

The logo for Scouting America Sagamore Council. It features the words "Scouting" and "America" in blue, with a red fleur-de-lis containing a white eagle in the center. Below this, the words "Sagamore Council" are written in red.

Scouting  America  
Sagamore Council

The logo for Trail's End, featuring the words "Trail's End" in a white, italicized serif font. A small blue star is positioned to the left of the word "Trail's", and a registered trademark symbol (®) is to the right of "End". A thick red swoosh underline is positioned below the text.

*Trail's End*®

The text "2024 Unit Leader Training" in a bold, white, sans-serif font, centered at the bottom of the image.

**2024 Unit Leader Training**

# 2023 Top Sellers Recognition

| District      | Unit      | Traditional Sales | Online_Sales | Total Sales |
|---------------|-----------|-------------------|--------------|-------------|
| North Star    | Pack 3157 | 72165             | 4231         | 76396       |
| Wabash Valley | Pack 3310 | 44793             | 3874         | 48667       |
| Peshewa       | Pack 3511 | 43579             | 3602         | 47181       |
| Wabash Valley | Troop 310 | 41043             | 878          | 41921       |
| Wabash Valley | Pack 3337 | 26717             | 2918         | 29635       |
| Wabash Valley | Pack 3326 | 26995             | 949          | 27944       |
| Wabash Valley | Troop 303 | 18479             | 2350         | 20829       |
| Wabash Valley | Pack 3348 | 16812             | 1774         | 18586       |
| Peshewa       | Pack 3506 | 15585             | 1739         | 17324       |
| North Star    | Pack 3155 | 15635             | 1076         | 16711       |
| North Star    | Troop 157 | 15733             | 471          | 16204       |
| Wabash Valley | Troop 335 | 12732             | 3366         | 16098       |
| North Star    | Troop 200 | 14454             | 1293         | 15747       |
| Wabash Valley | Troop 348 | 14243             | 779          | 15022       |
| North Star    | Troop 167 | 12098             | 424          | 12522       |
| Wabash Valley | Pack 3371 | 11222             | 1017         | 12239       |
| Peshewa       | Troop 519 | 10656             | 180          | 10836       |
| Wabash Valley | Pack 3325 | 8029              | 2111         | 10140       |

# 2023 High Potential Units

| District      | Unit       | Traditional | Online | Total Sales | District      | Unit       | Traditional | Online | Total Sales |
|---------------|------------|-------------|--------|-------------|---------------|------------|-------------|--------|-------------|
| Wabash Valley | Pack 3339  | 7367        | 2453   | 9820        | Peshewa       | Troop 566  | 2378        | 140    | 2518        |
| North Star    | Troop 177  | 9274        | 100    | 9374        | North Star    | Pack 3158  | 2165        | 0      | 2165        |
| North Star    | Pack 3154  | 6895        | 1717   | 8612        | North Star    | Pack 3219  | 1445        | 240    | 1685        |
| Wabash Valley | Pack 3311  | 5493        | 1669   | 7162        | North Star    | Troop 219  | 1550        | 94     | 1644        |
| Wabash Valley | Troop 801  | 6573        | 285    | 6858        | Wabash Valley | Troop 144  | 795         | 818    | 1613        |
| Wabash Valley | Pack 3126  | 6623        | 135    | 6758        | Wabash Valley | Pack 3338  | 515         | 1070   | 1585        |
| Peshewa       | Pack 3527  | 5709        | 344    | 6053        | North Star    | Troop 126  | 1395        | 0      | 1395        |
| Peshewa       | Pack 3508  | 5316        | 503    | 5819        | Wabash Valley | Troop 344  | 1240        | 79     | 1319        |
| Wabash Valley | Pack 3324  | 5257        | 306    | 5563        | Peshewa       | Troop 506  | 1195        | 65     | 1260        |
| Peshewa       | Pack 3513  | 4615        | 844    | 5459        | Peshewa       | Pack 3599  | 1045        | 85     | 1130        |
| Wabash Valley | Troop 372  | 5175        | 54     | 5229        | North Star    | Troop 158  | 925         | 0      | 925         |
| North Star    | Troop 220  | 3480        | 1099   | 4579        | North Star    | Pack 3230  | 810         | 0      | 810         |
| North Star    | Pack 3200  | 3485        | 631    | 4116        | Wabash Valley | Pack 3384  | 320         | 190    | 510         |
| Wabash Valley | Pack 3165  | 3570        | 333    | 3903        | North Star    | Troop 229  | 505         | 0      | 505         |
| Wabash Valley | Troop 372G | 3850        | 40     | 3890        | Peshewa       | Troop 528  | 0           | 91     | 91          |
| Peshewa       | Pack 3401  | 3660        | 0      | 3660        | Wabash Valley | Troop 393  | 80          | 0      | 80          |
| North Star    | Troop 154  | 3115        | 0      | 3115        | Peshewa       | Pack 3450  | 40          | 0      | 40          |
| Wabash Valley | Pack 3375  | 2415        | 166    | 2581        | Wabash Valley | Crew 2372  | 0           | 27     | 27          |
| North Star    | Troop 149  | 2485        | 85     | 2570        | North Star    | Troop 222G | 10          | 0      | 10          |
| Wabash Valley | Pack 3315  | 1240        | 1294   | 2534        |               |            |             |        |             |

# prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,  
use, or activity



# Powered by Popcorn

**Trail's End**<sup>®</sup>  
Scout Fundraising



**BECOME  
DECISIONS MAKERS**



**LEARN MONEY  
MANAGEMENT**



**BECOME  
GOAL SETTERS**



**BECOME FUTURE  
ENTREPRENEURS**



**LEARN  
PEOPLE SKILLS**

## Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
  - Millions of prize choices
  - Scouts choose the prizes they *want*

## Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

# Ideal Year of Scouting

## Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

## Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

## Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

## Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

## Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!

