



WELCOME!



San Francisco Bay Area Council

2019 POPCORN KICKOFF



THANK YOU



YOU'VE RAISED OVER \$4 BILLION FOR SCOUTING SINCE 1980!

Thank you for your allowing us to partner with you and your Scouts to raise the funds needed to deliver the promise of Scouting for over 39 years.





San Francisco Bay Area Council

2018 Online Sales

\$39,094

24% Growth over 2017



San Francisco Bay Area Council

2018 Total Sales

\$616,368

8.2% Growth over 2017!



San Francisco Bay Area Council

**Over \$443,700 Back to
Scouting!**

Thank you



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

TRAIL'S END REWARDS

EARN BIGGER REWARDS THAN EVER BEFORE

BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL'S END ACCOUNT.

SEE MORE PRIZES AT [REWARDS.TRAILS-END.COM](https://rewards.trails-end.com)

2018 TOP SELLERS

\$88,073
Beck
Virginia

\$88,017
Mason
Michigan

KEEP GOING!

\$80,000
\$60,000
\$40,000
\$20,000

REWARD IDEAS:

FAMILY VACATION!

Hotels.com Gift Card + Uber Gift Card + New Luggage Set

NO LIMIT

Sell above \$15,000 and earn 8% of your total sales in the form of an Amazon.com Gift Card.

Sell \$15,000
Earn a \$1,200 Amazon.com Gift Card

REWARD IDEAS:

TV, Pool Table, Laptop

Sell \$10,000
Earn an \$800 Amazon.com Gift Card

REWARD IDEAS:

TV, Canoe, Smartphone

Sell \$7,500
Earn a \$550 Amazon.com Gift Card

REWARD IDEAS:

Tablet, Ping Pong Table, Kayak

Sell \$5,000
Earn a \$350 Amazon.com Gift Card

REWARD IDEAS:

Video Game Console, Trampoline

Sell \$3,500
Earn a \$225 Amazon.com Gift Card

REWARD IDEAS:

Piano, Hoverboard, Guitar

★ BONUS LEVEL ★

TRAIL'S END SCHOLARSHIP PROGRAM

Sell \$2,500 of qualifying Trail's End products in any calendar year and have 6% of your total sales count towards your own Trail's End Scholarship. Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Visit www.trails-end.com/scholarship for full program details.

Sell \$2,500
Earn a \$150 Amazon.com Gift Card

REWARD IDEAS:

Bicycle, Basketball Hoop, GoPro

Sell \$1,500
Earn a \$75 Amazon.com Gift Card

REWARD IDEAS:

Drone, Scooter, Tablet

Sell \$1,000
Earn a \$45 Amazon.com Gift Card

REWARD IDEAS:

Go-Kart, Tent, Archery Set

Sell \$750
Earn a \$30 Amazon.com Gift Card

REWARD IDEAS:

Speaker, Hammock, Inflatable Pool

Sell \$500
Earn a \$20 Amazon.com Gift Card

REWARD IDEAS:

Walkie-Talkies, Knife, Toy Gun

Sell \$350
Earn a \$10 Amazon.com Gift Card

REWARD IDEAS:

Football, Headset, Toy Gun

Trail's End® REWARDS

Buy the prizes YOU want!

LOG-IN REGISTER

More value the more you sell

Millions of prize choices on Amazon.com

Order when you're ready

Prizes delivered directly to you

SELL & EARN

Earn an Amazon.com Gift Card to buy the PRIZE YOU WANT!

[View All Rewards](#)



TRAIL'S END REWARDS



Sales Level	Amazon Gift Card Amount	Reward % Retail	Scholarship*	Rewards Total
\$40,000+**	\$3,200	8.0%	\$1,000	\$4,200
\$30,000-\$39,999	\$2,400	8.0%	\$1,000	\$3,400
\$25,000-\$29,999	\$2,000	8.0%	\$1,000	\$3,000
\$20,000-\$24,999	\$1,600	8.0%	\$1,000	\$2,600
\$15,000-\$19,999	\$1,200	8.0%	\$900	\$2,100
\$10,000-\$14,999	\$800	8.0%	\$600	\$1,400
\$7,500-\$9,999	\$550	7.3%	\$450	\$1,000
\$5,000-\$7,499	\$350	7.0%	\$300	\$650
\$3,500-\$4,999	\$225	6.4%	\$210	\$435
\$2,500-\$3,499	\$150	6.0%	\$150	\$300
\$1,500-\$2,499	\$75	5.0%	\$0	\$75
\$1,000-\$1,499	\$45	4.5%	\$0	\$45
\$750-\$999	\$30	4.0%	\$0	\$30
\$500-\$749	\$20	4.0%	\$0	\$20
\$350-\$499	\$10	2.9%	\$0	\$10

