



**SUWANNEE RIVER AREA
COUNCIL**

Trail's End®

2024 Unit Leader Training

Powered by Popcorn

Trail's End[®]
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

2023 Top Sellers

Rank	Scout	Unit	Total Sales \$
1	J T S		2828
2	Kshaman K		2682.1
3	Khloe P		2662.75
4	Nicholas M		2117.83
5	Elias S		2040.67
6	Rhys J		1891.75
7	Nils Oliver F		1816.08
8	Jonah W		1758.33
9	Max W		1615.43
10	Nathaniel G		1556.31

Rank	Unit	Total Sales \$
1	Pack 23	26252.27
2	Pack 118	14728.99
3	Pack 6	9848.02
4	Pack 38	9737.01
5	Pack 201	7482
6	Pack 40	7249
7	Pack 10	5854
8	Pack 5	5043
9	Troop 115	3784
10	Troop 118G	2042

prepare

pre·pare

prepared; preparing

transitive verb

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



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!

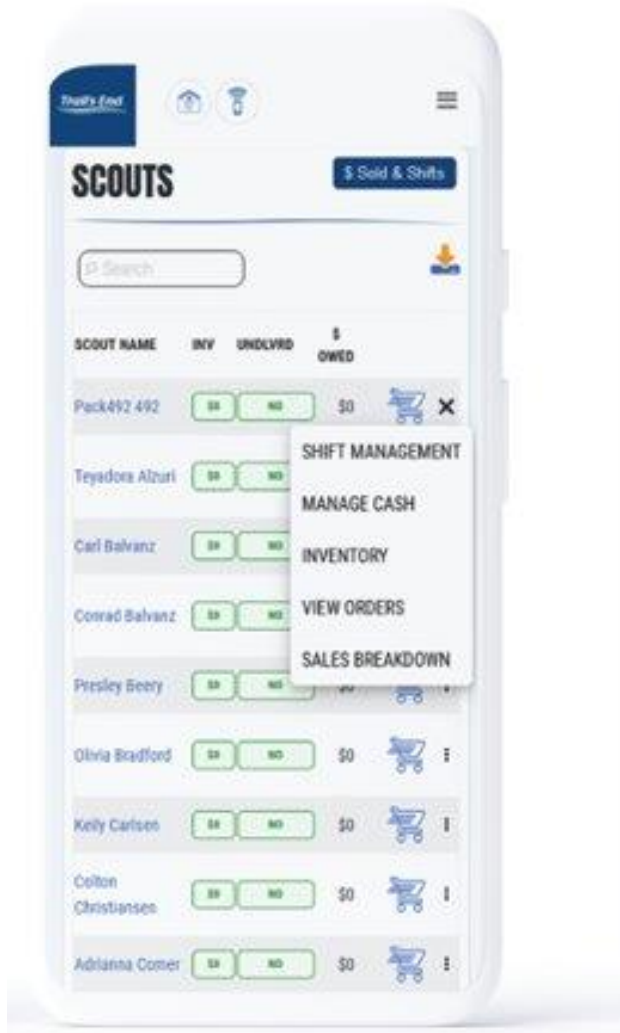
2024-2025 Program Planner						Trail's End [®]	
1. Enter your Unit's activities and costs under each month.						Pack/Troop	
2. Enter your number of Scouts and unit commission %.						Number of Scouts in Unit	
3. Fill in the five shaded fields at the bottom of the sheet.						Unit Commission %	
September		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



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.

