



2022 Popcorn Campaign Launch

Greater Yosemite Council





2021 Sale Review



GYC Sale Review



2020	2021	% Inc
\$355,109	\$680,329	92%

2019	2021	% of 2019
\$712,545	\$680,329	95%

Greater Yosemite Council	2019	2020	2021
# of Units	49	19	27
Unit Avg.	\$14,542	\$18,690	\$25,204

GYC Traditional Sale Review



Traditional - App Sales		2021
App Sales		\$608,705
% of Sales through the App		97%
Credit Card % of Retail		40%
Cash % of Retail		60%
Orders		25,803
Units with sales		27
Committed Units		35
Avg. sales/unit		\$22,545
Scouts with sales		369
Avg. sales/Scout		\$1,650
Orders/Scout		69.9

AOV = \$23.59

GYC Online Direct Sale Review



Online Direct	2021
Online sales	\$50,050
Net Return to Scouting	\$30,030
Orders	771
Avg. order value	\$65
Units with a Sale	31
Avg. sales/unit	\$1,615
Scouts with a Sale	189
Avg. sales/Scout	\$265
Orders/Scout	4.1

2020 = \$84,505

2019 = \$39,336

GYC Top Selling Units



District	Unit	Trad \$'s	Online \$'s	Total \$'s
Sierra Valley	Pack 365*	\$144,847	\$10,046	\$154,893
Sierra Valley	Troop 51*	\$70,795	\$1,551	\$72,346
Gold Country	Pack 50*	\$60,682	\$8,280	\$68,962
Sierra Valley	Troop 511*	\$53,429	\$6,171	\$59,600
Gold Country	Troop 10*	\$51,467	\$831	\$52,298
Sierra Valley	Pack 525*	\$40,779	\$4,241	\$45,020
Rio del Oro	Pack 451	\$29,420	\$2,386	\$31,806
Gold Country	Pack 199	\$21,960	\$1,371	\$23,331
Sierra Valley	Pack 14	\$22,154	\$465	\$22,619
Sierra Valley	Pack 226	\$14,087	\$2,489	\$16,576
Sierra Valley	Pack 432	\$14,975	\$375	\$15,350
Rio del Oro	Troop 451	\$14,005	\$1,330	\$15,335

**Currently Ranked
Nationally!**

Pack 365 = #2

Troop 51 = #17

Pack 50 = #23

Troop 511 = #32

Troop 10 = #50

Pack 525 = #80

GYC Top Selling Scouts



Top 20 Selling Scouts (186 Scouts w/ \$1,000+)			
District	Unit	Scout	Total \$'s
Gold Country	Troop 10	Skyler S	\$30,610.98
Gold Country	Pack 50	Hunter H	\$19,396.84
Gold Country	Pack 50	Liam D	\$14,101.98
Gold Country	Pack 50	wyatt s	\$10,632.63
Sierra Valley	Pack 365	Roran L	\$10,177.68
Gold Country	Troop 10	Logan D	\$10,091.94
Sierra Valley	Pack 365	Lily E	\$10,041.97
Sierra Valley	Pack 365	Mia B	\$10,020.47
Sierra Valley	Pack 365	Brayden S	\$10,001.05
Sierra Valley	Pack 365	Audrie S	\$10,000.30
Sierra Valley	Troop 51	Aquira C	\$9,555.00
Sierra Valley	Pack 365	Jaden S	\$9,048.00
Sierra Valley	Troop 511	Anthony H	\$8,425.54
Gold Country	Pack 50	Allen B	\$8,044.93
Sierra Valley	Pack 365	Mikaella W	\$7,725.95
Sierra Valley	Troop 51	Matthew A	\$7,437.50
Sierra Valley	Troop 51	Jayden R	\$7,437.50
Sierra Valley	Pack 365	Gabriel W	\$6,000.94
Rio del Oro	Troop 451	Alexander J	\$5,849.95
Gold Country	Pack 199	Andrew "AJ" B	\$5,669.00

# of Scouts w/ a Sale	390
Per Scout Avg	\$1,679

**All time high for
Scout Avg!**

**Becomes the new foundation as we
move into 2022**

GYC Unit collection and AR risk



Through app and online credits Council's AR exposure was reduced by **72%.**

\$298,984 credits applied to initial total due of \$413,966

✓ Payout

\$107,480.09

Invoice #	Description	Transaction Date	Amount
DM-18656	Debit Memo-DM-18656	01/25/2021	\$84.63
DM-20804	Debit Memo-DM-20804	10/05/2021	\$30,979.01
DM-20876	Debit Memo-DM-20876	10/19/2021	\$46,545.10
DM-20978	Debit Memo-DM-20978	10/28/2021	\$22,448.04
DM-21234	Debit Memo-DM-21234	11/03/2021	\$3,893.70
DM-21291	Debit Memo-DM-21291	11/10/2021	\$3,529.61

National Sale Review



Units and Scouts sold more than ever!

