

www.Trails-End.com



Register your Scout at www.Trails-End.com.

- Scouts under 13 require a parent/guardian to register.
- Know your Scout's unit number. For example, Pack 123's unit number is "123".
- Unit Leaders register here, too.

PARENT, ON BEHALF OF MY SCOUT

SCOUT


If you have an existing Scout account, click [here](#) to sign in.



Once a Scout's page is created, they can begin inputting their information. When finished, it's easy to share link to their customers via email and on all Social Media platforms for a Great Year of Scouting!

Trail's End.

FREE SHIPPING ON ORDERS \$70 OR MORE
EXTRA CHARGES AND EXCLUSIONS MAY APPLY




Now Supporting
JaKari F
- Troop 1

How Your Support Helps

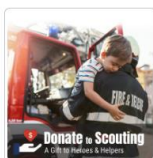
I finished my first year being a Boy Scout and it was cool. We did a bunch of canoeing. This year we will do a bunch of cycling. I like getting merit badges and I want to become an Eagle Scout some day.

My Favorite Product



Shop

Name Z-A



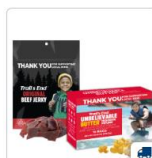
Donate Gift To Heroes and Helpers
\$9 \$19 Best



White Cheddar Flavored Popcorn 9-Ounce Bag
\$25



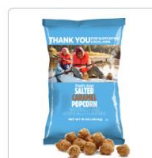
Unbelievable Butter Microwave Popcorn 12 Pack
\$27



Ultimate Snack Pack Beef Jerky & Microwave Popcorn
\$54



Talgate Variety Pack
\$52



Salted Caramel Flavored Popcorn 16-Ounce Bag
\$25



Popping Corn Two Pack (2-28 Oz Resealable Jars)
\$34

ONLINE SALES

Trail's End®

Via the Trail's End App
No Cash or Product Handling
\$65 Average Order Value



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship directly to your customer's home.



DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October*, Black Friday & Cyber Monday
*Subject to Change

ONLINE SALES

www.trails-end.com

Trail's End®

Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
 - Microwave, Popping, Sea Salt Snack Pack (new)



Invite Your Scouts

Hello, Adam!

austin test 2023 2023-03-08

Back

How much in RETAIL DOLLAR SALES does your unit want to order?
Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts. The amount you enter will be used to populate the order.

\$0

*Only use the Auto Populate button if you are sure you want to order the suggested amounts.

Product	Surplus/Shortage	Final Unit Order
Salted Caramel Popping Corn	cs: 4	cs: 4
Popping Corn Jar	cs: 3	cs: 3
12oz Salted Virginia Peanuts	cs: 3	cs: 3
Caramel Corn Bag	cs: 4	cs: 4
Salted Caramel Popping Corn	cs: 3	cs: 3
Unbelievable Butter Popping Corn	cs: 5	cs: 5
\$1 Heroes and Helpers Donation	cs: 0 ct: 0	1:1
	cs: 1040	cs: 1040

QTY: 1062 Base Commission: 35% Earnings: \$2245.60 Total: \$6416.00

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button.

Your order will be pre-populated for your review. Then, submit your order to your council.

\$0

Parent Guide



SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- ⊗ Introduce yourself (first name only), where you are from, what you are doing, and close the sale.
"Hi, my name is (name) and I am from (local unit). I'm earning my way to Summer Camp. Can I count on your support?"
- ⊗ Encourage credit sales for higher reward points!
"We accept & prefer credit."
- ⊗ Wear your Class A uniform and always say "Thank You."
- ⊗ Be interactive, avoid using chairs, and make more sales per Scout with only 1 Scout per Storefront shift
- ⊗ Always have an adult present
- ⊗ Stay on the sidewalk or driveway and don't enter homes.
- ⊗ Find repeat customers by checking your Scout App order history

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH app and online average 90% MORE than Scouts that sell only traditionally, and 5X MORE than those that sell only online!

- ⊗ **Online Direct:** Sell online & ship directly to customers
- ⊗ **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders
- ⊗ **Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

SCOUT APP

⊗ Monitor Real-Time Sales, Inventory and Storefront Shifts.

⊗ **DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!**

visit trails-end.com/app or text APP to 62771 to download



REWARDS

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

The More Sold, The More Earned!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT (WAGON & STOREFRONT)

1 PT PER \$1 SOLD

CASH



⊗ **EARN MORE EASIER!**

trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% <small>OFF TOTAL</small>
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
1,500	\$50
1,000	\$30
750	\$20
500	\$10

RESOURCES

⊗ **SEE WHAT OTHERS ARE SHARING & SAYING NOW!**

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!

