



WELCOME!



Flint River Council
2019 POPCORN KICKOFF



2019 POPCORN KICKOFF



Join Scout leaders across the country to
share best practices and new ideas!

facebook.com/groups/TEPopcornCommunity



TRAIL'S END REWARDS



SCOUTS BUY THE PRIZES THEY WANT WITH AN AMAZON.COM GIFT CARD

Amazon.com Gift Cards are claimed on the Rewards page within the Scout's account in the app and Trails-End.com when certain sales levels are reached and approved by a unit leader.

BENEFITS FOR LEADERS

- **Save time** by not collecting prize orders from your Scouts
- **Save effort** by no longer distributing physical prizes
- **Happier Scouts** because they get the prizes THEY want

BENEFITS FOR SCOUTS

- **Higher prize value** than other fundraisers
- **Millions of prizes** to choose on Amazon.com
- **Prizes delivered directly to your door** faster than ever before

Prize Flyer

Rewards.Trails-End.com

[illegible]

Trail's End® REWARDS

Buy the prizes YOU want!



Bonus Prizes



In addition to the Trail's End Rewards program, your Scouts can earn the following:

- Sell \$650 in popcorn, earn a \$20 Walmart gift card!
- Sell \$1500, earn a \$50 Walmart gift card!
- Collect \$50 in Military donations, earn the 2nd patch in the popcorn military patch collection.
(2019 – Army)



TRAIL'S END SCHOLARSHIP



Sell \$2,500

(combined face-to-face & online)

6% of your total sales each calendar year invested in your own college scholarship account.

Funded By Trail's End



TRAILS-END.COM UNIT PORTAL



Manage your entire sale in one place!

1. Order Popcorn
2. Invite your Scouts to register
3. Set your unit and Scout goals
4. Manage your Scout Roster
5. Set your Storefront Sales Calculation Method
6. Give access to additional Popcorn Team members
7. Add your unit's bank account to receive payments
8. Manage your unit's:
 - Inventory
 - Wagon Sales
 - Storefront Sales
 - Online Sales





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, and schedule Scouts for storefronts.

FREE CREDIT CARD PROCESSING

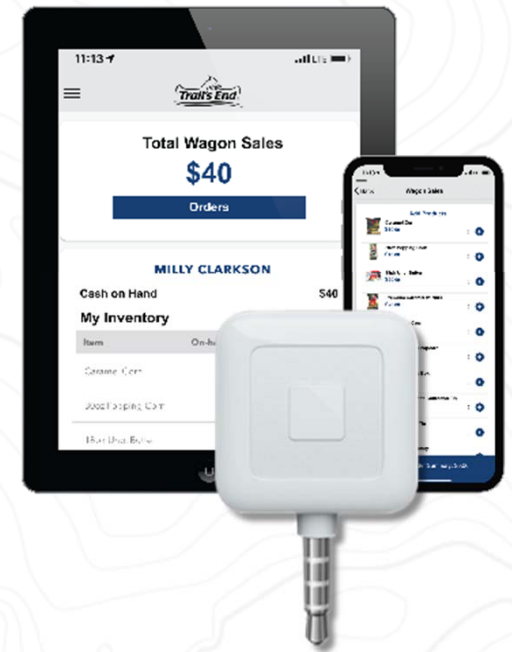
Powered by Square | Paid by Trail's End

- Every Scout, every sale will receive free payment processing.
- Square is the leading credit card solution for units.
- Compatible with all Square Readers (not required to take credit cards).

PROVEN RESULTS

Over 2,300 Scouts tested the app. It led to more sales!

- In 2018, over 190 units sold almost \$2 million testing the app.
- Sales grew 26%.
- Credit card orders averaged 20% higher vs. cash.