UNITS

- 8 Units sold more than \$100,000 – **Pack 365**
- 62 Units sold more than \$50,000 – **Troop 51, Pack 50, Troop 511, Troop 10**
- 618 Units (6% of Units) sold more than \$20,000 and made up 34% of the sale! – **Pack 525, Pack 451, Pack 199, Pack 14**
- 2,527 Units (26% of Units) sold more than \$7,500 and made up 74% of the sale!

GYC Traditional Sale Review



Greater Yosemite Council Scout Avg = \$1,679!

National Average = \$637

164% Higher than National Avg!

Where Does the Money GO

Trail's End®



2021 Breakdown			
32 Units	35%	\$ 231,376.00	32 units out of 111
Trails End	30%	\$ 223,624.00	
Council	35%	\$ 230,634.00	
Council Breakdown (100% of Funds Received)			
Starting		\$ 230,634.00	
Trails End Fees:			
			5%
TE 1.5% Amazon G.C.	\$	10,235.00	
TE Banner, Forms, etc.	\$	1,107.00	
Sent to Council	\$	219,292.00	
Popcorn Incentives:			
			21%
Kick Off	\$	4,874.00	
kick Off Prizes	\$	859.00	
Contest Prizes and Patc	\$	5,224.00	
Scout Bucks	\$	11,910.00	
Registration Fees	\$	11,088.00	
Staff Support	\$	15,000.00	
After Popcorn Fees	\$	170,337.00	
McConnell Maintanc			
			26%
Camp McConnell Upkeep	\$	22,180.00	
McConnell Tree trimmin	\$	30,000.00	
Roof Repair	\$	7,250.00	
After McConnell	\$	110,907.00	
McConnell Maintanc			
			16%
Tree Trimming	\$	17,000.00	
McConnell Roof	\$	21,000.00	
	\$	72,907.00	32%
<p>For the 2021 Popcorn Season, 68% of the Council money goes directly back to scouts through prizes, incentives and upkeep of the council camp that is for unit use and council events!</p> <p>The rest of the council money (32%) goes towards off setting programs fees, scout activities, payroll, council office maintance and many other items that help the council function!</p> <p>The money that the council received from popcorn in 2021 is <u>only</u> about 30% of what the council needed to keep the doors open and</p>			



2022 Dates & Commissions



2022 GYC Commissions

Trail's End[®]



Unit commission will be:

- 30% Base
- 1% Popcorn KO Key 3
- 1% Unit Achieving \$500 Military (traditional sales only)
- 1% Unit Achieving \$2500 Military (traditional sales only)
 - every selling youth will receive a “special patch”
- 2 % Unit Budget

Online commission will be 30%



2022 GYC Sale Dates

Trail's End[®]



- **Show and Sell #1:**
 - **Unit Orders Due – Sat July 17th**
 - **Delivery Day – Wed Aug 3rd**
 - **Distribution to Units – Thurs Aug 4th**
- **Show and Sell #2:**
 - **Unit Orders Due – Sun Aug 14th**
 - **Delivery Day – Thurs Aug 25th**
- **Show and Sell #3:**
 - **Unit Orders Due – Sun Aug 28th**
 - **Delivery Day – Thurs Sept 8th**

2022 GYC Sale Dates

Trail's End[®]



- **Show and Sell #4:**
 - **Unit Orders Due – Sun Sept 11th**
 - **Delivery Day – Thurs Sept 22nd**