⊗ **NEVER MISS A SALE, LEAVE BEHIND A DOOR HANGER!**

qrco.de/bduFSw

⊗ **LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!**

qrco.de/bduFgT

⊗ **HOW TO SELL \$1000 IN JUST 4 HOURS!**

[LINK HERE](#)

Coastal Georgia Council Additional Incentives



WIN A GIFT CARD!



The overall
TOP SELLING SCOUT
for the Council will receive a
\$300 GIFT CARD

2nd- \$150 Gift Card

3rd- \$75 Gift Card

Altamaha ❖ Atlantic ❖ Coastal ❖ Satilla ❖ Twin Rivers

Be Safe



POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house without an adult.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

POPCORN SALES TIPS

Ten ways to make a popcorn sale:

1. Ask your parents to be the first to buy popcorn.
2. Ask your relatives to buy popcorn. (Grandparents, Aunts, Uncles, Brothers, Sisters...)
3. Ask your neighbors to buy popcorn.
4. Ask the parents of your friends (not in Scouts) to buy popcorn.
5. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
6. Ask your parents if they can take a popcorn order form to work and ask their coworkers to buy popcorn. (They may need to get permission first.)
7. Ask your patrol or den to schedule a "Super Sale Day". This is a day when your fellow Scouts select a neighborhood and go door-to-door as a group to ask people to buy popcorn.
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they give out gifts during the holiday season. If yes, ask them to consider giving out popcorn (in a tin decorated for the holidays) as a holiday gift.
10. ALWAYS WEAR YOUR UNIFORM!

Don't forget last year's customers. Make sure you kept your Order Form from last year and ask each of them to buy again.

CUSTOMER CHECKLIST

- | | |
|--|---|
| <input type="checkbox"/> Parents | <input type="checkbox"/> Coaches |
| <input type="checkbox"/> Grandparents | <input type="checkbox"/> Relatives (Grandparents, Aunts, Uncles, Brothers, Sisters, etc.) |
| <input type="checkbox"/> Neighbors | <input type="checkbox"/> Parent's Work |
| <input type="checkbox"/> Religious Friends | <input type="checkbox"/> Doctor and Dentist |
| <input type="checkbox"/> Area Businesses | <input type="checkbox"/> Scout Leaders |
| <input type="checkbox"/> Teachers | |

Selling Methods



There is no “trick” to selling. Most people want to support the Scouts and are happy to buy. All you need to do is ask!

3 WAYS TO SELL!

1. TAKE ORDER

This is the door-to-door sale with your paper “Order Form” or using the Trail’s End “Take Order” app on your phone. Scouts can use this simple script to build their confidence and salesmanship!

Hello my name is_____.

I am a Scout with Pack/Troop/Crew/Ship #_____here in_____.

Would you help support me in my Scouting adventure?

You’ll help me? Won’t you, please?

2. SHOW & SELL

Arrange Show & Sell locations at local storefronts, chartered organizations, or community gatherings. A table, some popcorn and smiling Scouts will draw in customers to buy their popcorn. Plan in advance and communicate dates and locations with your pack or troop.

3. ONLINE

It’s easier than ever with the new Trail’s End popcorn page. Head over to www.trails-end.com, register your scout, and then they can begin setting up their own personal web page. “Share” the page with the handy links through all Social Media and email. It’s a snap!

TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

REQUIRED TO SIGN UP:

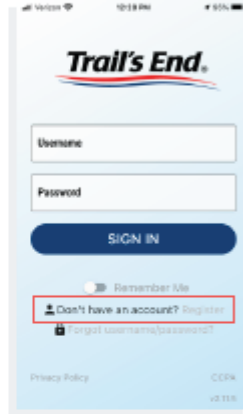
Council

District

Unit

SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- Record ALL sales in the App & start selling today!
- Each Scout needs a separate account, even siblings.
- You can use the same email for multiple accounts.
- To switch between accounts in the App, click the name dropdown at the top of the screen.



Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/ credit. Trail's End pays all fees!

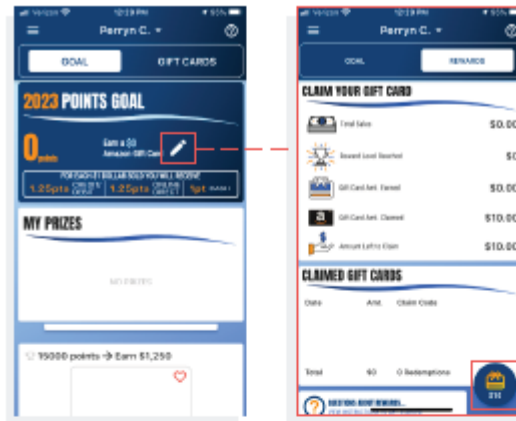
ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. 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, NFC Contactless and Tap to Pay.