Trail's End App

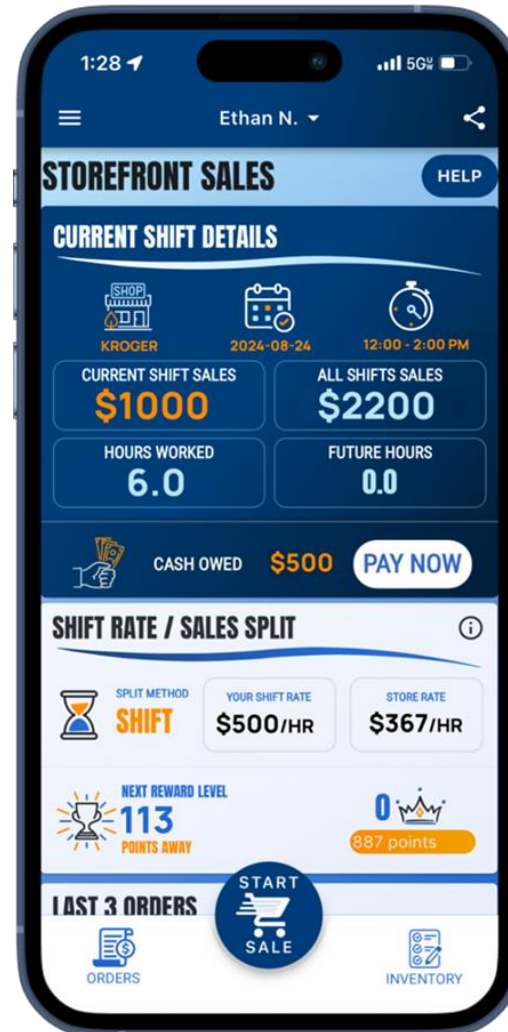
Save Time Managing Your Sale!

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

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 Claiming

Tuesday, August 27: \$15k + Units, 4 reservation blocks

Wednesday, August 28: \$10k+ Units, 4 reservation blocks

Thursday, August 29: \$ 5k+ Units, 2 reservation blocks

Friday, August 30 : All Units, 2 reservations blocks

Saturday, August 31: All Units, 2 reservations blocks

Sunday, September 1: All Units, unlimited reservation blocks.



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

Storefront Program

STOREFRONTS

Number Reserved: 14 | Current Available: ∞ | Upcoming Available: 2

Manage | **Reserve** | Create New

Date: [Calendar Icon] | Order Testing District: [Dropdown] | Search: [Input]

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

Displaying 57 Reservations (use filters above to narrow results)

<p>Saturday August 24, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 24, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</p>
<p>Saturday September 7, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 7, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</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](#)



Leader Training

Videos

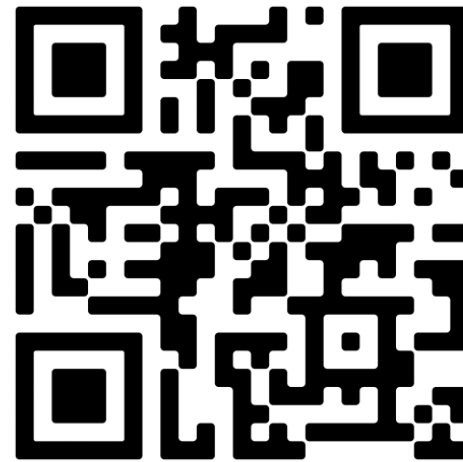
Leader Portal - Training page

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



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: Lighting (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

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.



NEW



Cash App Pay



Square

Product Mix

Trail's End®

SALTED CARAMEL
CORN
\$25



NEW!
S'MORES
POPCORN
\$25



UNBELIEVABLE BUTTER
MICROWAVE POPCORN
\$25



WHITE CHEDDAR
POPCORN
\$20



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 with why you're fundraising and what you're planning for the year.
- Select your favorite product.
- Make the bio page your own!

Share

- Share on social media platforms and send to family and friends
- Create a fun special text or video to make your ask personal
- Encourage Scouts and parents to share throughout the campaign, Online is year-round!