*Scholarship credit is percent based (6%) and not fixed levels

**Scouts receive 8% of their total retail at every additional \$10,000 they sell



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

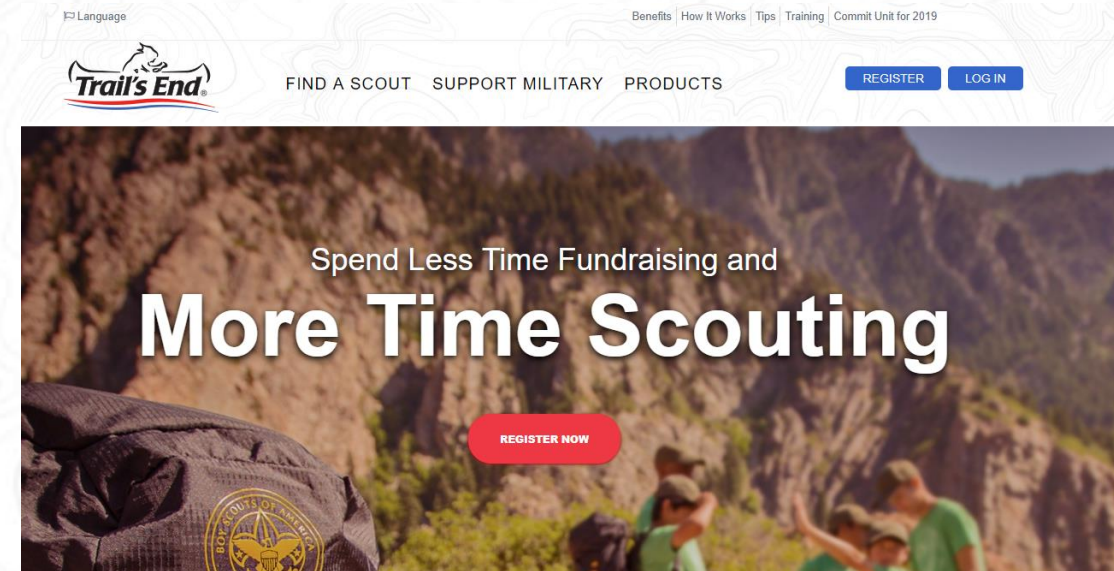


TRAILS-END.COM LEADER PORTAL



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

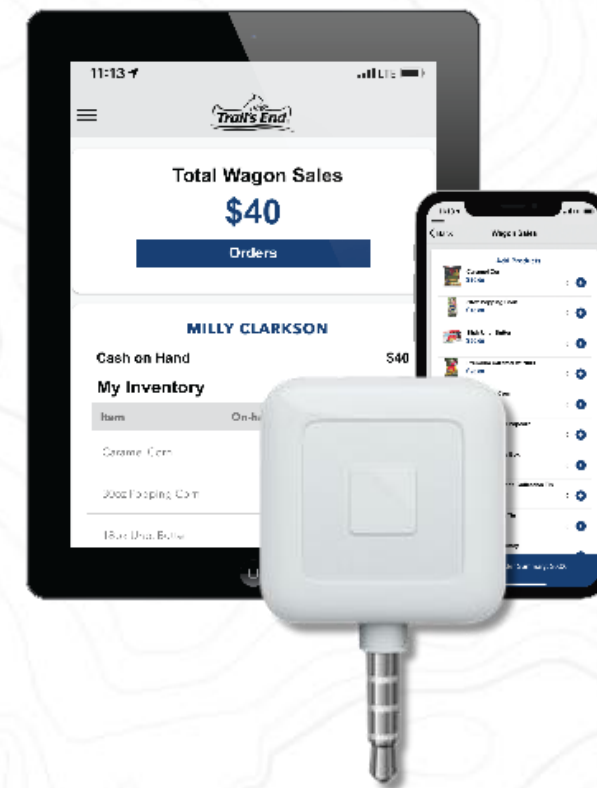
Powered by Square | Paid by Trail's End & SFBAC

- 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.