## Enjoy the Year!



# Ideal Year of Scouting

## Fund Your Scouting Year

|   | Activities / Program Items | Cost  |
|---|----------------------------|-------|
| ☑ | Pack Dues                  | \$60  |
| ☑ | Summer Camp                | \$350 |
| ☑ | BSA National Fee           | \$85  |
| ☑ | Council Program Fee        | \$80  |
| ☑ | Shirt                      | \$35  |
| ☑ | Pants or Skorts            | \$35  |
| ☑ | Hat                        | \$23  |
| ☑ | Belt                       | \$15  |
| ☑ | Neckerchief                | \$13  |
| ☑ | Neckerchief Slide          | \$8   |
| ☑ | Socks                      | \$8   |
| ☑ | Belt Buckle                | \$7   |
| ☑ | Patches                    | \$6   |
| ☑ | Handbook                   | \$20  |
| ☑ | Other                      | \$0   |

**\$745** Total Cost  
**35%** Unit Commission  
**\$2,129** Sales Goal

Available for download in training section of the Unit Portal!

| 2024-2025 Program Planner                                     |                                    |                                |        |            |         | Trail's End <sup>®</sup> |  |
|---|------------------------------------|--------------------------------|--------|------------|---------|--------------------------|--|
| 1. Enter your Unit's activities and costs under each month.   |                                    |                                |        |            |         | Pack/Troop               |  |
| 2. Enter your number of Scouts and unit commission %.         |                                    |                                |        |            |         | Number of Scouts in Unit |  |
| 3. Fill in the five shaded fields at the bottom of the sheet. |                                    |                                |        |            |         | Unit Commission %        |  |
| September   |                                    | October                        |        | November   |         |                          |  |
| Activities  | Cost                               | Activities                     | Cost   | Activities | Cost    |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
| Total Cost  | \$0.00                             | Total Cost                     | \$0.00 | Total Cost | \$0.00  |                          |  |
| December  |                                    | January                        |        | February   |         |                          |  |
| Activities  | Cost                               | Activities                     | Cost   | Activities | Cost    |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
| Total Cost  | \$0.00                             | Total Cost                     | \$0.00 | Total Cost | \$0.00  |                          |  |
| March   |                                    | April                          |        | May        |         |                          |  |
| Activities  | Cost                               | Activities                     | Cost   | Activities | Cost    |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
| Total Cost  | \$0.00                             | Total Cost                     | \$0.00 | Total Cost | \$0.00  |                          |  |
| June  |                                    | July                           |        | August     |         |                          |  |
| Activities  | Cost                               | Activities                     | Cost   | Activities | Cost    |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
|   |                                    |                                |        |            |         |                          |  |
| Total Cost  | \$0.00                             | Total Cost                     | \$0.00 | Total Cost | \$0.00  |                          |  |
| Enter Cost per Scout  |                                    |                                |        |            |         |                          |  |
|   | Pack Dues                          | Total Activity Cost & Expenses |        |            | \$0     |                          |  |
|   | Scout Life Magazine                | Other Unit Expenses            |        |            | \$0     |                          |  |
|   | Advancements                       | Unit Sales Goal                |        |            | #DIV/0! |                          |  |
|   | BSA National & Council Program Fee | Scout Sales Goal               |        |            | #DIV/0! |                          |  |
| \$0   | Total Expenses                     | Unit Commission                |        |            | #DIV/0! |                          |  |

# Ideal Year of Scouting

## Help Units (or Scouts) Set Their Budget!

- Total Program Costs  $\div$  Unit Commission = Sales Goal
- Hit Sales Goal = **100% PROGRAM FUNDED**



# Leader Portal

https://portal.trails-end.com

24 Leadership L... + Easter Egg Hunt Fi... x 2024 Spring U of S... x 2024 Fall Universit... Trails-End Black Pug Softwar...

## NEW LINK



**HELLO! LET'S GET STARTED.**



ENTER YOUR DETAILS BELOW TO  
LOGIN.

**SIGN IN**

[Don't have an account?](#)

Scroll to the bottom  
of [www.trails-end.com](http://www.trails-end.com)

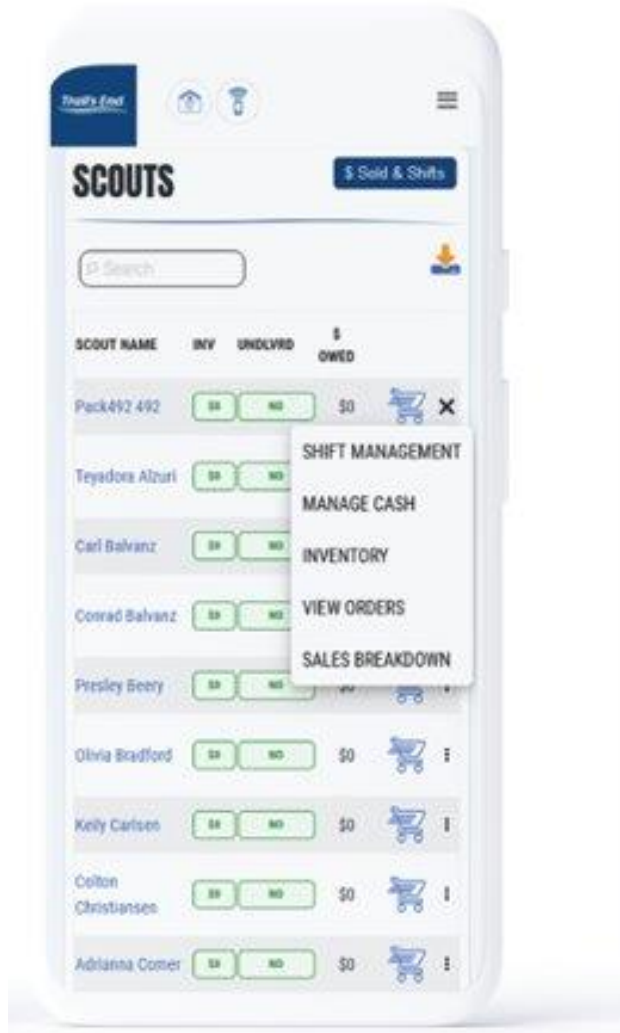
The footer section is dark blue and contains the Trail's End logo, contact information, and navigation links. It is organized into three columns: ABOUT, POLICIES, and FOLLOW US.

