

2023 POPCORN SALE LEADER GUIDE



| BOY SCOUTS OF AMERICA® |
GOLDEN SPREAD COUNCIL



Trail's End®

— Fund Your **Entire Year** of Scouting! —
Sell for 8 hours, raise \$1,000*

POPCORN HELPS KIDS

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hand work
- To Help Others Around Them
- To Be Part of Something Bigger



Become Decision
Makers



Learn Money
Management



Become Goal
Setters



Develop Business
Ethics



Become Future
Entrepreneurs



Learn People
Skills

WHAT CAN POPCORN DO FOR YOUR UNIT?

Highest Profit Return

- You can earn enough money to fund your Unit's program for the entire year!
- The Council uses part of the proceeds for camping programming, camp maintenance, leader training, Camporees, etc.

Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and Council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.

Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook Community where you can get answers 24/7, 365 days a year

Recruitment

- The recruitment feature in the Trail's End App allows kids in your Unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your Unit, your Council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!

Trail's End®

WEBINARS & SOCIAL

Trail's End®

Attend Live Moderated TE Webinars

- Register at www.trails-end.com/webinars
- New & Existing Unit Leaders are encouraged to attend
- Sessions run from July 6-Sept 9

Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

Join Unit Leader Popcorn Community Group

- Text FACEBOOK to 62771

Join Scout Parent Facebook Group

- Text PARENTFB to 62771

Visit our FAQ's

<https://support.trails-end.com>



BOY SCOUTS OF AMERICA
GOLDEN SPREAD COUNCIL



Adventure
awaits

POPCORN



HELPS HEROES



WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

Heroes and Helpers Donations

When a customer purchases a Heroes and Helpers Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Over \$66 million worth
of popcorn has been donated to U.S.
troops over the years.

Over \$50,000 worth
of popcorn has been donated to
GSC service area Heroes.

Trail's End®

COMMIT YOUR UNIT!

Trail's End.



*If you have not registered your
unit for the Popcorn Sale, please
do so today!*

[www.trails-end.com/unit-
registration](http://www.trails-end.com/unit-registration)



BOY SCOUTS OF AMERICA
GOLDEN SPREAD COUNCIL





2023 Popcorn Sales Plan & Timetable

Online Sales

Now through October 13

Show N Sale Order Placed in the Leader Portal

August 15

Show-N-Sale- Product Distribution

August 30-September 1 Scout Service Center 401 Tascosa Road, Amarillo (Call to schedule a pick up time)

Take Order Kickoff & Sales Materials Distribution

August 26 Amarillo Scout Service Center 401 Tascosa Road, Amarillo 10am

Show-N-Sale Sale Dates

August 24 - October 13

Take Order Sale Dates

August 24 - October 13

All Unit Neighborhood Blitz

September 24 – September 30

“Fill it Up” Drawings

September 1, 8, 15, 22, 29 October 6, 13

Show-N-Sale Money Due to the Council

October 20, by 5:00pm

All Take Order Sales Placed in the Leader Portal

October 17, by 5:00pm

Take Order Sale Pick Up and Distribution

October 26-28 – Location TBA-Pending Distribution Amounts

Take Order Money Due to the Council

November 17, by 5:00pm

\$1,000 POPCORN SELLERS CLUB PARTY at AMP'D

January 27, by 10:00am

25 TOP SELLERS PARTY at THE SCOUT SERVICE CENTER

January 27, immediately following the AMP'D Party



Trail's End®
REWARDS
Earn  **amazon.com** Gift Cards
and choose the prize **YOU** want!

POPCORN PICKUP & DISTRIBUTION

SHOW-N-SELL PICKUP

August 30 – September 1
Golden Spread Council
Service Center
401 Tascosa Road
Amarillo, TX.

SHOW-N-SELL MONEY DUE

October 20, by 5:00pm

TAKE ORDERS DUE

By Tuesday, October 17
Use leftover Show-N-Sell product to
fill Take Order

TAKE ORDER PICKUPS

October 26-28
TBA
Amarillo, TX.

TAKE ORDER MONEY DUE

November 17, by 5:00pm

Be sure to bring a large enough vehicle to haul your order:

20 cases	Mid-Size Car
40 cases	Mid-Size SUV
60 cases	Minivan
70 cases	Large SUV

EARN MORE! EARN EASIER!



trail-s-end.com/app



1.25 Points Per \$1 Sold APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 Point Per \$1 Sold CASH

Scan the QR code to download the APP thru Apple or Google Play to start earning today!
Trail's End pays all transactions fees.

