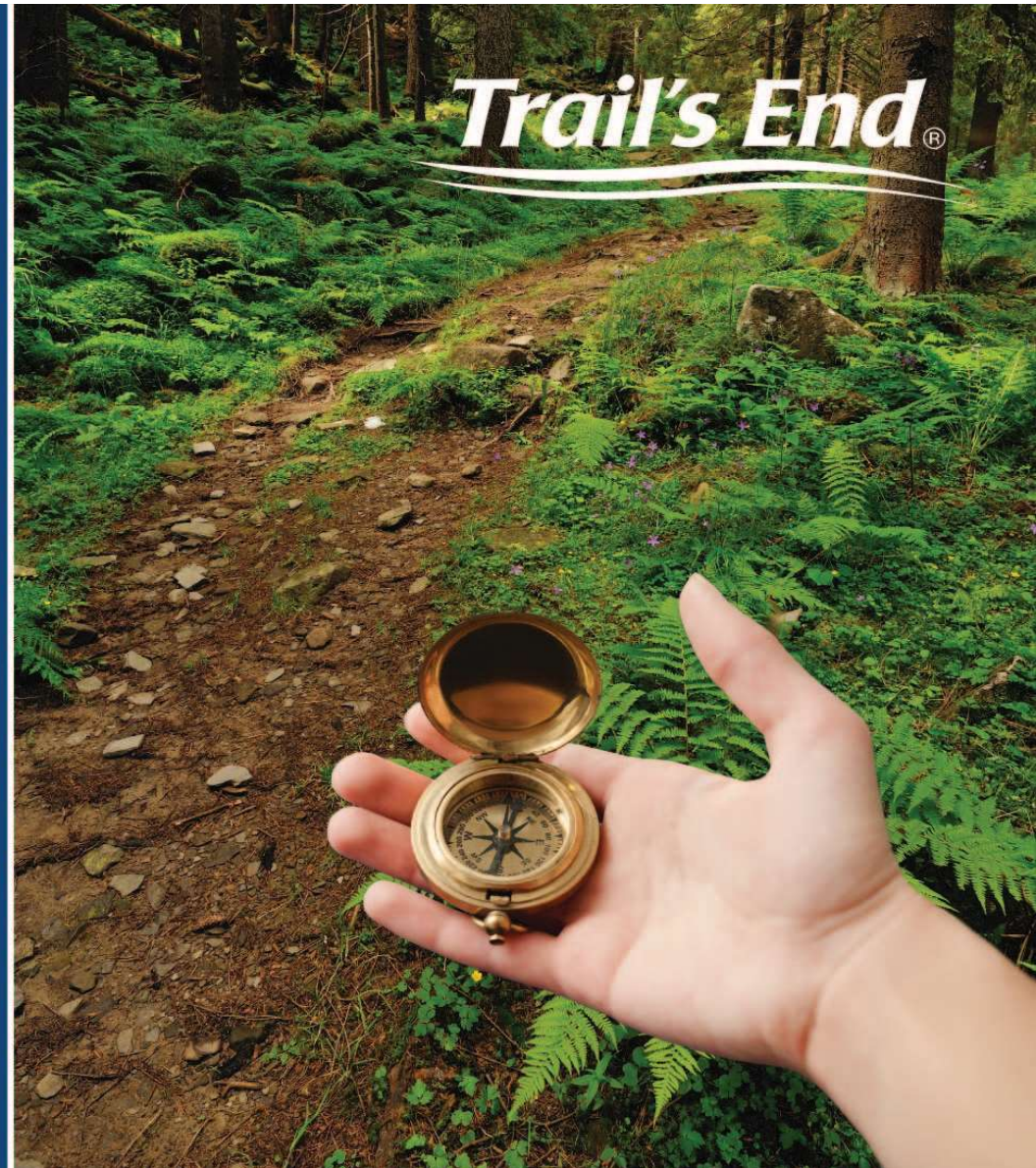
Cell – 209-471-007

**Kelly Osterhout:** Council Kernel

[kelly@bluesierrafarms.com](mailto:kelly@bluesierrafarms.com)

Cell – 209-614-6194

Questions?  
Comments?



**THANK YOU!**  
**Happy Sales!**