| ABOUT  | POLICIES  | FOLLOW US  |
|--|---|--|
| <a href="#">About us</a><br><a href="#">How it works</a><br><a href="#">Contact</a><br><a href="#">FAQ</a> | <a href="#">Privacy Policy</a><br><a href="#">Terms of Sale</a><br><a href="#">Terms of Use</a><br><a href="#">Privacy Disclosure</a> | <a href="#">Leaders &amp; Scouts</a><br><br> |

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# Leader Portal

**Trail's End**<sup>®</sup>  
Scout Fundraising



## Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

# How it Works

- TE is booking the best times at premium locations.
- We integrate and plan with data on storefront sales. With TE popcorn, but also based on merchandise being sold inside the store as well as foot traffic.
- Our goal is to provide locations that will generate 1 sale every 3 minutes.



# Storefront Program

## Storefront Claiming

**Saturday, July 20: \$20k + Units, 4 reservation blocks**



|           |
|-----------|
| Pack 3157 |
| Pack 3310 |
| Pack 3511 |
| Troop 310 |
| Pack 3337 |
| Pack 3326 |
| Troop 303 |

**Sunday, July 21: \$15k+ Units, 3 reservation blocks**



Yes, these are cumulative.

|           |
|-----------|
| Pack 3157 |
| Pack 3310 |
| Pack 3511 |
| Troop 310 |
| Pack 3337 |
| Pack 3326 |
| Troop 303 |
| Pack 3348 |
| Pack 3506 |
| Pack 3155 |
| Troop 157 |
| Troop 335 |
| Troop 200 |
| Troop 348 |

**Monday, July 22: \$10k+ Units, 2 reservation blocks**



Yes, these are cumulative.

|           |
|-----------|
| Pack 3157 |
| Pack 3310 |
| Pack 3511 |
| Troop 310 |
| Pack 3337 |
| Pack 3326 |
| Troop 303 |
| Pack 3348 |
| Pack 3506 |
| Pack 3155 |
| Troop 157 |
| Troop 335 |
| Troop 200 |
| Troop 348 |
| Troop 167 |
| Pack 3371 |
| Troop 519 |
| Pack 3325 |

**Tuesday July 23: All Units, unlimited reservation blocks.**



**Unit  
Impact  
Over  
\$10,000  
In Sales**

**32%  
of  
Units  
Make  
Up  
71%  
of  
the  
sale**

**Trail's End®**

**\$250,652  
43% (7/57 units)**

**\$412,081  
71% (18/57 units)**

**\$168,888  
29% (39/57 units)**

| District_Name | Unit_Name | Total_Sales |  | District_Name | Unit_Name  | Total_Sales |
|---------------|-----------|-------------|--|---------------|------------|-------------|
| North Star    | Pack 3157 | \$ 76,396   |  | North Star    | Troop 220  | \$ 4,579    |
| Wabash Valley | Pack 3310 | \$ 48,667   |  | North Star    | Pack 3200  | \$ 4,116    |
| Peshewa       | Pack 3511 | \$ 47,181   |  | Wabash Valley | Pack 3165  | \$ 3,903    |
| Wabash Valley | Troop 310 | \$ 41,921   |  | Wabash Valley | Troop 372G | \$ 3,890    |
| Wabash Valley | Pack 3337 | \$ 29,635   |  | Peshewa       | Pack 3401  | \$ 3,660    |
| Wabash Valley | Pack 3326 | \$ 27,944   |  | North Star    | Troop 154  | \$ 3,115    |
| Wabash Valley | Troop 303 | \$ 20,829   |  | Wabash Valley | Pack 3375  | \$ 2,581    |
| Wabash Valley | Pack 3348 | \$ 18,586   |  | North Star    | Troop 149  | \$ 2,570    |
| Peshewa       | Pack 3506 | \$ 17,324   |  | Wabash Valley | Pack 3315  | \$ 2,534    |
| North Star    | Pack 3155 | \$ 16,711   |  | Peshewa       | Troop 566  | \$ 2,518    |
| North Star    | Troop 157 | \$ 16,204   |  | North Star    | Pack 3158  | \$ 2,165    |
| Wabash Valley | Troop 335 | \$ 16,098   |  | North Star    | Pack 3219  | \$ 1,685    |
| North Star    | Troop 200 | \$ 15,747   |  | North Star    | Troop 219  | \$ 1,644    |
| Wabash Valley | Troop 348 | \$ 15,022   |  | Wabash Valley | Troop 144  | \$ 1,613    |
| North Star    | Troop 167 | \$ 12,522   |  | Wabash Valley | Pack 3338  | \$ 1,585    |
| Wabash Valley | Pack 3371 | \$ 12,239   |  | North Star    | Troop 126  | \$ 1,395    |
| Peshewa       | Troop 519 | \$ 10,836   |  | Wabash Valley | Troop 344  | \$ 1,319    |
| Wabash Valley | Pack 3325 | \$ 10,140   |  | Peshewa       | Troop 506  | \$ 1,260    |
| Wabash Valley | Pack 3339 | \$ 9,820    |  | Peshewa       | Pack 3599  | \$ 1,130    |
| North Star    | Troop 177 | \$ 9,374    |  | North Star    | Troop 158  | \$ 925      |
| North Star    | Pack 3154 | \$ 8,612    |  | North Star    | Pack 3230  | \$ 810      |
| Wabash Valley | Pack 3311 | \$ 7,162    |  | Wabash Valley | Pack 3384  | \$ 510      |
| Wabash Valley | Troop 801 | \$ 6,858    |  | North Star    | Troop 229  | \$ 505      |
| Wabash Valley | Pack 3126 | \$ 6,758    |  | Peshewa       | Troop 528  | \$ 91       |
| Peshewa       | Pack 3527 | \$ 6,053    |  | Wabash Valley | Troop 393  | \$ 80       |
| Peshewa       | Pack 3508 | \$ 5,819    |  | Peshewa       | Pack 3450  | \$ 40       |
| Wabash Valley | Pack 3324 | \$ 5,563    |  | Wabash Valley | Crew 2372  | \$ 27       |
| Peshewa       | Pack 3513 | \$ 5,459    |  | North Star    | Troop 222G | \$ 10       |
| Wabash Valley | Troop 372 | \$ 5,229    |  | Council       | Total      | \$ 580,969  |