GSC POPCORN GROUPME PAGE

Scan now and
stay current
with all the
GSC Popcorn
Sale News!

Leaders, can
add all unit
parents & help
stay connected.



BOY SCOUTS OF AMERICA®
GOLDEN SPREAD COUNCIL



Trail's End®

Fund Your **Entire Year** of Scouting!
*Sell for 8 hours, raise \$1,000**

UNIT LEADER PLANNER

Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ AND EARN

SELL \$ AND EARN

SELL \$ AND EARN

Step 7: Plan your Unit's popcorn kickoff event

DATE LOCATION TIME

Step 8: Add Key Dates to Your Unit Calendar

UNIT POPCORN KICKOFF

STOREFRONTS AVAILABLE TO SIGN-UP

STOREFRONT SALES BEGIN

WAGON SALES BEGIN

FINAL ORDERS DUE

CASH COLLECTED DUE TO POPCORN KERNEL

SUBMIT REWARDS

Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!



Trail's End™

70% BACK TO FUTURE LEADERS*

CHOCOLATEY
PRETZELS

\$30



NEW!
S'MORES
POPCORN

\$25



UNBELIEVABLE BUTTER
MICROWAVE POPCORN

\$25



NEW!
28PK SNACK PACK
SEA SALT POPCORN

\$50



SALTED CARAMEL
CORN

\$25



**IMPROVED
FLAVOR!**
WHITE CHEDDAR
POPCORN

\$20



POPPING CORN

\$20



SWEET & SALTY
KETTLE CORN

\$15



MORE PRODUCTS
AVAILABLE THROUGH
ONLINE DIRECT

trails-end.com/store



ALLERGEN &
NUTRITIONAL FACTS

trails-end.com/nutrition

Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing and specifications subject to availability and change without notice.
*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see trails-end.com/terms for more details.



ADVENTURE AWAITS



Scan the QR code
DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!

trails-end.com/app



UNIT COMMISSIONS

2023 POPCORN SALE	
30%	STOREFRONT SALES
30%	WAGON SALES
30%	TAKE ORDER
30%	ONLINE SALES
30%	UNIT TOTAL %

GETTING MORE POPCORN

Donna Haley

Phone# 806.358.6500

donna.haley@scouting.org

Chase Roach

Phone# 806.350.5881

chase.roach@scouting.org

Returns accepted up to 10% of the Unit Master Order. All returns must be full unopened cases. The last date of return is October 13, 2023. Returns will not be accepted after this date, and any returns exceeding the 10% will be subject to a 25% restocking fee.

Trail's End

Fundraising with popcorn helps kids.



Become Decision Makers



Learn Money Management



Become Goal Setters



Develop Business Ethics



Become Future Entrepreneurs



Learn People Skills

Improve your sales!



Parents join our Facebook
Group and collaborate with
other Scout parents to learn
tips for improving sales.

trails-end.com/facebook

Trail's End™ REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

POINTS	GIFT CARD
17,500	10% of total sale
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



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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*Based on average Council program. May vary in your Council.

**1.25 PTS PER
\$1 SOLD**

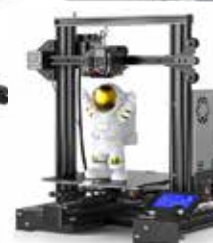
APP CREDIT / DEBIT CARD
& ONLINE DIRECT

**1 PT PER
\$1 SOLD**

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



Price & colors may vary. Examples of the types of prizes available on Amazon.

FRIDAY FILL IT UP 5-WEEK CONTEST DRAWINGS



Sell popcorn to 20 Customers and you will be eligible to enter into the Council's weekly drawing for a **\$50 Scout Shop Gift Card!!!**

Drawing Dates: September 1, 8, 15, 22, 29, October 6, and October 13

Photocopy and drop off or email your new full (20 lines) popcorn sheets to the Council office or scan and email to: goldenspreadcouncil@scouting.org). All eligible sheets are due to the Council before noon on each Friday of the "Friday Fill-It-Up" contest. Only send in your newly completed forms, as each of your completed forms will remain entered into each week's drawings.

GOLDEN KERNEL POPCORN HOUSE



During the 7 week sale, we challenge every selling Scout to get in neighborhoods and find Golden Kernel Popcorn Houses. Every Scout that finds a GKP House will win a **\$25 Scout Shop Gift Card**. These houses will be in every community that has a participating popcorn selling Unit!