Rewards



Trail's End Rewards



Trails End Rewards		Greater Yosemite Council Incentives					
TE Point System	Scout Receives from Trails End Amazon E-Card	Total Dollars Sold By Scout	Patch	Funded Registration	Scout Bucks	Beast Mode Party	Surprise at 2023 Kickoff
17,500	10%	\$ 17,500.00	x	Full	\$ 340.00	x	x
15,000	1,250	\$ 15,000.00	x	Full	\$ 300.00	x	x
12,000	1,000	\$ 12,500.00	x	Full	\$ 280.00	x	
10,000	750	\$ 10,000.00	x	Half	\$ 240.00	x	
7,500	550	\$ 7,500.00	x	Half	\$ 220.00	x	
6,000	450	\$ 6,000.00	x	Half	\$ 200.00	x	
5,000	350	\$ 5,000.00	x	Half	\$ 180.00	x	
4,000	250	\$ 4,000.00	x	Half	\$ 160.00	x	
3,500	200	\$ 3,500.00	x	Half	\$ 140.00		
3,000	150	\$ 3,000.00	x	Half	\$ 100.00		
2,500	100	\$ 2,500.00	x	Half	\$ 80.00		
2,000	70	\$ 2,000.00	x	Half			
1,750	60	\$ 1,750.00	x	Half			
1,500	50	\$ 1,500.00	x				
1,250	40	\$ 1,250.00	x				
1,000	30	\$ 1,000.00	x				
750	20	\$ 750.00	x				
500	10	\$ 500.00	x				

Trail's End Rewards



Back for 2022! Continue to save time and sell more!

- Scouts still redeem [Amazon.com](https://www.amazon.com) gift cards in app.
- HUGE time save for unit leaders. No approving, receiving, distributing, or replacing prizes.
- TE Rewards reported saving an average of 6+ hours for leaders.
- Prizes are better! More value and more choices.
- Amazon offers 500 million items! (vs 5-6 per level with other prize vendors)



Trail's End Rewards



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





Products



Traditional Products



70% back to local kids

KETTLE CORN & WHITE CHEDDAR GIFT BOX
New!
\$42 Over \$29 to local kids*



BLAZIN' HOT
\$23 Over \$16 to local kids*



SALTED CARAMEL
\$25 Over \$17 to local kids*



WHITE CHEDDAR
\$23 Over \$16 to local kids*



SWEET AND SALTY KETTLE CORN
\$23 Over \$16 to local kids*



12PK UNBELIEVABLE BUTTER MICROWAVE
\$23 Over \$16 to local kids*



POPPING CORN
\$17 Over \$11 to local kids*



CARAMEL CORN
\$15 Over \$10 to local kids*



Donation Levels

\$50 **\$30**

SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

American Heroes Donation Program (including the \$1 AH Donation)

Additional Online Products



**Campfire Blend
Coffee K-Cups**
32 cups



**Original
Beef Jerky**



**Dark Chocolate
Salted Caramels**



**Honey Roasted
Peanuts**



Salted Peanuts



**Frosted Snowflake
Pretzels**



**Peppermint
Bark**

CSP Design

Trail's End®



Ever wanted to design a council shoulder patch?
Now is the time!

Calling all youth scouts participating in selling popcorn this year!

We want a scout designed CSP to give to every scout that participates in the 2022 popcorn fundraiser.

Design Requirement:

- It MUST have the council's name and year (2022) on it
- It MUST have a popcorn element to it
- It MUST fit the CSP size (we can shrink it)
- Be an original design!!

Come up with your own fun, creative, amazing design that reflects Greater Yosemite Council!

Please note that we must follow copy right laws so we may have to adjust images, if needed.

Hand Drawn Computer Designed Colored with Crayons Stick Figures

Use your imagination and have fun!

Parents can help write the words if needed

It can reflect this year's council theme (BEAST MODE) or not!
IT NEEDS TO COME FROM YOU!!!

Email your design to Robin Wilson robin.wilson@scouting.org and Kelly Osterhout kelly@bluesierrafarms.com and Marisol Gonzalez m_gonzalezcuevas@hotmail.com

Deadline: July 29, 2022





2022 External Factors



Economic Factors

Trail's End[®]



Product cost increases since January 2020:

Item	Increase % 01/2020 - 11/2021
Corn	54%
Oil	45%
Paper	36%
Film	30%
Corrugate	26%
Labor	25%

Economic Factors

Trail's End[®]



The opening price point of \$5 in 1980 equates to an opening price point of \$16.98 in 2021.

An opening price point of \$15 on the 9oz Caramel Corn will raise your total sales.

Real Council example in 2021 vs 2019 (app product sales):

	<u>2019</u>	<u>2021</u>
Caramel Corn price:	\$10	\$15
Sales per Scout:	\$598.03	\$715.33
Caramel Corn items Sold:	31,334	12,980
Total Items Sold:	137,613	103,377
Total Selling Scouts:	4,063	2,835
Caramel/Scout items Sold:	7.71	4.58
Items/Scout Sold:	33.87	36.46
AOV:	\$21.18	\$24.18



Questions?



Thank you!