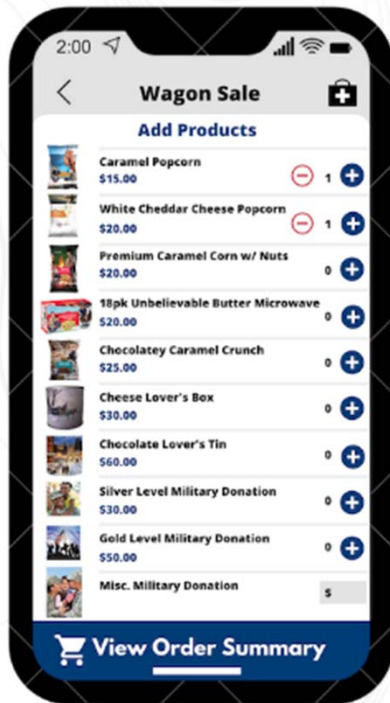




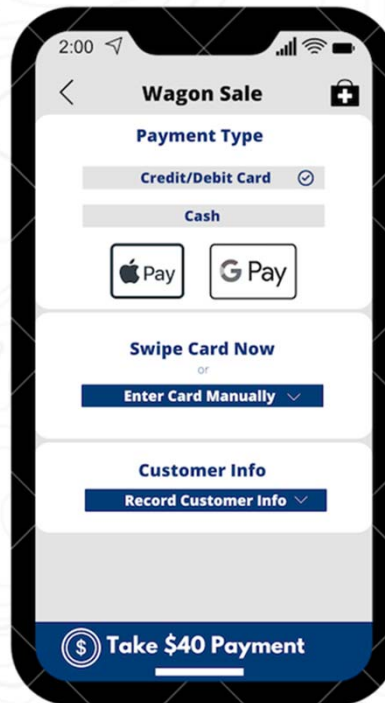
TRAIL'S END APP



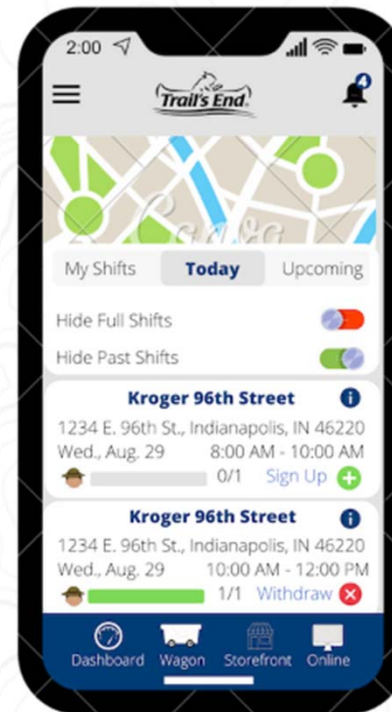
Point of Sale



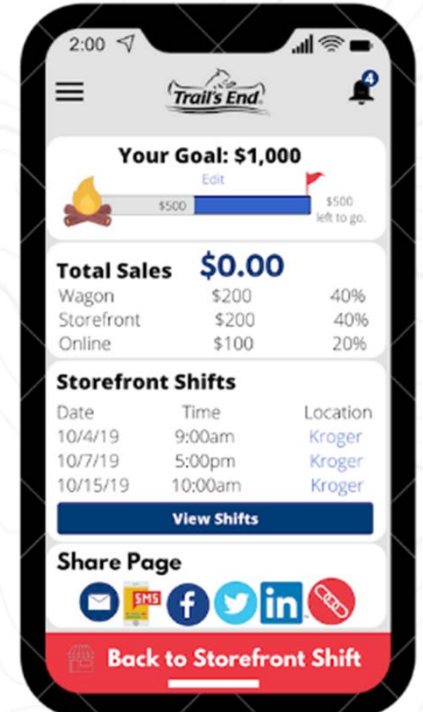
Payment



Storefront Scheduling

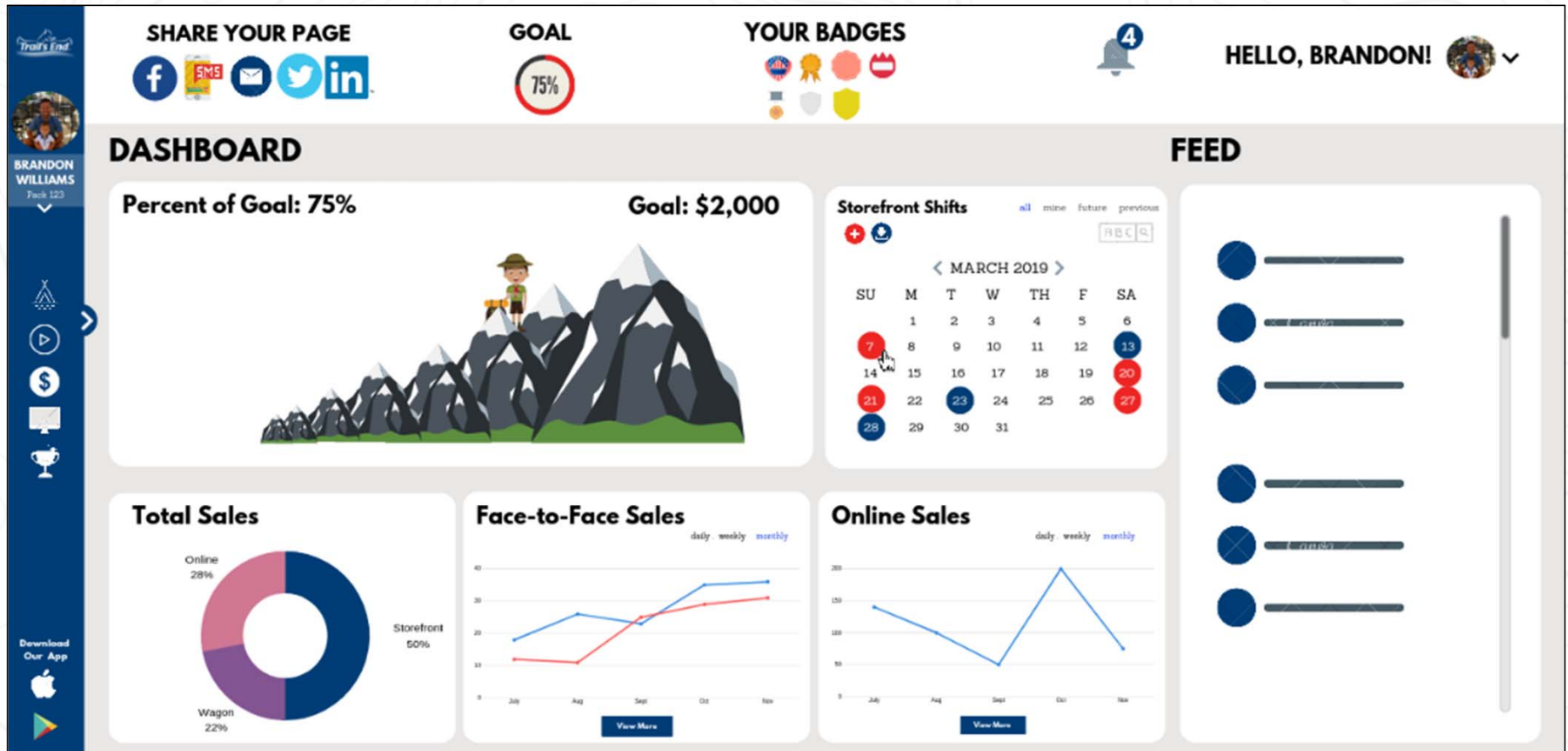


Sale Tracking





Scout Portal





Scout Portal



BRANDON WILLIAMS
Park 123
▼

Dashboard
Training
Sales
Overview
Face-to-Face
Online

Your Page
Rewards

Download Our App

SHARE YOUR PAGE

GOAL

YOUR BADGES

4

HELLO, BRANDON!

SALES - FACE-TO-FACE
This is your Scout fundraiser Storefront Sales page.