Get your phones, your Fill it Up sheets, load your Trails End App, and find those GKP Houses!

ALL UNIT NEIGHBORHOOD BLITZ



Many hands make light work, and a Neighborhood Blitz gets lots of Scouts selling popcorn Council wide. That leads us to the challenge of **EVERY SCOUT AND EVERY UNIT** hitting their local neighborhoods the week of **September 24 through September 30!** What a great way to try and sell to every house in your community and also FIND THOSE GKP Houses!!

Get your phones, your Fill it Up sheets, load your Trails End App, and find those GKP Houses!

50 STATE ONLINE SALE CHALLENGE



Online Sales continue to be HUGE!! Just imagine making at least one popcorn sale in all 50 States..... WOW!! Trails End will have lots of Free Shipping opportunities to help in this endeavor. How do you sell to all 50 States? Lots and lots of Social Media posts, videos, live chats and posts!! This is a great way to have some fun, and every Scout that succeeds will get a **\$100 Scout Shop Gift Card**. Use the attached map to track your progress.

Fire up that phone, tablet, and computer to have some fun, and win a \$100 GSC Gift Card!

\$1,000 POPCORN SELLERS CLUB



Every Scout who sells a minimum of **\$1000 of popcorn** will be invited to attend an indoor trampoline and pizza party at **AMP'D**, Amarillo's most fun hot spot! That's right!!! Sell **\$1,000 of popcorn** and enjoy a fun morning of jumping on trampolines and then eating lots and lots of pizza to celebrate each Scout's sales accomplishments.

Who can attend: Qualifying Scouts that **sell \$1,000**. Siblings are welcome, all AMP'D fees apply.

Where & When: AMP'D Indoor Trampoline & Party Center, 5461 McKenna Square (South Soncy Avenue past Hill-side,) Saturday, January 27, 2024 from 10 a.m. until 12:30 p.m.

TOP 25 POPCORN SELLERS CLUB



TOP 25 SELLER PARTY: Immediately following the AMP'D Party the top 25 sellers will be invited to the Golden Spread Council Office at 401 Tascosa Road for **Ice Cream and Special Drawing fun!!!!** Only eligible sellers will be invited. Special Invites will be sent to qualifying Scouts.

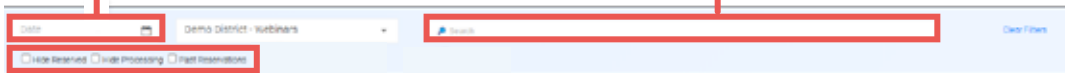
Who can attend: The top 25 selling Qualifying Scouts. Siblings are welcome.

Where & When: Golden Spread Council Service Center, 401 Tascosa Road, Amarillo TX.
Saturday, January 27, 2024 immediately following the AMP'D Party (about 12:30pm)

STOREFRONT GUIDE

1. Within the Unit Leader Portal's "Storefront Reservations" tab.

2. The system defaults to display all storefront shifts booked by Trail's End. You may filter to look for a **specific date**, or use the **search bar** to search for a specific location.



A search bar with a date picker set to "June 02, 2023" and a location dropdown set to "Demo District - Webinars". Below the search bar are three checkboxes: "Hide Reserved" (checked), "Hide Processing" (unchecked), and "Past Reservations" (unchecked). A "Clear Filters" link is on the right.

You also have the option to hide storefront shifts that have been **reserved, are in processing, or past reservations**

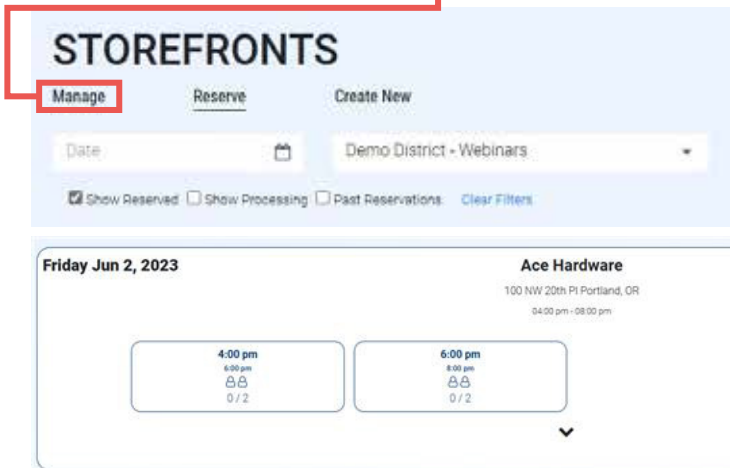


A card for a reservation at Walmart on June 02, 2023. It shows the location "Walmart" and address "3239 Tansell Rd, Indianapolis, IN 46206". The reservation is for "4:00 pm" and "6:00 pm" shifts. A red box highlights the "Reserve" button.