NEW

Heroes & Helpers Donations

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



- 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

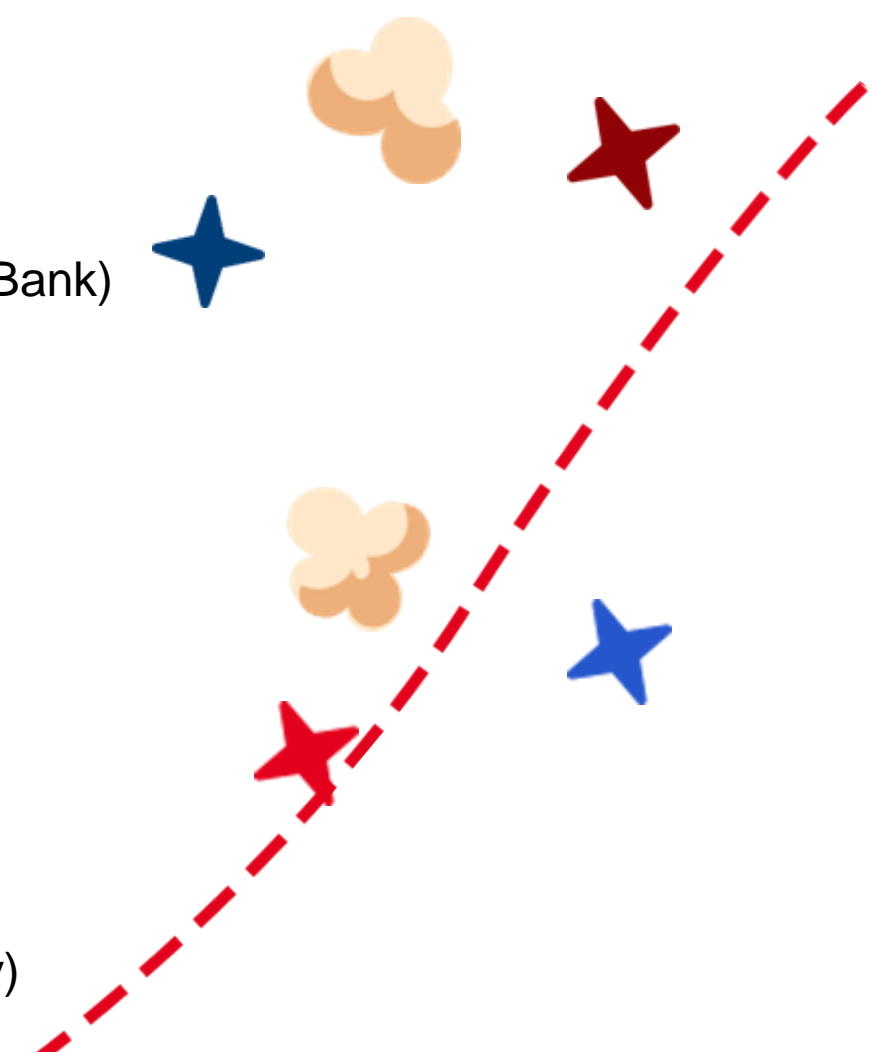
transitive verb

to bring to a usually successful conclusion



Council Key Dates

August 3	Council Kickoff at Faith Presbyterian
August 25	Initial Show N Sell Order due (Full Cases)
August 27	Storefronts Sign-ups Begin
September 5	Show N Sell Popcorn Pick-up (2 nd Harvest Food Bank) (Appointment Only)
September 7	Storefront Sales Begin
September 7	Wagon Sales Begin
October 27	Last Storefront Sale
October 28	Final Take Orders Due, (If Necessary)
October 28	Payment Due to Popcorn Kernel
October 28	Popcorn Patch Order Due to Tony
November 7	Final Order Pick-up at Scout Office (If Necessary)



Council Sale Dates

Order Due Dates

- Initial Order: **August 25**
- Final Order: **October 28**

Distribution

- Initial Order: **September 5**
- Final Order: **November 7 (if necessary)**

Pickup Location(s)

- Location : **2nd Harvest Food Bank**



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.