Storefront daily weekly monthly

Storefront Customers

Order Number	Date	Location	Amount	Payment Type
1234567089	01-12-19	Kroger	\$15	Credit Card
1234567234	01-15-19	Kroger	\$20	Cash
1234569139	01-15-19	Lowe's	\$20	Cash
1234562560	01-20-19	Home Depot	\$10	Cash
1234562560	01-20-19	Whole Foods	\$30	Credit Card

Showing 5 of 12

Wagon daily weekly monthly

Wagon Customers

First Name	Last Name	Order Number	Amt	Date	Status
Beckham	Williams	1234567089	\$30	01-12-19	Delivered
Erika	Wilson	1234567234	\$20	01-15-19	Undelivered
Chris	Naviaux	1234569139	\$35	01-15-19	Undelivered
Fred	Flintstone	1234562561	\$10	01-20-19	Delivered
Nicole	Dashner	1234562562	\$25	01-20-19	Delivered

Showing 5 of 15

Storefront Shifts all mine future previous

< MARCH 2019 >

SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Date	Location	Time	Availability	Action
Mar. 7	Kroger	10am-12pm	2 spots left	Reserve
Mar. 7	Kroger	10am-12pm	0 spots left	Withdraw
Mar. 7	Kroger	10am-12pm	5 spots left	Reserve

1 2 3



Scout Portal



BRANDON WILLIAMS
Pack 123
▼

Dashboard
 Training
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Overview
Face-to-Face
Online
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Download Our App

Customer Orders

MAR 21 all daily weekly monthly

First Name ▾	Last Name ▾	Email ▾	Order Number ▾	Amt. ▾	Date ▾	Actions		
Beckham	Williams	bwilliams@gmail.com	1234567089	\$30	01-12-19	View	Thank Customer	More Support
Nicole	Williams	nwilliams@gmail.com	1234567090	\$30	01-12-19	View	Thank Customer	More Support
Brian	Williams	brian.williams@gmail.com	1234567123	\$30	01-12-19	View	Thank Customer	More Support
Isaiah	Wilson	isaiah@gmail.com	1234567350	\$30	01-12-19	View	Thank Customer	More Support
Aaron	Naviaux	naviaux@gmail.com	1234567521	\$30	01-12-19	View	Thank Customer	More Support

Showing 5 of 10

1 2

Customer Locations

Online Sales Leaderboard

Council | Unit

RANK	SCOUT	DISTRICT	COUNCIL	SALES
1	Evan V	Chisholm Trail	Capitol Area	\$12,740
2	Savannah T	LaFayette	Oconeechee	\$10,646
3	Declan T	Briones	Mt. Diablo Silverado	\$10,505
4	Scouting I	Daniel Morgan	Palmetto	\$10,464
5	SSA P	3 Huron Trails	Michigan Crossroads	\$8,035



SCOUT Portal



BRANDON WILLIAMS
Pack 123
▼

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SHARE YOUR PAGE
 GOAL
YOUR BADGES

4

HELLO, BRANDON!

SCOUT REWARDS

Drag and drop the rewards you want to between the Rewards Available and Your Rewards columns below. From there, we'll tell you how much you need to raise to hit your goal! NEEDS TO BE A CONTENT BLOCK WITHIN THE CMS TO ADD COPY/IMAGE/TABLE HERE TO EDUCATE SCOUTS ON THE NEW PROGRAM.

Rewards Available on Amazon.com

▼ Filter

	Name	Value	Need to Sell
	Nintendo Switch Lab	\$500	\$500
	iPhone XR	\$1,000	\$5,000
	SkeeBall	\$35	\$350

Your Rewards to Buy with Your Gift Card

Total Value of Rewards: \$450
Your Fundraising Goal: \$1,450 [Edit Goal](#)

	Name	Value	Need to Sell
	LEGO Vectron	\$250	\$750
	LRYze Quadcopter	\$200	\$700



Unit Leader Portal



INVITE YOUR SCOUTS

ORDER POPCORN

⁴

HELLO, BRANDON!

BRANDON WILLIAMS
Pack 123

Dashboard

Unit Info

Training

Popcorn

Sales

Scout Rewards

Acct. Summary

Reports

Download Our App

LEADER DASHBOARD

Unit Goal: \$13,000
\$2,500
\$10,500 left to go.

Scouts' Goals: \$5,000
\$2,500
\$2,500 left to go.

Total Unit Sales
\$0

Storefront	\$0	0%
Personal	\$0	0%
Online	\$0	0%
Cash	\$0	0%
Credit	\$0	0%

Feed

0 out of 1 registered Scouts recorded an online order.

0 out of 1 registered Scouts recorded an app order.

10 out of 20 storefront sites shifts have been claimed.