3. Once a reservation has been claimed, the time block will be grayed out and labeled as **claimed**.

4. Click the **"Reserve"** button to reserve your desired storefront block.

5. Once a storefront reservation block has been claimed, you can manage that reservation by clicking on **"Manage"** in the upper left corner of the screen.

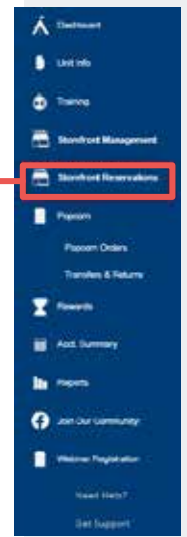


The "STOREFRONTS" Manage screen. It has tabs for "Manage", "Reserve", and "Create New". The "Manage" tab is active. It shows a date picker set to "Friday Jun 2, 2023" and a location dropdown set to "Demo District - Webinars". Below are checkboxes for "Show Reserved" (checked), "Show Processing" (unchecked), and "Past Reservations" (unchecked). A "Clear Filters" link is on the right. The main content area shows a list of storefronts with columns for "Date", "Location", "Time", and "Status". The first entry is "Friday Jun 2, 2023" for "Ace Hardware" at "100 NW 20th Pl Portland, OR" with a time of "04:00 pm - 08:00 pm". It shows two time slots: "4:00 pm" and "6:00 pm", both with a status of "0/2". A red box highlights the "Manage" button in the top left corner.



A card for a reservation at Walmart on June 01, 2023. It shows the location "Walmart" and address "3239 Tansell Rd, Indianapolis, IN 46206". The reservation is for "4:00 pm" and "6:00 pm" shifts. A red box highlights the "Reserve" button.

From the Manage screen, you can build out your shift schedule, assign inventory or Scouts to a shift, record a sale for the shift, and view how the storefront is performing. You can also delete any storefront you no longer need by clicking on the **"Release"** button on the bottom right.





STOREFRONT SALES CODE OF CONDUCT

- Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing the Boy Scouts of America and must act accordingly at all times.
- Scouts shall wear their Class A Uniforms at all times. Parents should wear their Adult Leader Uniforms or Unit T-Shirts.
- Storefront tables will have a banner that clearly identifies that Scouts.
- Shopping Carts are for the use of store customers and are not to be used to transport / store Scout Popcorn.
- Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the Store has given us clear permission to do so.
- The Store has granted us permission to run our Popcorn Fundraiser, which means supplemental items like water, jerky, hot dogs, candy, car wash, etc. are not permitted to be sold.
- Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.
- Scouts shall be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.
- Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.
- There will not be more than four volunteers at the store at any given time, and at least one volunteer must be an adult.
- Samples of products shall **NOT** be given to customers, as it is a health code violation.
- Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.
- **Leave No Trace** – remove all empty boxes, trash, and other debris from the location after your sale.
- **Be respectful** and thankful to Store employees at all times. Remember that this is their Store, and we are only there because of their generosity.

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!

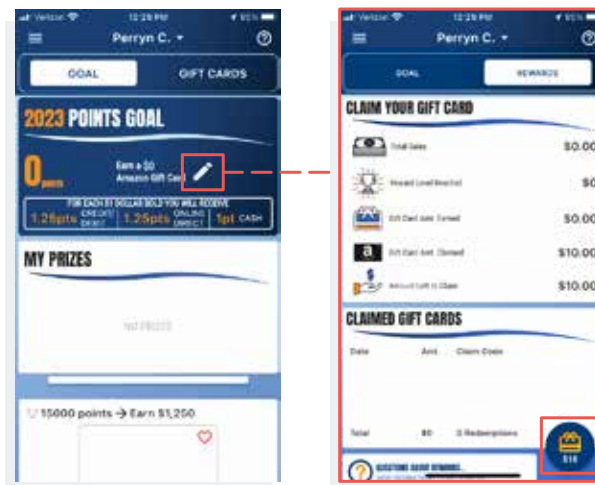
ACCEPTING CREDIT

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!