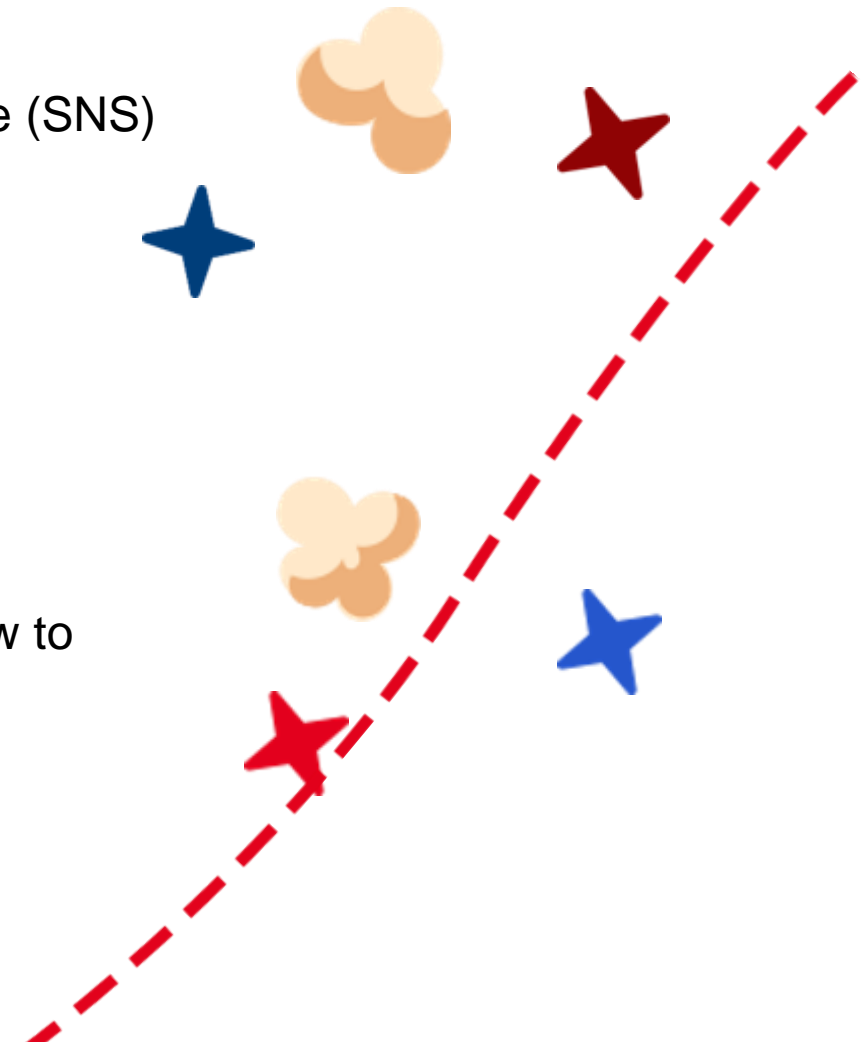
Council Commissions / Incentives

❑ Base Commission = 33%

- Bonus Commission = Participate and conduct a storefront sale (SNS) w/\$100 minimum sale.
- Bonus Commission = 75% Participation Club (75% of active membership makes at least one sale).
- Bonus Commission = Attend Council Popcorn Training (Kernel/Designee) and Conduct Unit Kickoff.
- Bonus Commission = Increase Unit Sales or If the Unit is new to selling.

❑ Online Sales Commission = 30%

❑ TOTAL COMMISSION POSSIBLE = 37%



SCOUT INCENTIVES

Trail's End[®]