Unit Leader Portal



BRANDON WILLIAMS
Pack 123
Dashboard
Unit Info
Training
Popcorn
Sales
Wagon Sales
Storefront Sales
Online Sales
Scout Rewards
Acct. Summary
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INVITE YOUR SCOUTS

ORDER POPCORN

HELLO, BRANDON!

Total Storefront Sales
\$750

Storefront Sales Split
Individual

Cashed Owed to Unit
\$477

Registered Shifts
Today: 17/20
Tomorrow: 0/5

Display 25 Storefront Sites

Future Add Storefront

SITE NAME	DATE	CITY	SHIFT STATUS	ACTIONS
Kroger – 96 th St.	01/26/2019	Indianapolis	0/5	Select One GO!
Home Depot – Washington Blvd.	01/27/2019	Carmel	2/4	Select One GO!
Kroger – 96 th St.	01/28/2019	Indianapolis	3/5	Select One GO!
Meijer – Whitestown Blvd.	01/29/2019	Whitestown	0/5	Select One GO!
Meijer – Whitestown Blvd.	01/30/2019	Whitestown	0/5	Select One GO!

Showing 5 of 40 Storefront Sites



Unit Leader Portal



INVITE YOUR SCOUTS

ORDER POPCORN

⁴

HELLO, BRANDON!

BRANDON WILLIAMS
Pack 123

Dashboard

Unit Info

Training

Popcorn

Sales
Wagon Sales
Storefront Sales
Online Sales

Scout Rewards

Acct. Summary

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WAGON SALES

Total Wagon Sales
\$750

Cashed Owed to Unit
\$477

Unsold Scout Inventory
\$477

Total Orders
Delivered: **400**
Undelivered: **50**

Display Scouts

ABC

Q

SCOUT	WAGON SALES	CASH OWED BY SCOUT	Undelivered Orders	ACTIONS
Ethan Naviaux	\$500	\$0	1	<div>Select One ▼</div> <div>GO!</div>
Stuart Alexander	\$500	\$250	5	<div>Select One ▼</div> <div>GO!</div>
Brandon Williams	\$500	\$350	4	<div>Select One ▼</div> <div>GO!</div>
Mitch Manders	\$500	\$400	0	<div>Select One ▼</div> <div>GO!</div>
Chris Naviaux	\$500	\$450	0	<div>Select One ▼</div> <div>GO!</div>

Showing 25 of 40 Scouts



Unit Leader Portal



INVITE YOUR SCOUTS



ORDER POPCORN



HELLO, BRANDON!



ONLINE SALES



Online Sales
\$5,750



Scouts with Online Orders
15



Online Orders
70

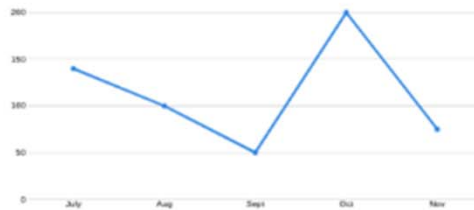


Avg. Ord
\$82

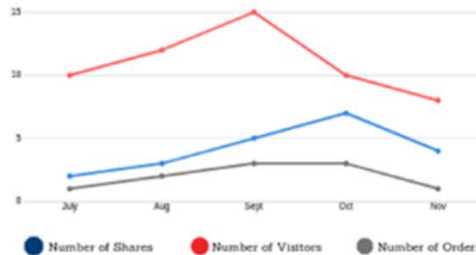
Year to Date

Today
Yesterday
Last Week
✓ Year to Date
Custom

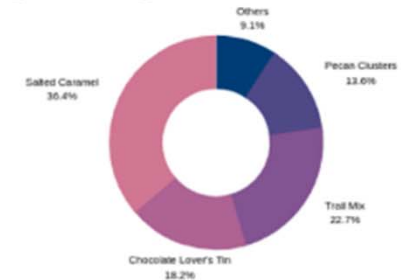
Sales Over Time



Scouts' Online Activity



Top Selling Online Products





MT. ADVENTURE REWARDS



\$20,000 OF REWARDS EACH WEEK*

12 weeks: August 12 – November 3

TO QUALIFY

- Scouts earn one (1) entry for every \$100 in credit card sales (App + Trails-End.com) each week.
- Note: The storefront split calculation set by the unit leader will impact credit card credit.