Online Direct: Sell online & ship directly to customers
Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

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

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!



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.

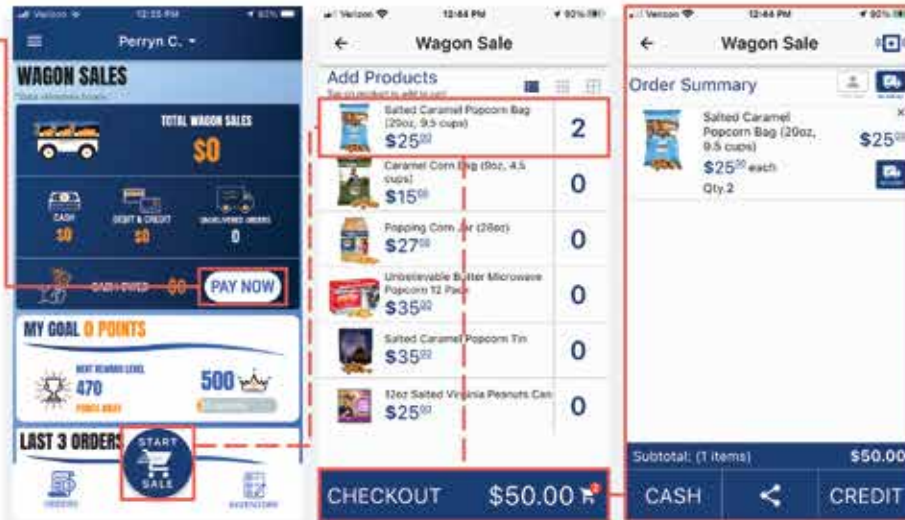


Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

- 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.

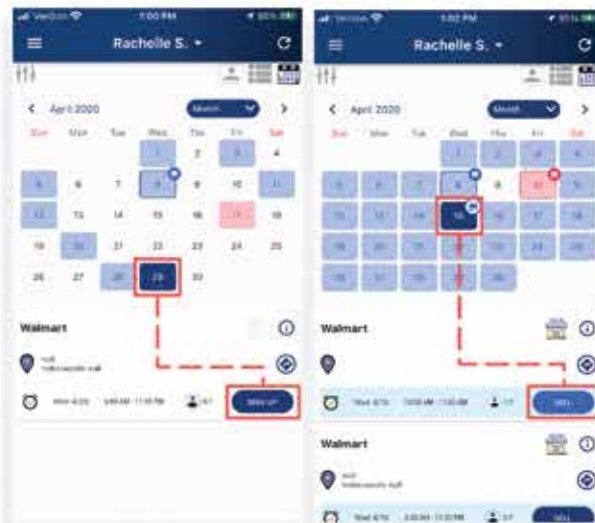
ISSUE A REFUND



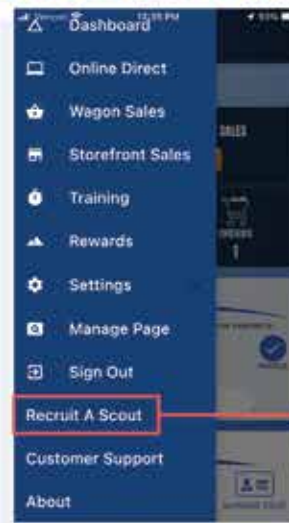
- Select "Order" and then tap the order you want to refund. **CAUTION**, Trail's End does NOT store card info so this action can't be undone.

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.

