

2024 LEADER GUIDE

PREPARE

Register Your Unit Today ->

- Gain access to:
 - Reserve & manage storefronts
 - Track Scout sales
 - · Inventory management
 - and much more...
- New Leaders receive their username by email after registering

Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget
- · Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- · Establish storefront hours needed to achieve Unit goal



Trail's End Storefronts (for participating Councils)

- 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 Portal -

- Sale Resources
 - NEW Leader training videos
 - · Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council

Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App
- · All Scouts should leave the Kickoff with a Trail's End account
 - Give your Trail's End Unit Code (coming soon) to new Scouts

SELL

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- · Communicate & keep families informed
- · Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations -



Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time!



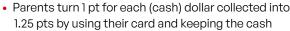
Credit is Preferred

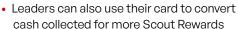
Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:

- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Cash to Credit™ →









WRAP UP

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- · Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality! Thank you for choosing the Trail's End fundraiser!

> For more information Visit our FAQs



Join the Trail's End Popcorn **Community on Facebook**