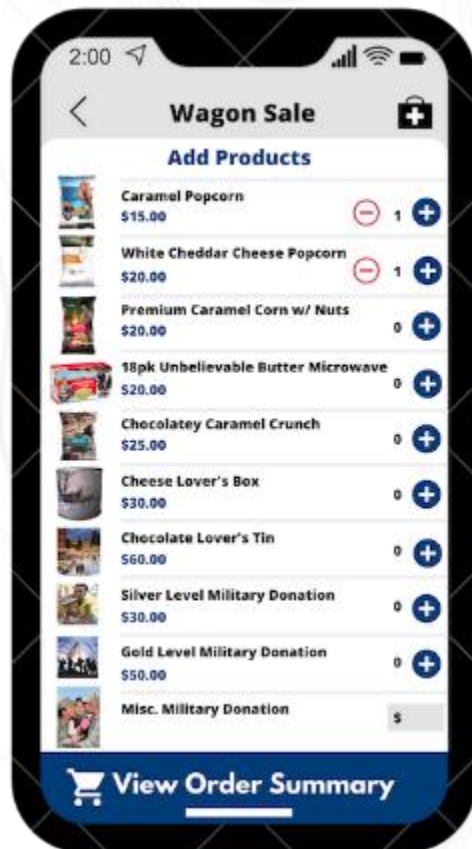




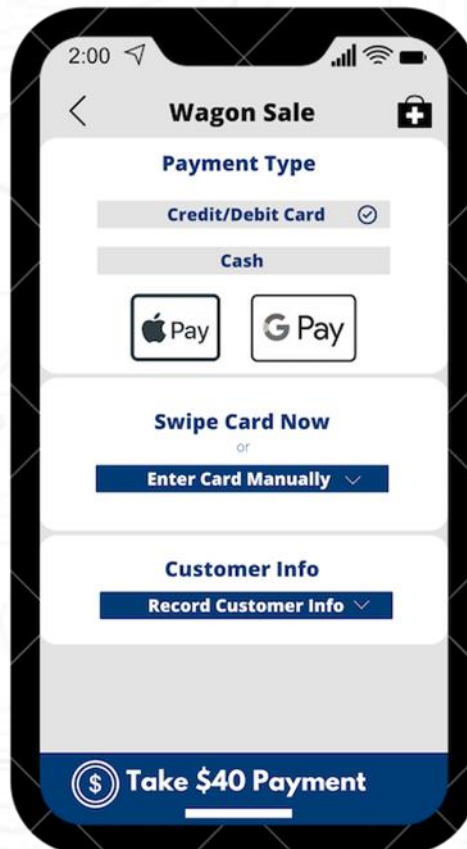
TRAIL'S END APP



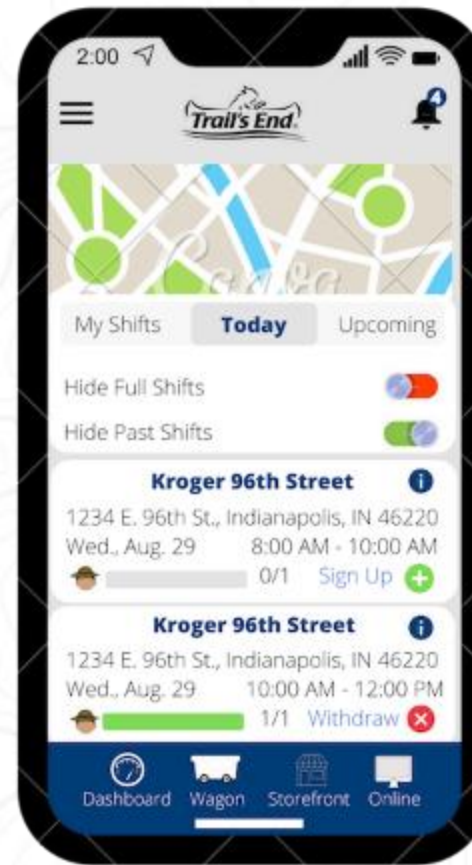
Point of Sale



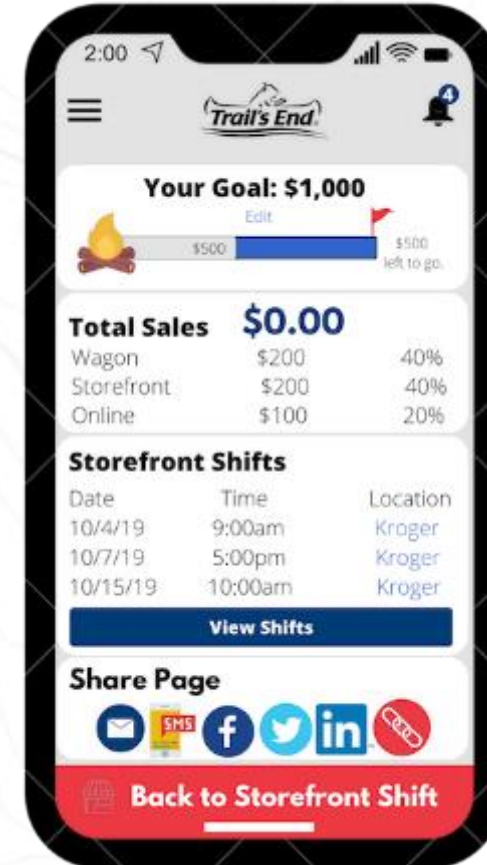
Payment



Storefront Scheduling

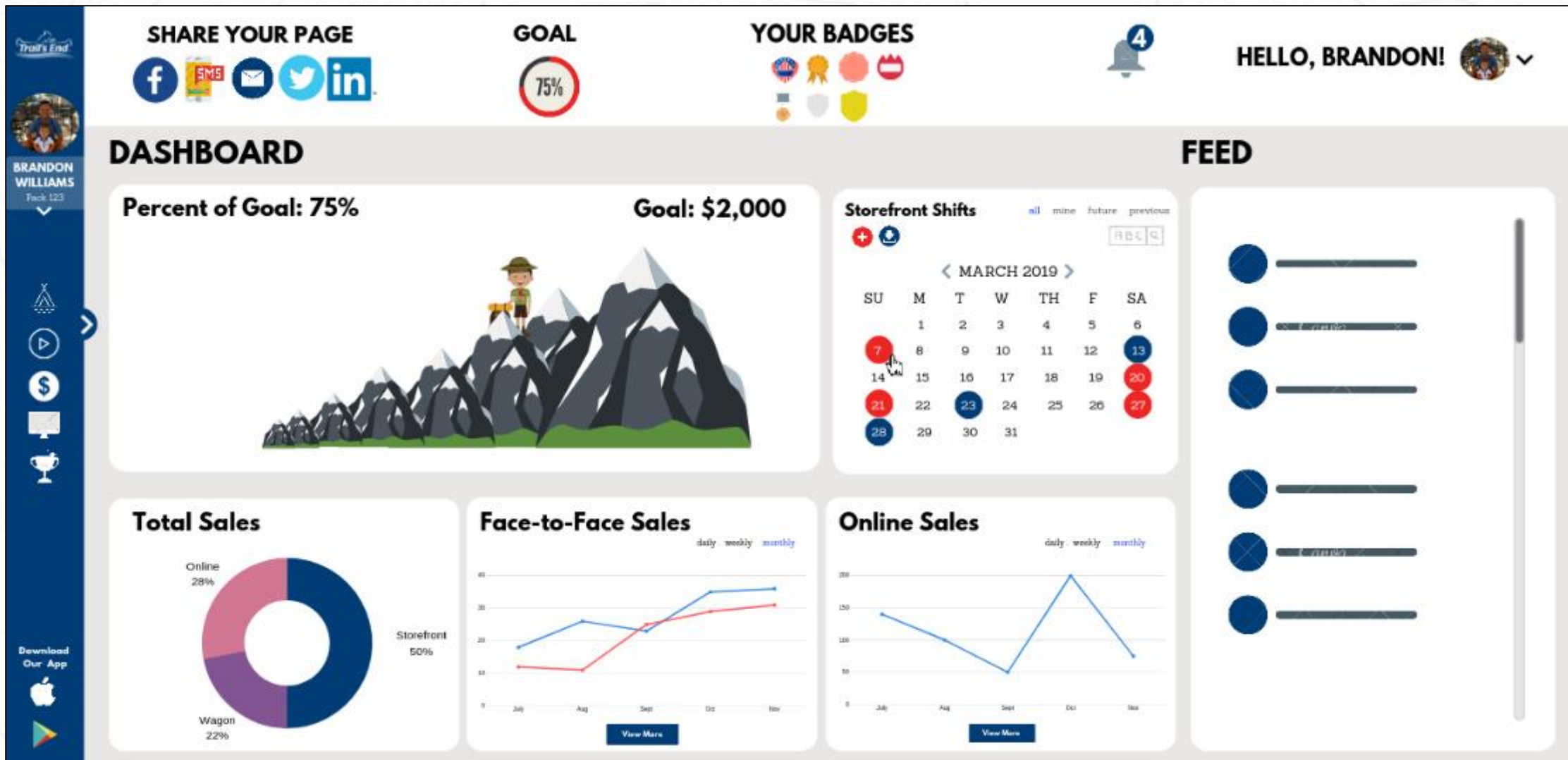


Sale Tracking





Scout Portal





Scout Portal



BRANDON WILLIAMS
Park 121
▼

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 ABC Q

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	Lowes	\$20	Cash
1234562560	01-20-19	Home Depot	\$10	Cash
1234562560	01-20-19	Whole Foods	\$30	Credit Card

Showing 5 of 121 2 3

Wagon daily weekly monthly
Wagon Customers ABC Q all delivered undelivered

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 151 2 3

Storefront Shifts all mine future previous
 ABC Q

< 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

15



Scout Portal



BRANDON WILLIAMS
Pack 123
▼

Dashboard
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Overview