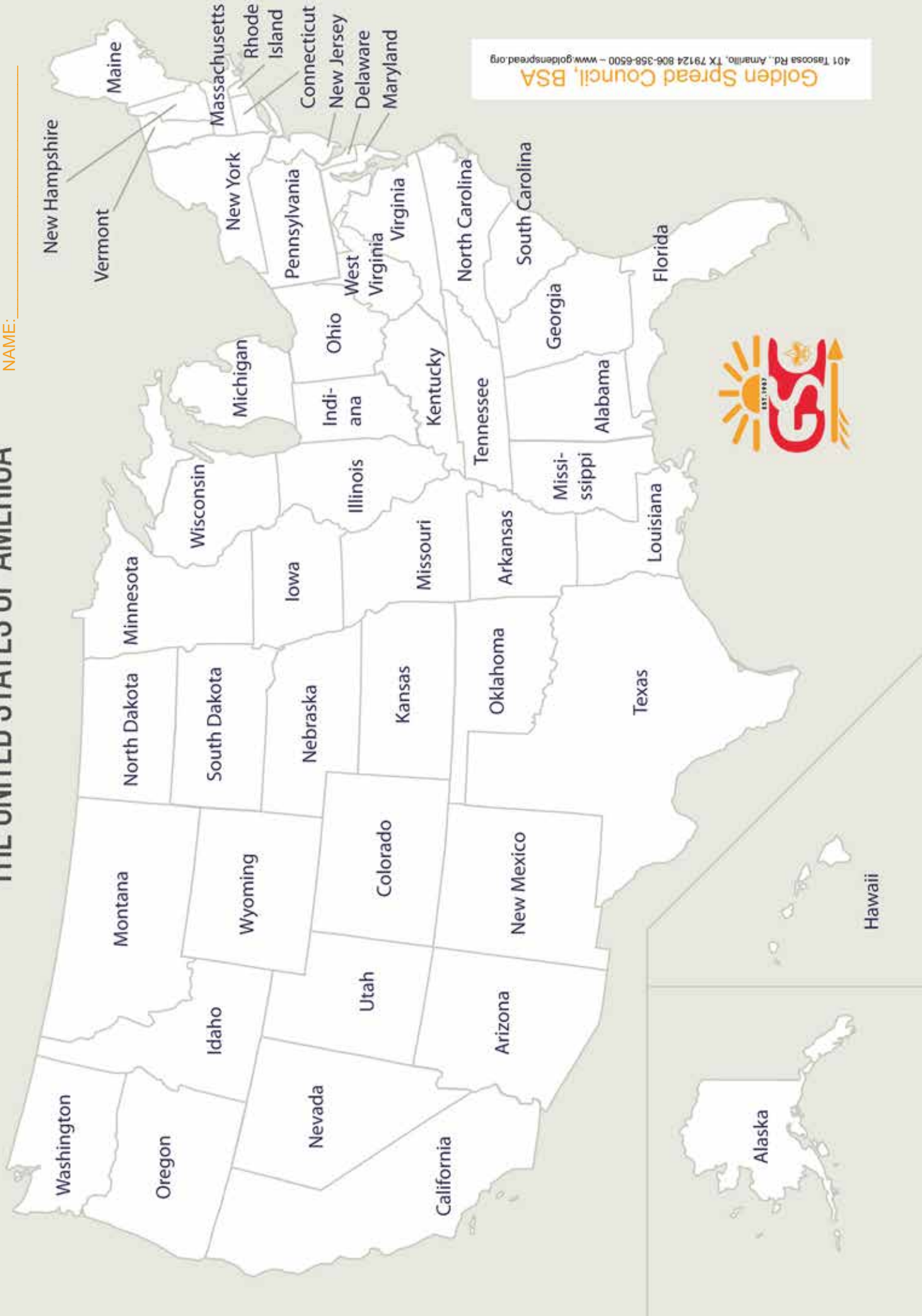
50 STATE ONLINE POPCORN CHALLENGE

THE UNITED STATES OF AMERICA

UNIT # _____

DATE: _____

NAME: _____



Golden Spread Council, BSA
401 Tascosa Rd., Amarillo, TX 79124 806-358-6500 - www.goldenspread.org



Thank You
for your generosity.

70% of your purchase goes to local Scouting, and Trail's End ships popcorn to our military men and women, their families, and veterans' organizations.



American Heroes
Donation
RECEIPT

Date: _____

☐ \$30 ☐ \$50

Other Amount: _____



Thank You
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American Heroes
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Donation
RECEIPT

Date: _____

☐ \$30 ☐ \$50

Other Amount: _____

CUSTOMER RECEIPTS

Each year the Council receives several phone calls from people who ordered popcorn from a Scout, paid for it, and never received it. The Council recommends that you USE THE TRAILS END APP, but if you can't - do collect money up front, and give the customer a receipt (samples are provided below) with contact information and the date of when to expect delivery of their order. This will help ensure the people supporting Scouting through the popcorn sale will receive their popcorn and continue to purchase for years to come. Avoid the hassle, and drop ship product USING THE TRAILS END APP.

