



Trail's End®

★ Voyageurs Area Council

Popcorn Kernel Orientation

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

Ideal Year of Scouting

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

Budget

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

Calendar

- Provide a monthly calendar of activities so families see the .

Set Goals

- Total Program Costs ÷ Unit Commission = Unit Sales Goal.
- Divide Unit goal by # of Scouts to get Scout goals.

Raise the Money

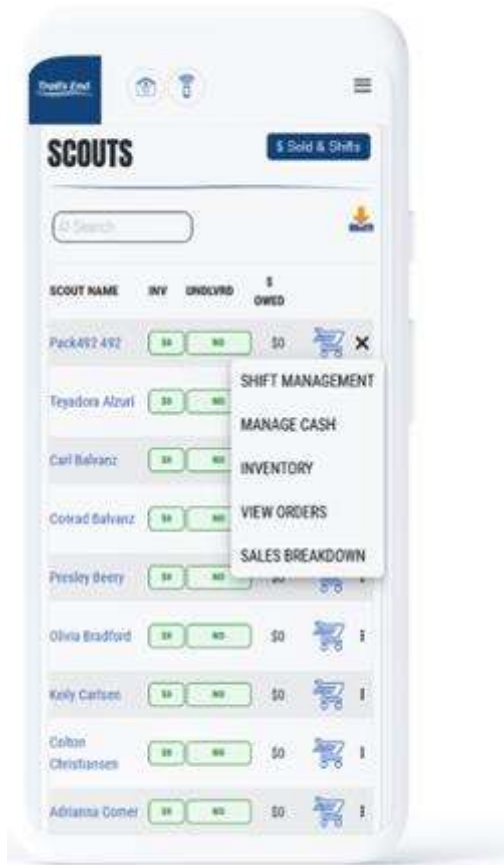
- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

Enjoy the Year!



Leader Portal

Trail's End
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.

Leader Training

Videos

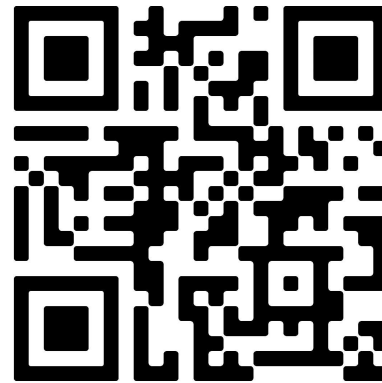
Leader Portal - Training page

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
Scout Fundraising

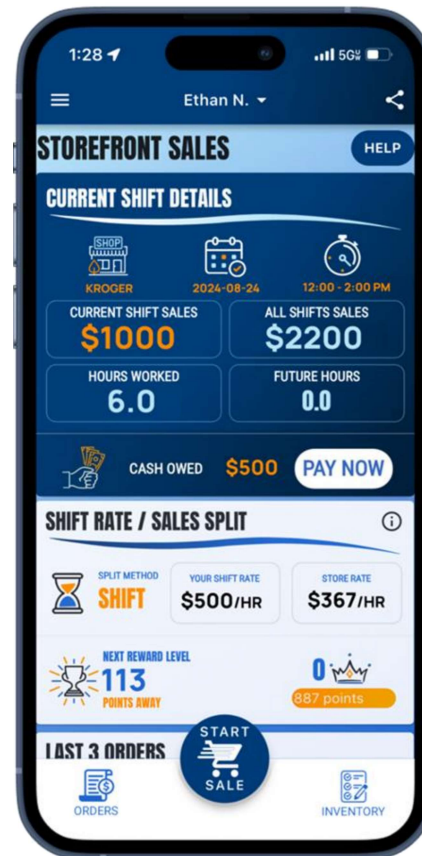
Save Time Managing Your Sale!

Scouts use the App 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 the 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

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



Scout Rewards

Trail's End
Scout Fundraising

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 the "One Scout and their parent 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

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.



Storefront Best Practices

One Scout and their Parent - Making \$500/hour a Reality!

Prep

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

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- 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 everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Pitch

Trail's End[®]
Scout Fundraising

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

to _____! Can I count on your support?
(goal for your funds)



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!

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

Credit Card

Credit is Best for Scouts

- **Safer, easier & higher sales for Scouts!**
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



NEW

Cash to Credit

Convert cash recorded in App.

Rewards: Turn 1 pt for each (cash) dollar collected into 1.25 pts

Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts on that shift earn more Rewards.

Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts on shifts that day earn more Rewards.



Products

Trail's End®
Scout Fundraising



**NEW
PROCESS!**

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.

Online Best Practices

Trail's End[®]
Scout Fundraising

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 online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



Council Sale Details

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Scout Fundraising

Dates

- Aug. 20th - Initial Order Due
- Sept. 4th – Initial Pick Ups
- Nov. 7th – Final Order Due
- Nov. 20th – Final Order Pick ups

Commission

- Traditional – 35%
- Online – 30%

Pickup

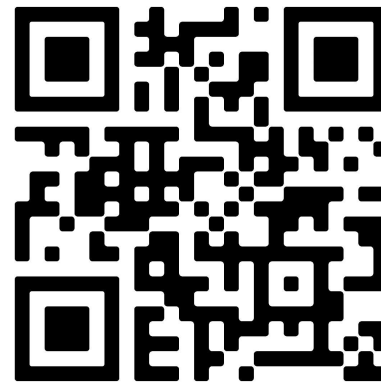
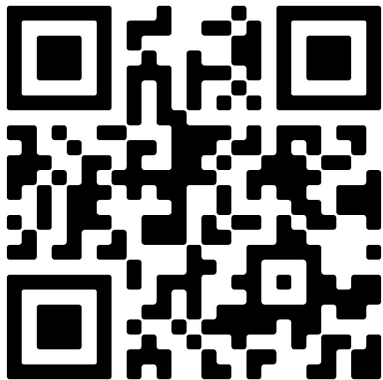
VAC Office (Garage)

- 3877 Stebner Rd.,
Hermantown, MN 55811
- To coordinate a Unit Visit Delivery, contact your District Executive in advance!

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

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Thank You!