Face-to-Face
Online
 Your Page
 Rewards

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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

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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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



BRANDON WILLIAMS
Pack 123
▼

Dashboard

Unit Info

Training

Popcorn

Sales

Scout Rewards

Acct. Summary

Reports

Download Our App

INVITE YOUR SCOUTS

ORDER POPCORN

4

HELLO, BRANDON!

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%

0 out of 1 registered Scouts recorded an app order.

0%

10 out of 20 storefront sites shifts have been claimed.

50%



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

4

HELLO, BRANDON!

STOREFRONT SALES

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	<div>Select One</div> <div>GO!</div>
Home Depot – Washington Blvd.	01/27/2019	Carmel	2/4	<div>Select One</div> <div>GO!</div>
Kroger – 96 th St.	01/28/2019	Indianapolis	3/5	<div>Select One</div> <div>GO!</div>
Meijer – Whitestown Blvd.	01/29/2019	Whitestown	0/5	<div>Select One</div> <div>GO!</div>
Meijer – Whitestown Blvd.	01/30/2019	Whitestown	0/5	<div>Select One</div> <div>GO!</div>

Showing 5 of 40 Storefront Sites



Unit Leader Portal



BRANDON WILLIAMS
Pack 123
▼
Dashboard
Unit Info
Training
Popcorn
Sales
Wagon Sales
Storefront Sales
Online Sales
Scout Rewards
Acct. Summary
Reports
Download Our App

INVITE YOUR SCOUTS

[ORDER POPCORN](#)
 4
HELLO, BRANDON!

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	<input type="text" value="Select One"/> GO!
Stuart Alexander	\$500	\$250	5	<input type="text" value="Select One"/> GO!
Brandon Williams	\$500	\$350	4	<input type="text" value="Select One"/> GO!
Mitch Manders	\$500	\$400	0	<input type="text" value="Select One"/> GO!
Chris Naviaux	\$500	\$450	0	<input type="text" value="Select One"/> GO!