# 2024 Storefront Summary

# Confirmed

| Name                    | City       | '24 Hours Booked - Non Corporate |
|-------------------------|------------|----------------------------------|
| Ace Hardware            | Monticello | 120                              |
| Walgreens               | Kokomo     | 24                               |
| Sam's Club              | Lafayette  | 276                              |
| Lowe's Home Improvement | Marion     | 288                              |
| Sam's Club              | Kokomo     | 382                              |
| Lowe's Home Improvement | Lafayette  | 432                              |
| Walgreens               | Lafayette  | 424                              |
| Walgreens               | Lafayette  | 80                               |
| Lowe's Home Improvement | Kokomo     | 390                              |
| Tractor Supply Co.      | Lafayette  | 191                              |
| Strack & Van Til        | De Motte   | 40                               |
| Tractor Supply Co.      | Rensselaer | 50                               |
| Strack & Van Til        | Rensselaer | 8                                |
| Hillside Ace Hardware   | De Motte   | 4                                |
| Walgreens               | Logansport | 280                              |
| Tractor Supply Co.      | De Motte   | 104                              |
| Walgreens Pharmacy      | Rochester  | 280                              |
|                         |            | <b>3373</b>                      |

**2024  
Storefront  
Summary**

# Working on...

| Name                | City           |
|---------------------|----------------|
| Walmart Supercenter | Wabash         |
| Walmart Supercenter | Monticello     |
| Walmart Supercenter | Rochester      |
| Kroger              | Kokomo         |
| Kroger              | Kokomo         |
| Kroger              | Monticello     |
| Kroger              | Peru           |
| Kroger              | Rochester      |
| Kroger              | Wabash         |
| Walmart             | Rensselaer     |
| Walmart Supercenter | Kokomo         |
| Walmart Supercenter | Lafayette      |
| Walmart Supercenter | Lafayette      |
| Walmart Supercenter | Logansport     |
| Walmart Supercenter | Marion         |
| Walmart Supercenter | West Lafayette |

# 2024 Storefront Summary

| Name                         | City           |
|------------------------------|----------------|
| CVS                          | Gas City       |
| CVS                          | Kentland       |
| Walgreens                    | Marion         |
| Friendly Market              | West Lafayette |
| Friendly Market              | West Lafayette |
| Texas Roadhouse              | Kokomo         |
| Outback Steakhouse           | Lafayette      |
| Arnie's Ace Hardware         | Peru           |
| CVS                          | Peru           |
| Walgreens                    | Lafayette      |
| Walgreens                    | Marion         |
| Walgreens                    | Monticello     |
| Walgreens                    | Peru           |
| Walgreens                    | Rensselaer     |
| CVS                          | West Lafayette |
| Friendly Market              | Lafayette      |
| Save A Lot                   | Rensselaer     |
| Save A Lot                   | De Motte       |
| Roselawn True Value Hardware | Roselawn       |
| Mountain Jacks Steakhouse    | Lafayette      |
| Bistro 501                   | Lafayette      |
| Ripple & Company             | Lafayette      |
| DT Kirby's                   | Lafayette      |
| Cheddar's Scratch Kitchen    | Lafayette      |
| Texas Roadhouse              | Lafayette      |

**Working  
on...**

**DENIED**

| Name   | City           |
|--|----------------|
| Orangetheory Fitness                           | West Lafayette |
| CVS  | Kokomo         |
| CVS  | Delphi         |
| CVS  | Wabash         |
| CVS  | West Lafayette |
| CVS  | Marion         |
| CVS Pharmacy                                   | De Motte       |
| CVS  | De Motte       |
| CVS  | Logansport     |
| CVS  | Logansport     |
| CVS  | Rochester      |
| CVS  | Monticello     |
| Walgreens                                      | Kokomo         |
| CVS  | Rensselaer     |
| CVS  | Hartford City  |
| CVS  | Dunkirk        |
| Walgreens                                      | Wabash         |
| CVS  | Kokomo         |
| Walgreens                                      | De Motte       |
| CVS  | Kokomo         |
| CVS  | Marion         |
| Rural King                                     | Monticello     |
| CVS  | Lafayette      |
| Buffalo Wild Wings                             | Kokomo         |
| The Purdue Shop                                | West Lafayette |
| Ace Hardware                                   | West Lafayette |
| Academy Sports + Outdoors                      | Lafayette      |
| DICK'S Sporting Goods                          | Lafayette      |
| Walk-On's Sports Bistreaux - Purdue Restaurant | West Lafayette |
| East End Grill                                 | Lafayette      |
| Kokomo Alehouse                                | Kokomo         |
| The Cellar Wine Bistro                         | Lafayette      |
| Sun King Kokomo                                | Kokomo         |
| Legacy Pub                                     | Lafayette      |
| Village Bottle Shoppe #21                      | West Lafayette |
| Village Bottle Shoppe #22                      | West Lafayette |
| Whyte Horse Winery and Bistro                  | Kokomo         |
| Half Moon Restaurant & Brewery                 | Kokomo         |
| Fenwick Farms Brewing Co. & Distillery         | Rensselaer     |
| Town & Gown Bistro                             | West Lafayette |
| Southside Package Store                        | Rensselaer     |
| Red Baron Liquor                               | Rensselaer     |
| BRU Burger Bar - Lafayette                     | Lafayette      |
| Brokerage Brewing Company                      | West Lafayette |



# 2023 Storefront Summary

| Storefront Summary |             |
|--------------------|-------------|
| Hours Booked       | 6,486       |
| Unit Claimed       | 3,853 (59%) |
| Scout Worked       | 4,818       |
| Retail Sold        | \$329,858   |
| Sales / Hour       | \$122.63    |

Goal is 5,000 hours booked this year. 3,200 booked so far.

| Locations                   | \$ Retail Sold             |
|-----------------------------|----------------------------|
| Sam's Club                  | \$ 59,652                  |
| Walmart                     | \$ 46,766                  |
| Lowe's Home Improvement     | \$ 29,117                  |
| Walmart Supercenter         | \$ 28,524                  |
| Walgreens                   | \$ 19,691                  |
| Stracks Demotte             | \$ 11,279                  |
| Lowe's                      | \$ 11,068                  |
| Tractor Supply Co.          | \$ 10,348                  |
| Casey's Wheatfield          | \$ 9,164                   |
| Friendly Market/Marathon    | \$ 7,535                   |
| Save-A-Lot Roselawn         | \$ 6,843                   |
| TSC Lafayette               | \$ 5,521                   |
| Tractor Supply Demotte      | \$ 5,067                   |
| Compass Demotte             | \$ 5,067                   |
| Phillips 66                 | \$ 4,885                   |
| Monticello                  | \$ 4,795                   |
| BP Fair Oaks                | \$ 4,640                   |
| Stracks Valpo Rt. 30        | \$ 4,577                   |
| CVS                         | \$ 4,342                   |
| Waddell's                   | \$ 3,744                   |
| <b>Total SF Retail Sold</b> | <b>\$329,858 (+2% YOY)</b> |

# Storefront Program

**STOREFRONTS** 14 Number Reserved ∞ Current Available 2 Upcoming Available

Manage Reserve Create New

Date  Order Testing District  Search

Show Reserved  Show Processing  Past Reservations [Clear Filters](#)

Displaying 57 Reservations (use filters above to narrow results)

|   |  |  |   |
|---|--|--|---|
| <p>Saturday August 24, 2024 🔥</p> <p><b>Lowe's Home Improvement</b><br/>Lowe's</p> <p>14598 Lowes Wy<br/>Carmel, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p> | <p>Saturday August 24, 2024 🔥</p> <p><b>Kroger - 116th</b><br/>Kroger</p> <p>9799 E 116th St<br/>Fishers, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p> | <p>Saturday August 31, 2024 🔥</p> <p><b>Lowe's Home Improvement</b><br/>Lowe's</p> <p>14598 Lowes Wy<br/>Carmel, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p>  | <p>Saturday August 31, 2024 🔥</p> <p><b>Lowe's Home Improvement</b><br/>Lowe's</p> <p>14598 Lowes Wy<br/>Carmel, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p> |
| <p>Saturday September 7, 2024</p> <p><b>Lowe's Home Improvement</b><br/>Lowe's</p> <p>14598 Lowes Wy<br/>Carmel, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p> | <p>Saturday September 7, 2024</p> <p><b>Kroger - 116th</b><br/>Kroger</p> <p>9799 E 116th St<br/>Fishers, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p> | <p>Saturday September 14, 2024</p> <p><b>Lowe's Home Improvement</b><br/>Lowe's</p> <p>14598 Lowes Wy<br/>Carmel, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p> | <p>Saturday September 14, 2024</p> <p><b>Kroger - 116th</b><br/>Kroger</p> <p>9799 E 116th St<br/>Fishers, IN<br/><a href="#">View on Map</a></p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p><a href="#">Reserve</a></p>       |

Saturday August 24, 2024 🔥

**Lowe's Home Improvement**  
Lowe's

14598 Lowes Wy  
Carmel, IN  
[View on Map](#)

Start Time: 8:00 am End Time: 2:00 pm

[Reserve](#)



# Storefront Settings & Reservations

The **BEST SPLIT** method for highest sales per hour is One Scout / One Parent

## Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
  - Scouts credited for each sale recorded.
  - Safest and sales won't go down with splits.
  - **Scouts sell \$244 more than other splits.**
  - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

## Reservations

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

| Date (Noon ET) | 2023 Unit Sales | Reservations Available Per Unit |
|----------------|-----------------|---------------------------------|
| July 20        | \$20,000        | 4                               |
| July 21        | \$15,000        | 3                               |
| July 22        | \$10,000        | 2                               |
| July 23        | Any Amount      | Unlimited                       |

Reservations are 4-6 hours

# Leader Training

## Videos

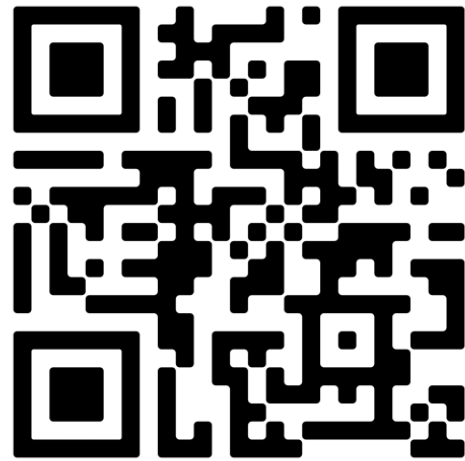
### Leader Portal - Training page

#### Returning Leaders

- What's New?