SET A GOAL & START EARNING REWARDS



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- To track progress, check the App to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!



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Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

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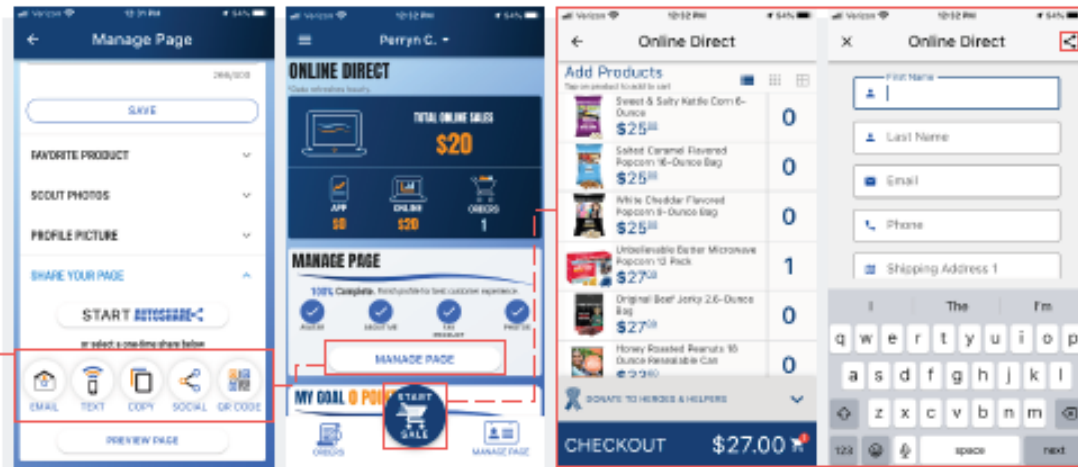
Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!

Trail's End™

ONLINE DIRECT

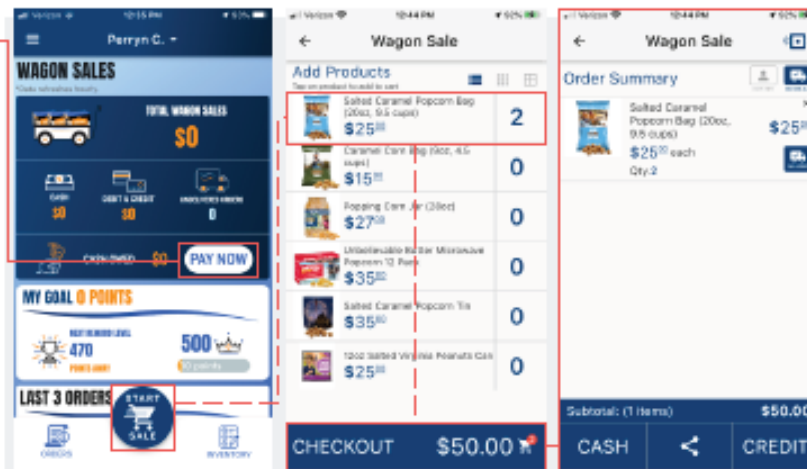
Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.



- ④ Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

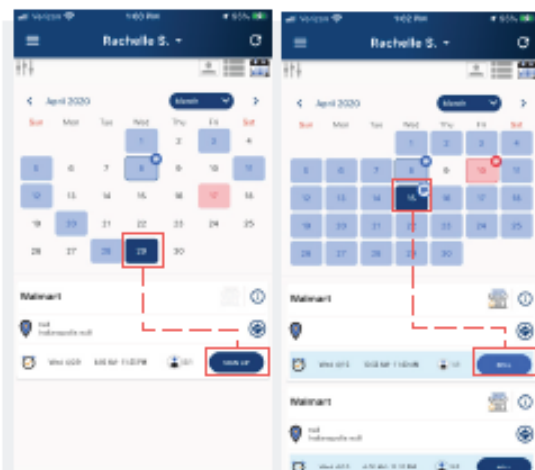
ISSUE A REFUND



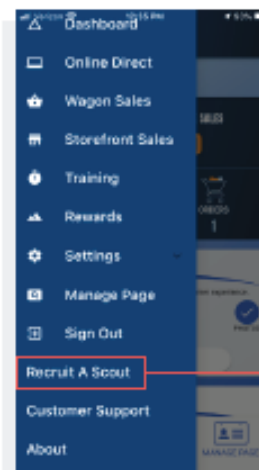
- ④ Select "Order" and then tap the order you want to refund. **CAUTION**, Trail's End does NOT store card info so this action can't be undone.

RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info



RECRUITMENT



The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.