\$1,500 CLUB

FAMILY
4-PACK
VOUCHERS

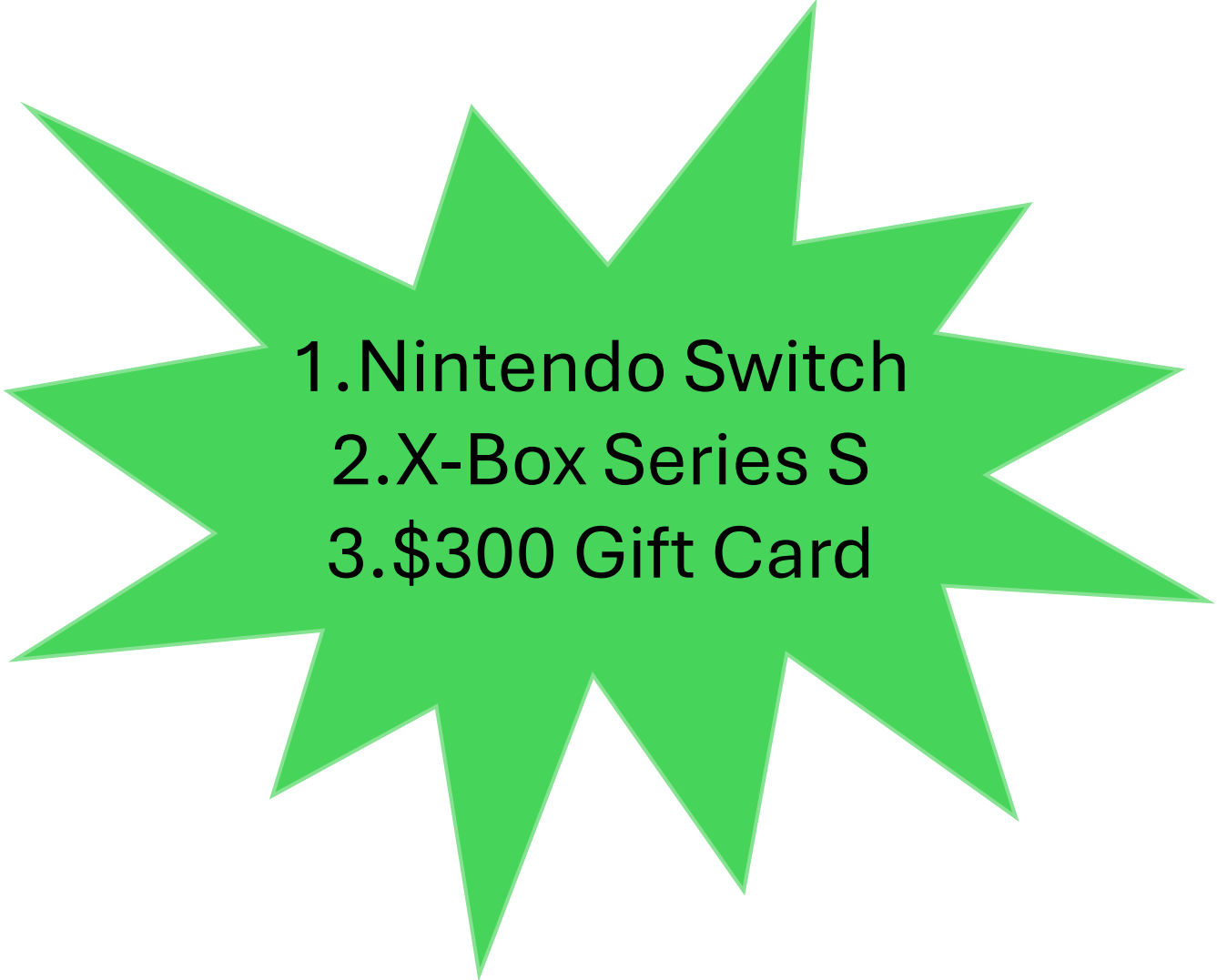
WILD ADVENTURES[®] THEME PARK

From thrilling rides and rollercoasters, to fun-filled family experiences, Wild Adventures has the perfect adrenaline mix for everyone to soar higher! Roar louder and be sure to take time to explore all of the incredible animals throughout the park.

Top 3 Scout Sellers



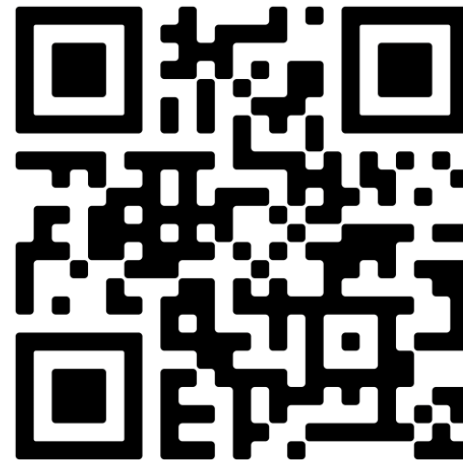
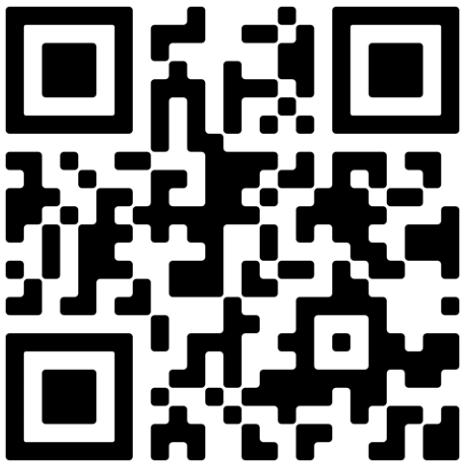
**The Top 3 seller
within the
Council will get to
choose ONE of
the 3 listed
prizes:**

- 
- A large, bright green starburst graphic with multiple points, serving as a background for the prize list.
1. Nintendo Switch
 2. X-Box Series S
 3. \$300 Gift Card

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

Staff Advisor:

Tony Wesley

Email: tony.wesley@scouting.org

Phone: 850/498-8085

Product Sales Chairperson:

BJ Palmer

Email: bettybrown25@aol.com

Phone: 229/400-0955



THANK YOU!

Trail's End[®]