#### New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



## Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

## Sale Resources

### Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



# Trail's End App

**Trail's End**<sup>®</sup>  
Scout Fundraising

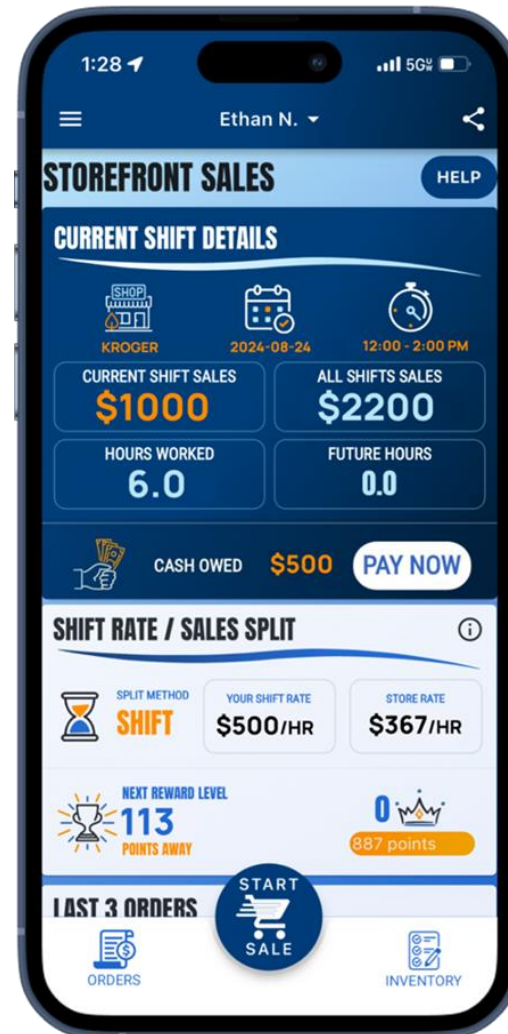
## Save Time Managing Your Sale!

The App for Scouts to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.

## Free Credit Card Processing

Powered by Square | Paid by Trail's End



## Available in Apple and Google Play Stores

### New Scouts

Use Unit's Trail's End Code or their zip code to register.

Families can use one email for multiple accounts.

### Returning Scouts

Sign in using 2023 username

**Families:** click name dropdown at top of screen to switch between accounts in the App

# Scout Rewards

Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

## EARN POINTS\*

### App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

### Cash

1 pt per \$1 sold

### Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

## Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

| POINTS  | GIFT CARD     |
|---------|---------------|
| 17,500+ | 10% of Points |
| 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          |

Trail's End®

Scout Fundraising

# sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



# Ways to Sell

## Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



## Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

## Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.





# Scout Sales Pitch

“Hi, my name is \_\_\_\_\_ and I’m earning my way  
(first name only!)

to \_\_\_\_\_! Can I count on your support?

My favorite flavor is \_\_\_\_\_. If you don’t  
(pick one!)

have cash, don’t worry, we prefer credit card!”

**NEVER, NEVER, NEVER** ask customers to buy popcorn.  
It’s to support You!

★ If you cannot remember your sales pitch, say,  
“Will you help me go to Camp?”

Even if the customer says no, always say,  
“Thank you” and “Have a good day.”



# Storefront Best Practices

## Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Place products highest to lowest
- NEVER put prices on the table.

## Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

## Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

# Credit Card

## Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lightning (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



NEW



Cash App Pay

NEW

## Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift (more details to come)
- Scouts earn more Rewards.

NEW

## Leader Pay Now

- Leaders use their card and keep the cash.
- Storefront enabled
- Scouts earn more Rewards.



# Product Mix

Trail's End®

**SALTED CARAMEL  
CORN**

**\$25**



**NEW!  
S'MORES  
POPCORN**

**\$25**



**UNBELIEVABLE BUTTER  
MICROWAVE POPCORN**

**\$20**



**WHITE CHEDDAR  
POPCORN**

**\$20**



**POPPING CORN**

**\$15**



**SWEET & SALTY  
KETTLE CORN**

**\$15**



Trail's End®

# Online Products

Trail's End®



# Online Best Practices

## Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products available online.

## Customize Page

- Create a description w/ why you are fundraising and what you are planning for the year.
- Select your favorite product
- Make bio page your own.

## Share

- Share on social media platforms
- Send to family and friends
- Create a fun/special text/video to make your share personal.
- Encourage Scouts and parents to share throughout the campaign because online sales are year round.

**NEW**

## Heroes & Helpers Donations

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time! Same commission structure as a traditional sale. If a customer asks, it is safe to say a 1/3 split of that donation goes to the unit, the council, and trails end with 100% of that donation going to Heroes o



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

# wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion





# Council Sale Dates

**Trail's End**<sup>®</sup>  
Scout Fundraising

- 6/25 Unit Kernel Training
- 7/1 Popcorn Commitments Due
- 8/1 Show and Sell Orders Due
- 8/15-17 Show and Sell Distribution
- 8/31 Scout Day at Purdue Football- Mid Sale Recognition \*
- 10/20 Sale Ends
- 10/23 Return Deadline
- 10/23 Final Order Due
- 11/1 Order Due to TE
- 11/14-16 Take Order Distribution

\*Select Scouts only

## Storefront Selections:

- Saturday, July 20: \$20k + Units, 4 reservation blocks**
- Sunday, July 21: \$15k+ Units, 3 reservation blocks**
- Monday, July 22: \$10k+ Units, 2 reservation blocks**
- Tuesday July 23: All Units, unlimited reservation blocks.**