New Kernel Information



PLAN YOUR UNIT KICKOFF

1. Leverage the Unit kickoff presentation on the Training tab through the Trail's End Leader Portal (now mobile friendly).
2. Host your kickoff virtually or in-person and 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.

MULTIPLE WAYS TO SELL

ONLINE DIRECT

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!

WAGON SALES Take Order

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.

WAGON SALES Door-to-Door with Product

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.

STOREFRONT SALES

Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in July) 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.



WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return

- You can earn enough money to fund your Unit's program for the entire year!
- The Council uses part of the proceeds for camping programming, camp maintenance, leader training, Camporees, etc.



Turn-Key Program

- 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.



Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook Community where you can get answers 24/7, 365 days a year



Recruitment

- 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.
- 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.
- Increase membership while out in your local community!

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

Heroes and Helpers Donations

When a customer purchases a Heroes and Helpers Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.



WHY SELL POPCORN?

Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Fox Fire & NYLT)
- National Jamboree
- 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

Best Practices Planning

- Shared ideas, shared efforts
- Prevent burnout—GET HELP!
- Share knowledge

Plan like a business

- Why does your Unit sell Popcorn
- Plan your Ideal Year of Scouting (Budgeting)
- Calculate your IYOS Cost
- Create your Scout sales goal

Best Practices Storefront Sales

- Schedule Early **(Be respectful of other units if going outside your location)**
- One Scout per 2-Hour Shift
- Maximize Hourly Sales
- Use every store in your area (there are a lot)
- \$18 Avg. Transaction, \$125+/hr
- Expectation of 8 hours per Scout = \$1,000 (4 2 hour shifts)
- Recruit at the Storefront! (YES!!!)

Recruiting (Easy, right)

- We're already selling Scouting
- Scouts recruiting Scouts
- Have flyers
- Interest list
- Pictures of your Scouts doing what they do Best—SCOUTING!
- The App "Recruit A Scout"



HOW TO FUND YOUR PROGRAM 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 for kids to manage with the Trail's End App.

How Does Online Direct Work?

Two Ways for Kids to Sell from the Trail's End App:

- **Virtual Store** - Kids share their personalized fundraising page via social media, email, text and more.
- **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 Kids' Goals

- Include: dues, advancement, Unit events, campouts, summer camp, etc.
 - Determine your Unit and per kid sales goal based on 35% Unit commission.**
- * On average a Unit can provide a year of program for \$350 per kid
- **Online Direct commission varies by Council.

STEP 2

Host a Virtual Kickoff (Zoom or similar software.)

Agenda:

- Make it fun and play some virtual games
- How the money raised benefits each kids family
- Unit and kids sales goals
- How to sell \$1,000 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 and selling tips! Text SCOUTSFB to 62771

STEP 3

How to Sell \$1,000 in 8 Hours

Text MYPLAN to 62771 to download.

- 4 hours: 15+ orders from friends and 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 kids engaged.



START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards* year-round

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.

Trail's End
VEHICLE CAPACITY ESTIMATES*

Mid-size Car	20 Cases
Small SUV	40 Cases
Crossover	40 Cases
Mini-van	60 Cases
Large SUV	70 Cases
Full-size van	70 Cases

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.



How Much Popcorn to Sell \$1750?



- 4 Kettle Corn and White Cheddar gift boxes
- 1 case Salted Caramel
- 1 case Kettle Corn
- 1 case White Cheddar
- 1 case Unbelievable Butter
- 1 case Blazin' Hot
- 1 case Popping Corn
- 2 cases Caramel Corn

How Much Popcorn to Sell \$2500?



- 4 Kettle Corn and White Cheddar gift boxes
- 1 case Salted Caramel
- 2 cases Kettle Corn
- 2 cases White Cheddar
- 2 cases Unbelievable Butter
- 1 case Blazin' Hot
- 1 case Popping Corn
- 3 cases Caramel Corn

- STEP 1** Create a Trail's End account for your Scout.
 - 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 Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).
- STEP 3** Draft your Scout'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 in Scouting. Can I count on your support?
- STEP 4** Build your Scout's personalized fundraising page.
 - Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.
- STEP 5** Ask for support.
 - Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
 - For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you 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 (Next Door).
 - Visit 30 homes in your neighborhood
 - Use the cart sharing feature to remain socially distanced.