Boy Scout Popcorn Sales Receipt

Today's date is _____

You bought Boy Scout Popcorn from _____

You paid \$_____ today

Your Boy Scout Popcorn should be delivered by _____

If you haven't received your Boy Scout Popcorn by _____

You should call my Scout Leader at _____

Thank You for Supporting Texas and Oklahoma Panhandle Scouts!



Boy Scout Popcorn Sales Receipt

Today's date is _____

You bought Boy Scout Popcorn from _____

You paid \$_____ today

Your Boy Scout Popcorn should be delivered by _____

If you haven't received your Boy Scout Popcorn by _____

You should call my Scout Leader at _____

Thank You for Supporting Texas and Oklahoma Panhandle Scouts!



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70% BACK TO FUTURE LEADERS*

CHOCOLATEY
PRETZELS

\$30



IMPROVED
FLAVOR!

WHITE CHEDDAR
POPCORN

\$20



NEW!
S'MORES
POPCORN

\$25



POPPING CORN

\$20



SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!
Your donation supports future leaders and
delivers tasty treats to troops at-home or
overseas, military families, veterans, first
responders, local food banks, and charitable
organizations nationwide!

Donation Levels: \$50 \$30 \$1 Custom amount
For details visit trails-end.com/terms

UNBELIEVABLE BUTTER
MICROWAVE POPCORN

\$25



SWEET & SALTY
KETTLE CORN

\$15



SALTED CARAMEL
CORN

\$25



NEW!

28PK SNACK PACK
SEA SALT POPCORN

\$50



MORE PRODUCTS
AVAILABLE THROUGH
ONLINE DIRECT
trails-end.com/store



ALLERGEN &
NUTRITIONAL FACTS
trails-end.com/nutrition



Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing and specifications subject to availability and change without notice.
*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see trails-end.com/terms for more details.



Scan the QR code
DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!
trails-end.com/app



ADVENTURE AWAITS



Parent Tip: Instead of paying your Unit Leader cash from Wagon sales, easily pay them with credit card through the PAY NOW feature in the Trail's End App and simply keep the cash! Trail's End pays all credit card processing fees and parents earn points from their credit card company!*

- NEW Sea Salt Popcorn
- Heroes & Helpers Donations
- Chocolate Pretzels
- NIMMI Emmeret Popcorn
- 12pk Unib. Butter Popcorn
- Salted Caramel Corp
- White Cheddar Popcorn
- Sweet & Salty Kettle Corn
- Popping Corn

	NAME	STREET/EMAIL ADDRESS/PHONE NUMBER	NUMBER OF PACKAGES ORDERED										AMOUNT DUE	PAID	PAID
			\$50	\$30	\$15	\$10	\$5	\$2.50	\$1.25	\$0.62	\$0.31	\$0.15			
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
16															
17															
18															
19															
20															
GRAND TOTAL													\$		

*Depending on your credit card company's point program. Pay Now doesn't count towards credit card points in the Rewards program.



EARN MORE EASIER!

1.25 PTS Per \$1 Sold App Credit/Debit Card
& Online Direct

1 PT Per \$1 Sold Cash

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

trails-end.com/rewards



Trail's End™

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!

- ⑦ 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?"
- ⑦ Encourage credit sales for higher Reward points
"I earn more points when you pay with a credit card."
- ⑦ Wear your Class A uniform and always say
"Thank You."
- ⑦ Always have an adult present
- ⑦ Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- ⑦ Wagon Sales: Never enter anyone's home
- ⑦ Find repeat customers by checking your Trail's End App order history

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!*

- ⑦ **Online Direct:** Sell online & ship directly to customers
- ⑦ **Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader
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!
- ⑦ **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)
Did You Know? 2 out of 3 people will buy when asked at their door.

TRAIL'S END APP

- ⑦ Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

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



NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!

bit.ly/Scout-App-Guide

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

*Based on average Council program. May vary in your Council.

POINTS	GIFT CARD
17,500	10% of total sale
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

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

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!

bit.ly/Door-Sign



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

bit.ly/We-Prefer-Credit

*70% back to local kids**

HELLO
My name is

I'm selling delicious popcorn this year, all popcorn ships directly to you and you'll help fund my many adventures this year.



To support me, scan the QR code or go to:
www.trails-end.com/shop
and enter My Code below!

My Code:

*Average return to local councils, units and youth based on all Trail's End product sales.

**YOUR PURCHASE HELPS
KIDS LIKE ME
THANK YOU!**

Trail's End[®]