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.*

# Council Commissions / Incentives

## Commission Type:

## Commission Percentage:

**Traditional Sale (Wagon or Storefront; not Online) 32% Base**



**Growth over 2023's Gross Sale**

**+2%**

**+1% for every \$10,000 in Gross Sales**

**+1% - 10%  
(not cumulative)**

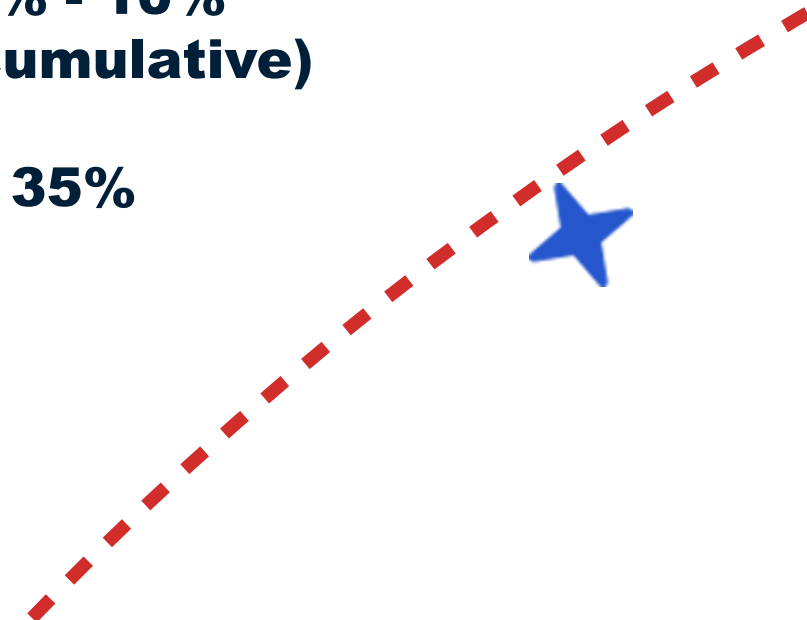
**Online Sales**

**35%**



**Bonus Commission:**

**Top 20 Units get +1% if we meet our goal of \$590,000**



# Scout Bonus Rewards

## Top 200

Top 100 Sellers Receive a Council Shoulder Patch and an invitation to Malibu Jacks Indoor Theme Park! (Top 100 Scouts); 101-200 will earn a Council Shoulder Patch and an invitation to the event but will have to pay for their adventures at the event rate of approximately \$25 per person. Normal rate: \$100+ for unlimited games and attractions during our stay.

\$1,639 was the entry point into the Top 100, \$974 for the Top 200



## Purdue Football Experience

2 FREE tickets and on field recognition at Purdue Football Scout Night on August 31 Indiana State Game (Top 3 Cub Scouts and Top 3 Scouts/Venturers) Sales run through August 25 to qualify.





# Incentive

## **\$500 in gross sales earns one free event in 2024 or 2025**

Scouts that would have qualified in 2022-280, 2023-339); 310 2-year avg.; 290 Scouts didn't sell \$500 in 2023, 287 in 2022

Available Events:

Cub Scouts: Cub Scout Shoot Out, Cub Haunted Weekend, University of Scouting, Adventure Skill Center, Welcome to Scouting, District Pinewood Derby, Scout Shop \$15 Credit

Scouts BSA: Spring or Fall Camporee, Winter Klondike, University of Scouting, Merit Badge Skill Center, Scout Shop \$15 Credit

## **Free Summer Camp For You!**

Cub Scout Resident Camp: Cub Scouts who sell \$1,500 in gross sales

Scouts BSA Summer Camp at Camp Buffalo/National Youth Leadership Training (in council only): Scouts who \$2,500 in gross sales

*Webelos that will be crossing over into a Troop in late 2024 or Spring of 2025 that will be going to Scouts BSA Camp must hit the \$2500 level to get free camp. No cash value, in-council camps only, to be used by the Scout that earns it in the year that they qualify.*

# Unit Top Sellers Bonus

Units that grows their sale over 2023 and sell less than \$10,000, their Top Seller will get a \$10 Gift Card.

Unit sells \$10k

Top 2 sellers get \$25 gift card

Unit sells \$15k

Top 2 sellers get \$50 gift card

Unit sells \$20k

Top 2 sellers get \$75 gift card

Unit sells \$25k

Top 2 sellers get \$100 gift card

Unit sells \$35k+

Top 2 sellers get \$125 gift card

# New Unit Bonus

Step 1. Place a specific Show and Sell order\*

Step 2. Work 1 storefront shift

Step 3. Log sales into the app

\*Receives \$540 in free product. (case of White Cheddar, Kettle, and Butter)  
100% Commission on first \$540 of sales (of free items).

New Units: Currently Registered:

Pack 3149, Pack 3161, Troop 159, Troop 161, Pack 3520, Troop 628,  
Pack 3316

# Prize Program \$ Breakdown

**Total Budget: \$28,700**

**\$17,700 (3%) for Amazon Gift Cards (Prize Program split)**

**\$2,500 Malibu Jacks (100 Scouts x \$25)**

**\$600 Council Shoulder Patches (200 x \$3)**

**\$400 Purdue Football Tickets (16 x \$25)**

**\$4,650 Adventure On Incentive (310 x \$15)**

**\$2850 Unit Top Seller Bonus**

---



# Show and Sell Return Policy

**NO CHANGE** from 2023:  
**10% max return allowed on your  
original show & sell order only!**  
**Sale ends 10/20**  
**Returns are due by October 23**

- Allows council to forecast unit returns & plan for product transfers
- Minimal risk to the unit
- Manageable risk for the Council





# Council and District Goals

| <b>Sale Type</b>            | <b>Council Gross Sales</b>           |
|-----------------------------|--------------------------------------|
| <b>Traditional</b>          | <b>\$540,000</b>                     |
| <b>Online</b>               | <b>\$50,000</b>                      |
| <b>Total</b>                | <b>\$590,000 (\$580,969 in 2023)</b> |
| <b>District Gross Sales</b> |                                      |
|                             | <b>Peshewa \$104,400</b>             |
|                             | <b>North Star \$182,000</b>          |
|                             | <b>Wabash Valley \$303,600</b>       |

# Transfer Forms

- \$6.00 each.
- Pick up with Show and Sell Order
- Each carbon-copied booklet has 24 pages.
- Great for creating a paper trail

E-mail [Emily.Wheeler@Scouting.org](mailto:Emily.Wheeler@Scouting.org)  
your desired quantity by July 15.