2022 Trail's End Tech



Unit Leader Portal



All functionality built for mobile (size iPhone 7+)

SCOUTS \$ Sold & Shifts

Search

SCOUT NAME	INV	UNLVRD	\$ OWED
Pack492 492	\$0	NO	\$0
Teyadora Alzuri	\$0	NO	
Carl Balvanz	\$0	NO	
Conrad Balvanz	\$0	NO	
Presley Beery	\$0	NO	
Olivia Bradford	\$0	NO	\$0
Keily Carlsen	\$0	NO	\$0
Colton Christiansen	\$0	NO	\$0
Adrianna Comer	\$0	NO	\$0

- SHIFT MANAGEMENT
- MANAGE CASH
- INVENTORY
- VIEW ORDERS
- SALES BREAKDOWN

SCOUTS \$ Sold & Shifts

Search

SCOUT NAME	INV	UNLVRD	\$ OWED
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INVENTORY MANAGEMENT

A negative inventory quantity indicates a sale has been recorded reducing the Scout's inventory. If the unit has not transferred inventory to the Scout, the quantity will become negative.

PRODUCTS	\$1 American Heroes Donation
QTY AT UNIT	409.52
SCOUT INVENTORY	0
TRANSFER/ADJUST QTY	<input type="text" value="0"/>
TRANSFER ACTION	--Choose One--
REASON	--Choose One--
PRODUCTS	12oz Salted Virginia

POPCORN ORDERS

Change the year in the campaign dropdown menu to view orders from previous years.

Invoice Statement

DATE	11/3/21
ORDER NAME	Final Take Order
	11/17/2021
RETAIL	\$6,150.00
STATUS	APPROVED
DATE	10/3/21
ORDER NAME	Replenishment #4
	Oct 7 Pickup
	10/19/2021
RETAIL	\$8,775.00
STATUS	APPROVED

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THE TRAIL'S END APP

Available in the Apple and Google Play Store
Text APP to 62771 to download.

Required to register:
Council: _____ District: _____ Unit: _____



- 1 Sign In or Register an Account**
 - Use your account from last year!
 - If you need to change your unit, go to Settings from the side menu. Select "Change Unit."
- 2 Start Selling!**
 - Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader) - Type in the customer's card information.

Magstripe Reader (Android) - Swipe reader plugs into headphone jack.

Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

Bluetooth Reader - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

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.



TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.
- 2 Track Progress:** Check how close you are to reaching the next rewards level in the app.
- 3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct (Two Ways) - Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.
Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

Wagon - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

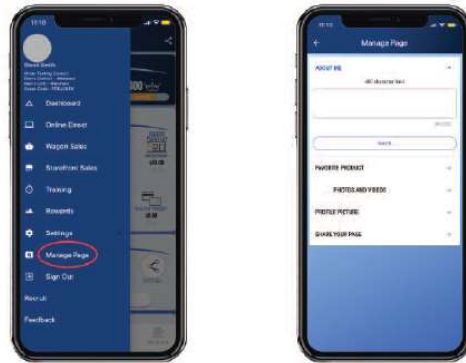
[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Trail's End Parent Facebook Group www.facebook.com/groups/TEParents

*Screenshots subject to change.



MANAGE YOUR PAGE



Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE:
Fundraising just got easier! 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.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.



Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

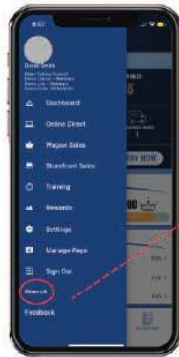


Text Cart Feature:
Learn more on the next page!

*Screenshots subject to change



RECRUITMENT



Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

Tip: The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

RECORD A WAGON SALE



Tip: The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

Tip: Marking an item as "Undelivered" means you plan to return with product later. **Be sure to record the customer info for undelivered items so you know where to deliver the product later!** Lastly, don't forget to update the status when delivered!

SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

Available SAME DAY only for kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.
*Screenshots subject to change



POPCORN SALE CHECKLIST

- 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 Council's Popcorn Kickoff 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**
- Break the goal down to an individual kid (family) goal.
 - **Cost Per Kid / Commission = Sales Per Kid**
- Add important dates to Unit's 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".
 - Methods 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 and 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.



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.

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For information or help related to your popcorn sales efforts, you may call or email your Council Popcorn Kernel or Council Kernel Staff:

Kelly Osterhout - Council Kernel kelly@bluesierrafarms.com (209) 614-6194

Marisol Gonzalez - Council Co-Kernel m_gonzalezcuevas@hotmail.com (787) 930-3571

Robin Wilson - Council Kernel robin.wilson@scouting.org (209) 566-7702



Questions?



Thank you!

Trail's End[®]