REWARDS FOR SCOUTS

- One (1) family vacation awarded as a \$2,500 Visa Gift Card each week.
- Up to 1,750 \$10 Amazon.com Gift Cards rewarded as “Instant Wins” awarded each week.

SELECTION AND FULFILLMENT OF REWARDS

- Winners will be randomly selected; nationally for vacation winners and regionally for instant winners.
- Winning Scouts claim Amazon.com Gift Cards in their Trail's End Scout accounts.
- Visa Gift Cards mailed to winners by Trail's End.

**Up to \$20,000 of Rewards each week*





TRAIL'S END APP



Go to App.Trails-End.com/unit-training to register for training webinars!

Thursdays (June 20-Sept 12), 6:30 PM & 9:30 PM EST

Saturday, August 24, 12:00 PM EST

For support go to: teappsupport@trails-end.com



TRAIL'S END ONLINE



FREE SHIPPING ON ALL ONLINE ORDERS!

2018 Proven Results: Nationally, online continues to grow at 28%.

BENEFITS FOR UNITS

- No risk of excess inventory.
- No handling product.
- No cash collection.
- No extra work!

BENEFITS FOR SCOUTS

- Higher sales - average online sale \$73 vs \$22 face-to-face.
- More product variety.
- Sales count toward Trail's End Rewards and Scholarship.
- Access to special TE online promotions and rewards.



KEY DATES



KEY DATES TO REMEMBER	
Show-N-Sell Orders Due	8/28/2019
Show-N-Sell One Distribution	9/13/2019 (5pm – 7pm)
Show-N-Sell Returns	11/12/2019 <i>(Only 25% of original order can be returned)</i>
Take Order & Prize Order Due	11/12/2019
Take Order Distribution	11/22/2019 (5pm – 7pm)
Payment Due to Council	12/6/2019



Distribution Day Locations



Where to Pick Up Your Order

Ronotohachi & Tussahaw Districts	Norcom, Inc 200 Wilson Rd Griffin, GA 30223
Coweta & Fayette Districts	TBD



YOUR UNIT EARN\$



Commission Type:	Commission Percentage:
Base Commission	32%
Bonus Commission	5%
TOTAL COMMISSION	37%



PRODUCTS



Show & Sell Product:

1. Cheese Lovers Collection
2. Premium Caramel Corn
3. Unbelievable Butter
4. White Cheddar Corn
5. Classic Caramel Corn

Take Order Product:

All products can be ordered for Take Order.



POPCORN FOR OUR TROOPS

Send a gift of popcorn to our military men and women, their families, and veteran organizations.

\$50 Military Donation

\$30 Military Donation

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients.
 *Across the entire Trail's End® product line, an average of 73% goes to local Scouting. Average return based on all Trail's End product sales. ©2019 Trail's End®. All rights reserved.



ONLINE SALES



FREE SHIPPING ON ALL ONLINE ORDERS!

- In 2018, the average online transaction was \$73.
- The average Scout that sold online averaged over \$200 in online sales!

CREATE ACCOUNTS

- Scouts need an account to sell online.
- Consider an account creation incentive.

SHARING

- Sharing drives sales.
 - Facebook
 - Email
 - Text
 - Twitter, LinkedIn, etc
- **"Sharing Sunday"** – Every Scout shares their online page every Sunday throughout the sale. Average share is **\$33** nationwide.





MOTIVATING SCOUTS



SCOUT MOTIVATION

- Every Scout Sells
- Set a Goal
- Bigger Prizes

PARENT BUY-IN

- Scouts Personal Growth
- Scout Rewards

KICKOFF

- Info
- FUN!
- Parent Buy-In
- Top Seller Pledge





WE ARE HERE TO HELP YOU SUCCEED



COUNCIL CONTACT INFO

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Becca McLean: Council Kernel
BeccaMcLean01@gmail.com

Popcorn website
www.flintrivercouncil.com

TRAILS END SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

Trail's End App Support
teappsupport@trails-end.com

General Support
support@trails-end.com