**Popcorn Transfer Forms**

**TRANSFERRED FROM:** \_\_\_\_\_

**TRANSFERRED TO:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

| Product Description                      | # per Case | Full Case Transferred | Individual Containers Transferred | Total items | Cost Per Container | \$ Value |
|--|------------|-----------------------|-----------------------------------|-------------|--------------------|----------|
| Chocolatey Pretzels (12 oz)              | 12         |                       |                                   |             | x \$ 30 =          |          |
| Unbelievable Butter (Micro 12 pk)        | 6          |                       |                                   |             | x \$ 20 =          |          |
| Salted Caramel RTE (14 oz)               | 12         |                       |                                   |             | x \$ 25 =          |          |
| Smores (7 oz)                            | 12         |                       |                                   |             | x \$ 25 =          |          |
| White Cheddar RTE (6 oz)                 | 12         |                       |                                   |             | x \$ 20 =          |          |
| Popping Corn (28 oz)                     | 9          |                       |                                   |             | x \$ 15 =          |          |
| Sweet and Salty Kettle Corn RTE (3.5 oz) | 12         |                       |                                   |             | x \$ 15 =          |          |

Total Transfer Value \$ \_\_\_\_\_

**ACKNOWLEDGEMENT SIGNATURES:**  
I acknowledge receipt of the above popcorn and will return the money and/or popcorn by the due dates or I will be held responsible for the balance owed.

Transferred From  
**Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_

Transferred To  
I acknowledge receipt of the above popcorn and understand I am responsible to return the unsold popcorn or I will be held responsible for the balance owed.

**Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_

2024 Scouting America, Sagamore Council

# Storefront/Recruitment Banner

- \$25.00 each (70" x 30")
- Pick up with Show and Sell Order

E-mail [Emily.Wheeler@Scouting.org](mailto:Emily.Wheeler@Scouting.org)  
your desired quantity by July 15.



# Storefront/Recruitment Banner/Card Readers

Free Banners

Free Card Readers

- 20 Bluetooth
- 40 Lightning
- 40 Headphone



- TBD on method to order and distribute these items.

# 70% STAYS LOCAL!\*



**CHOCOLATEY  
PRETZELS**  
\$30



**UNBELIEVABLE  
BUTTER  
MICROWAVE  
POPCORN**  
\$20



**SALTED  
CARAMEL  
CORN**  
\$25



**S'MORES  
POPCORN**  
\$25



**WHITE  
CHEDDAR  
POPCORN**  
\$20



**POPPING  
CORN**  
\$15



**SWEET &  
SALTY  
KETTLE  
CORN**  
\$15



**MORE ONLINE PRODUCTS  
& NUTRITIONAL FACTS**

**ONLINE SCOUT ID:**

Product images are for illustration purposes only. Products, pricing and specifications subject to availability and change without notice.

## HEROES & HELPERS™ DONATIONS



Thank you for supporting Scouting by providing heartwarming snacks to military personnel and their families, first responders and local food banks!

| NUMBER OF PACKAGES ORDERED |      |      |      |      |      |      |      |      |    | AMOUNT DUE | DLVR                     | PAID                     |
|----------------------------|------|------|------|------|------|------|------|------|----|------------|--------------------------|--------------------------|
| \$30                       | \$20 | \$25 | \$25 | \$20 | \$15 | \$15 | \$50 | \$30 | \$ |            | <input type="checkbox"/> | <input type="checkbox"/> |
|                            |      |      |      |      |      |      |      |      |    | 1          |                          |                          |

## THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting.

Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.



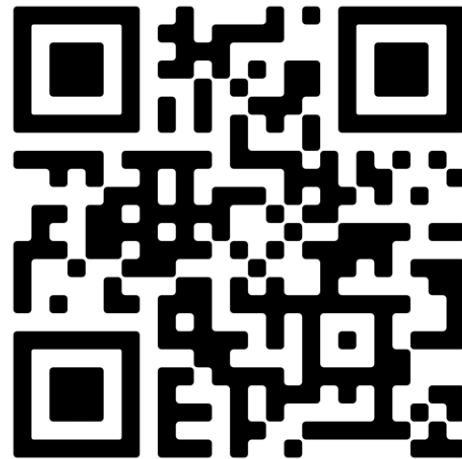
| NAME | STREET/EMAIL ADDRESS/PHONE NUMBER | NUMBER OF PACKAGES ORDERED |      |      |      |      |      |      |      |      |                    | AMOUNT DUE | DLVR | PAID |  |
|------|-----------------------------------|----------------------------|------|------|------|------|------|------|------|------|--------------------|------------|------|------|--|
|      |                                   | \$30                       | \$20 | \$25 | \$25 | \$20 | \$15 | \$15 | \$50 | \$30 | \$                 |            |      |      |  |
| 1    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 2    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 3    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 4    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 5    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 6    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 7    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 8    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 9    |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 10   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 11   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 12   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 13   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 14   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 15   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 16   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 17   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 18   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 19   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
| 20   |                                   |                            |      |      |      |      |      |      |      |      |                    |            |      |      |  |
|      |                                   |                            |      |      |      |      |      |      |      |      | <b>GRAND TOTAL</b> | \$         |      |      |  |

(add lines 1-20 and enter here)

# Support

## Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



## Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

## Council Support

[Emily.Wheeler@Scouting.org](mailto:Emily.Wheeler@Scouting.org)  
[Bryon.Haverstick@Scouting.org](mailto:Bryon.Haverstick@Scouting.org)

## REGISTER NOW





**THANK YOU!**

*Trail's End*<sup>®</sup>