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

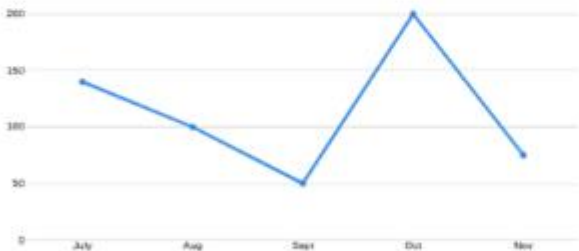


Avg. Ord
\$82

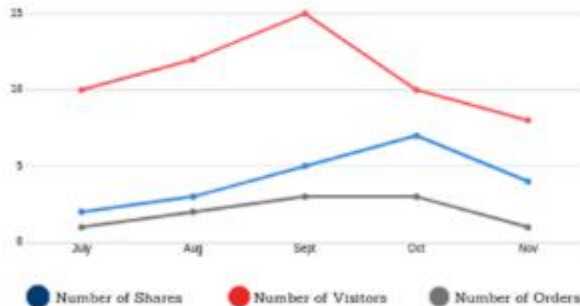
Year to Date

- Today
- Yesterday
- Last Week
- ✓ Year to Date
- Custom

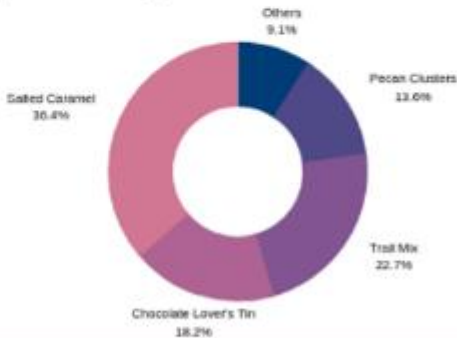
Sales Over Time



Scouts' Online Activity



Top Selling Online Products





TRAIL'S END APP



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

Thursdays (Aug 1-Sept 12), 6:30 PM & 9:30 PM EST

Saturday, August 24, 12:00 PM EST

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

App.Trails-End.com/unit-training **Register Now!**

Unit App Training Webinars

SIGN UP

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

NO WEBINAR JULY 4

Saturday, June 22, 12pm EST

Saturday, July 20, 12pm EST

Saturday, August 24, 12pm EST

In 2018, over 2,300 Scouts tested the Trail's End app, and it led to more sales!

Over **190** units sold almost **\$2 million** testing the app, and sales grew **26%**.

Credit sales averaged **20% higher** vs cash.





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.



2019 SFBAC Popcorn Info Sheet



PRODUCTS



\$55 **Chocolate Lover's Collection**
• Milk Chocolatey Pretzels 17 oz.
• White Chocolatey Pretzels 17 oz.
• Chocolate Caramel Peanut Clusters 7 oz.
• Chocolatey Caramel Crunch™ 15 oz.
Over \$30.00 to local Scouting
Comes in a gift box



\$30 **Cheese Lover's Collection**
• White Cheddar Cheese Corn 5 oz.
• Yellow Cheddar Cheese Corn 5 oz.
• Jalapeño Cheddar Cheese Corn 5 oz.
Over \$20.00 to local Scouting
Comes in a gift box



\$25 **18 oz. Chocolatey Caramel Crunch™**
Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.
Over \$18.00 to local Scouting



\$22 **28 oz. Salted Caramel Popcorn** with Sea Salt
A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.
Over \$14.00 to local Scouting



\$20 **18-Pack Microwave Kettle Corn**
Deliciously sweet and salty popcorn that melts in your mouth.
Over \$12.00 to local Scouting



\$20 **18-Pack Microwave Unbelievable Butter™**
The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.
Over \$14.00 to local Scouting



\$20 **11 oz. White Cheddar Cheese Corn**
the perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite.
Over \$14.00 to local Scouting



\$20 **18 oz. Premium Caramel Corn**
The ideal pairing of sweet caramel popcorn mixed with almonds, cashews & pecans.
Over \$14.00 to local Scouting



\$10 **11 oz. Classic Caramel Corn**
A traditional favorite full of rich caramel flavor.
Over \$7.00 to local Scouting



\$10 **20 oz. Popping Corn**
Trail's End plain kernels for those who like to make popcorn from scratch.
Over \$7.00 to local Scouting



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 no ingredients with), 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 72% goes to local Scouting. Average return based on all Trail's End product sales. ©2019 Trail's End®. All rights reserved.



THE POPCORN SALE



BEST PRACTICES



PLANNING



BUILD A TEAM

- Shared ideas, shared efforts.
- Prevent burnout.
- Pass down tribal knowledge.

PLAN LIKE A BUSINESS

- Why does your Unit sell Popcorn?
- Plan your Ideal Year of Scouting.
- Calculate your IYOS Cost.
- Create your Scout sales goal.





STOREFRONT SALES



SELL AT STOREFRONTS

- ONE Scout per 2-Hour Shift
- Maximize Hourly Sales
- Use every store in your area
- \$18 Avg. Transaction, \$100+/hr
- Expectation of 8 hours per Scout = \$1,000 (Four 2 hour shifts)
- Recruit at the Storefront!

RECRUITING

- We're already selling Scouting!
- Scouts recruiting Scouts
- Have flyers
- Interest list





PERSONAL SALES



DOOR TO DOOR

- Neighbors
- \$28 Avg. Transaction, \$100/hr

FRIENDS, FAMILY, WORKPLACE

- Door to Door
- Friends & Family, Workplace

BLITZ DAYS

- Dens & Patrols are assigned neighborhoods
- Top Selling Den incentive
- Social gathering after





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 TO HELP YOU SUCCEED



TRAILS END SUPPORT

Facebook Group

facebook.com/groups/TEPopcornCommunity

Trail's End App Support

teappsupport@trails-end.com

General Support

support@trails-end.com

THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity