

Trail's End



Quivira Council
**2020 Popcorn App &
Leader Dashboard
Training**
July 22, 2020



WHY POPCORN?

Trail's End[®]



- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Awesome Scout Rewards
- Improve our camps and council resources

OVER **\$4 BILLION**
Returned to SCOUTING since 1980

TRAIL'S END APP

Trail's End®



Text **APP** to 62771 to download the App.

Text **APPGUIDE** to 62771 to download the App Quick Start Guide.

Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

ONLINE DIRECT

Trail's End®



Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn **Double Points** for TE Rewards
- Traditional products and prices
 - \$10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer.

Text **MYPLAN** to 62771 to download:
How to Sell \$1,000 Social Distancing





HOW IT WORKS

TWO WAYS TO SELL



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click you link to place online orders.
3. Products ship to your customers.



TAKE ONLINE DIRECT ORDERS IN THE APP

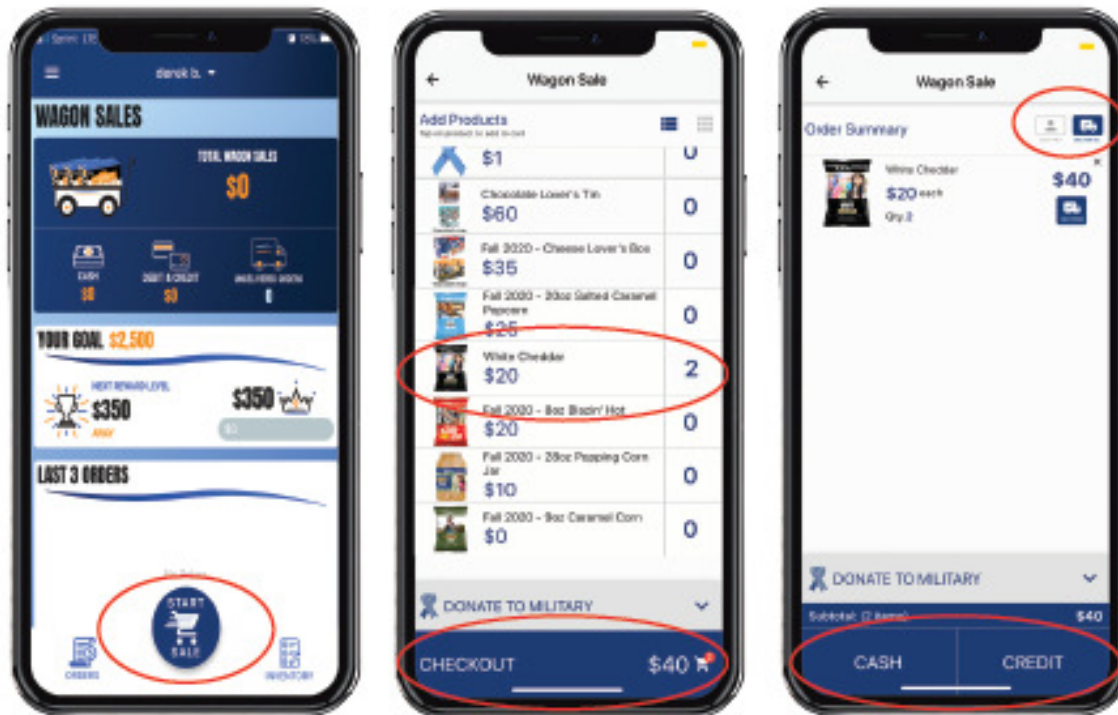
1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

TRAIL'S END APP

Trail's End[®]



RECORD A WAGON SALE



Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

Show and Sell starts Sept 25

- Available for Units who choose to place a Show and Sell order by September 4
- When product arrives, Units may check out product to their scouts and the Wagon Sale should be used in the app if selling door to door
- Remember to mark the product as delivered in the app if you have it on hand and give to your customer
- Earn 1.5 points for every dollar in credit card sales and one point for every dollar in cash sales towards Amazon gift card in addition to the commission earned for your Unit

ACCEPTING CREDIT/DEBIT

Trail's End[®]



CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT"

Trail's End pays for all credit card fees!

- **Bigger Rewards** – Earn 1.5pts per \$1 sold in the Trail's End App
- **Safer** – Scouts and Popcorn Kernels don't have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



READER CLAIMING

Trail's End[®]



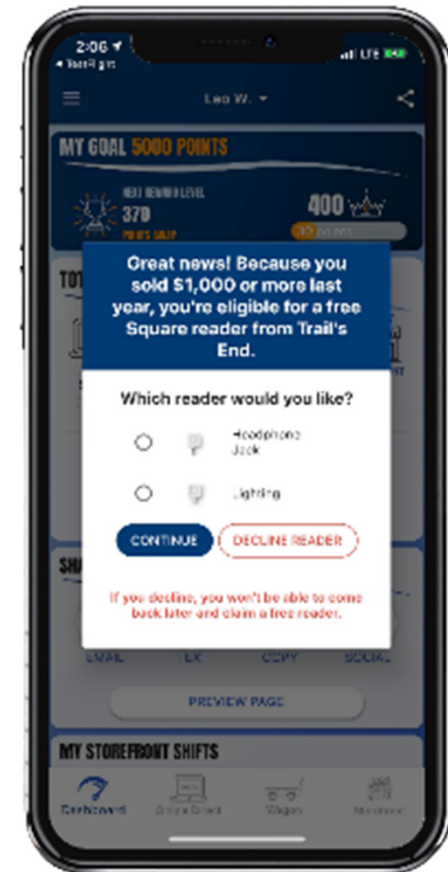
Square Readers for Units and Scouts:

- Units who sold \$2,500 or more will receive a FREE reader at their August District Roundtable
- Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
- Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

Deadline extended to July 31. Please respond to your District Kernel with the following:

- List of \$1,000+ scouts, preferred credit card reader type **and** their mailing address
- Please also confirm if you DID NOT have any \$1,000+ sellers

The readers will ship from Trail's End to the address provided for each scout.



TRAIL'S END REWARDS

Trail's End®



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

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

6,000 pts Earn a \$450 Amazon.com Gift Card	REWARD IDEAS 	1,750 pts Earn a \$70 Amazon.com Gift Card	REWARD IDEAS
5,000 pts Earn a \$375 Amazon.com Gift Card	REWARD IDEAS 	1,500 pts Earn a \$60 Amazon.com Gift Card	REWARD IDEAS
4,000 pts Earn a \$300 Amazon.com Gift Card	REWARD IDEAS 	1,250 pts Earn a \$50 Amazon.com Gift Card	REWARD IDEAS
3,500 pts Earn a \$250 Amazon.com Gift Card	REWARD IDEAS 	1,000 pts Earn a \$40 Amazon.com Gift Card	REWARD IDEAS
3,000 pts Earn a \$200 Amazon.com Gift Card	REWARD IDEAS 	800 pts Earn a \$30 Amazon.com Gift Card	REWARD IDEAS
2,500 pts Earn a \$100 Amazon.com Gift Card	REWARD IDEAS 	600 pts Earn a \$20 Amazon.com Gift Card	REWARD IDEAS
2,000 pts Earn an \$80 Amazon.com Gift Card	REWARD IDEAS 	400 pts Earn a \$10 Amazon.com Gift Card	REWARD IDEAS

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates consent to program terms at: <https://www.trails-end.com/terms>

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

SCOUTS EARN *DOUBLE* ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

TRAIL'S END REWARDS

Trail's End[®]



LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

Why do Scouts love Trail's End Rewards?

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail's End Rewards?

- The Trail's End leader portal is a one-stop shop for everything, including Rewards ordering.
- Orders are tracked automatically for leaders when Scouts sell with the app and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate Scouts through the App.

TRAIL'S END REWARDS

Trail's End[®]



EXAMPLE OF SCOUT/UNIT REWARDS UNDER THE NEW TE REWARDS PROGRAM

Scout A

Sells \$200 online direct via credit card (400 points)

Sells \$300 via credit card in product they have on hand when Unit's Show & Sell product arrives in Sept (450 points)

Sells \$150 cash sales in product they have on hand when Unit's Show & Sell product arrives in Sept (150 points)

This equals **1,000 points** which earns the scout a **\$40 Amazon card** from Trail's End.

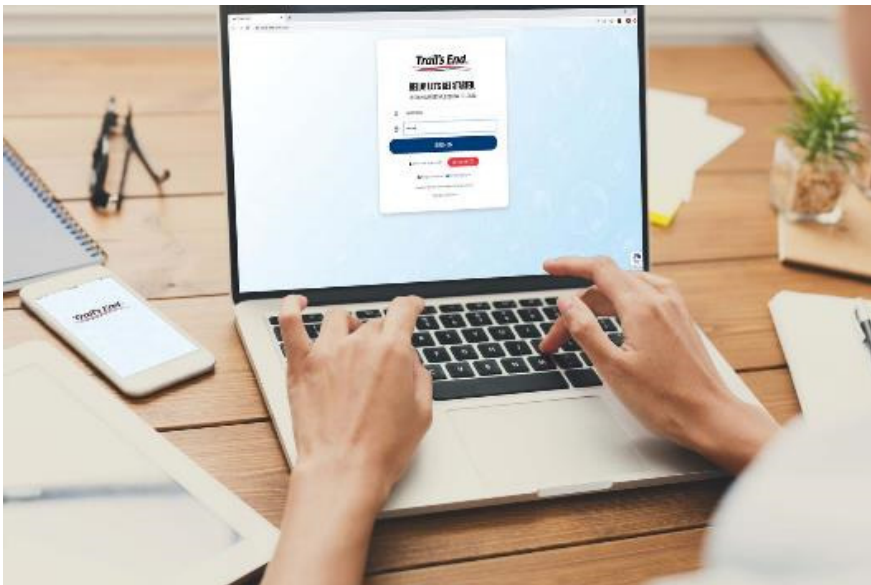
NOTE: The Amazon gift cards are earned in addition to the commission that the Unit earns.

In this example, the scout had \$650 in sales which at 29% commission (assumes that the Unit kernel attended training to earn the extra 1% commission) would earn the Unit **\$188.50**.

In Troop ABC, they take the commission earned and split it 50/50 between Scout and Troop. For \$650 in sales, the Scout and Troop would both earn **\$94.25** AND the scout earns a **\$40 Amazon card**. I would estimate it might take 6 hours for the scout to sell \$650 in sales.

For this example, they would earn **\$22.37/hour** worked (\$134.25 in commission and gift card/6 hours).

TRAIL'S END LEADER PORTAL *Trail's End*



Login at: www.Trails-End.com
with your Trail's End Leader account.

One Platform to Manage Your Fundraiser

- **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
- **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
- **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
- **Place Popcorn Orders** - Order popcorn for your council's scheduled pick-ups.
- **Submit Rewards** - Submit Trail's End Reward orders for Scouts.

TRAIL'S END LEADER PORTAL *Trail's End*



LEADER DASHBOARD

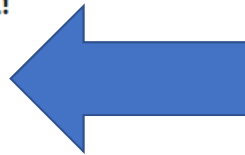
- **Invite your Scouts** – at the top left of the page, click on the envelope to invite your scouts via email or the cell phone to invite your scouts by text message.
- **Set a Goal** – discuss with your Unit's leadership committee and click on the blue pencil to set your Unit's goal

GOAL PROGRESS



SET A GOAL!

\$0



\$0

KEEP ON PUSHIN!

YOUR UNIT HAS MET THEIR GOAL

BONUS COMMISSION

- Units who sold \$25k or more in 2019, boost sales by 10% in 2020, will receive additional 2% commission
- Units who sold between \$15k - \$24,999 in 2019, boost sales by 20% in 2020, will receive additional 2% commission
- Units who sold less than \$15k in 2019, boost sales by 30% in 2020, will receive additional 2% commission

TRAIL'S END LEADER PORTAL *Trail's End*



LEADER DASHBOARD

• REAL TIME STATS FOR YOUR UNIT

- Total Sales
 - Storefront, Wagon or Online
 - Cash, App Credit or Online Credit
- Storefront Shifts Claimed
- Total Scouts Registered
- Average Sales per Scout
- Number of Orders
- Scouts
 - Storefront hours, total sales, reward points, inventory, cash owed, goal
 - Clicking on the black arrow at the right allows the kernel to modify the following:
 - Shift Management (remove scout if they do not show up for shift)
 - Manage cash (if scout turns in money, you add it to their account here)
 - Inventory (check out product to scout or remove product if they turn back in)
- Products
 - Shows break down by product type/checked out/sold/percentage of sales

TRAIL'S END LEADER PORTAL *Trail's End*



UNIT INFO

- **Scout Roster** – select drop down arrow on right side to move scout to another Unit or remove scout.
- **Storefront Settings** – choose your Unit's Calculation Method. Select how you want to allocate your Scouts' storefront sales, choose default time zone, duration of each shift, number of scouts/shift and date when you want to release the shifts for scouts to sign up.
- **App Settings** –. Select whether your Scouts can modify the sales price of an item in the app. Should be set to “NO” at the beginning of the sale. This can be turned to “YES” at the end of the sale if there is extra product the Unit may have leftover.
- **Unit Team Members** –.give other members of your popcorn team access to your leader dashboard
- **Manage Unit W9 and Bank Account Information** – if your Unit ends up with more in credit card sales than cash/check sales, the banking information can be added at the end of the sale so that Trail's End is able to send your Unit the appropriate dollar amount. .

TRAIL'S END LEADER PORTAL *Trail's End*



TRAINING

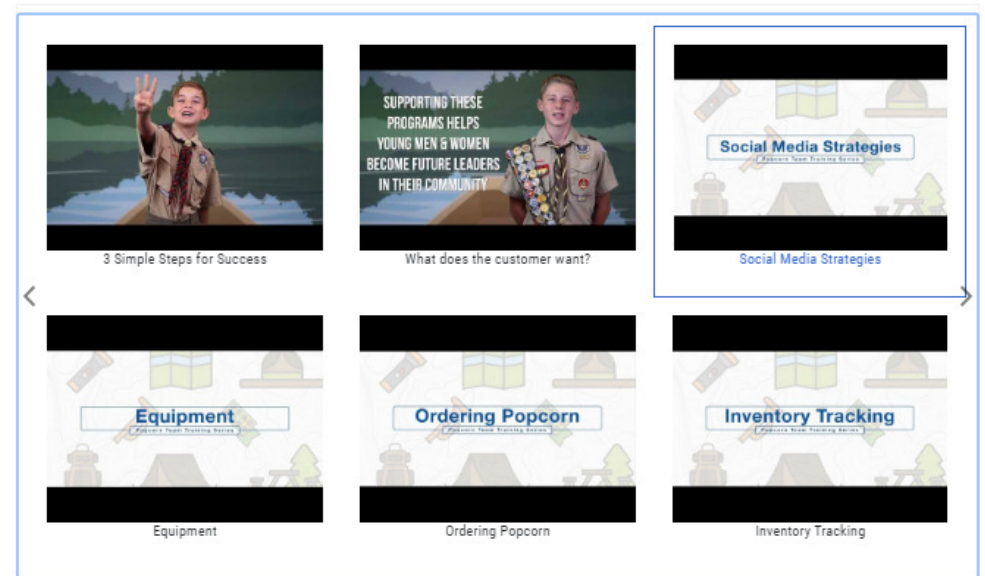
- **Training Videos**

- Team building and planning, goal setting, popcorn kickoff, social media strategies, ordering popcorn, inventory tracking & more

TRAINING VIDEOS



Social Media Strategies



TRAIL'S END LEADER PORTAL *Trail's End*






TRAINING











- **Training Assets (PDF guides)**
 - Trail's End App, Popcorn Kickoff, Storefront Sales and Scout Resources

TRAINING ASSETS

Trail's End App

-  App Quick Start Guide
-  2020 Online Direct Changes
-  Unit Payout Schedule

Scout Resources

-  Scout Script & Tips Card
-  Top Seller Pledge
-  Trail's End Rewards Flyer
-  Path to Advancement Flyer
-  Traditional Product Spread
-  Online Product Spread
-  How to Sell \$1000 Social Distancing
-  Family Guide - Online Direct
-  Family Guide - Cover Page
-  Family Guide - Take Order Form

Popcorn Kickoff

-  Popcorn Kernel Guide
-  Unit Kickoff Presentation
-  Fund Your Scouting Program Social Distancing
-  Script Cards

Storefront Sales

-  Storefront Reservation Guide
-  Vinyl Banner - Support Scouting
-  Sales Shift Report
-  Vinyl Banner - Cub Scouts
-  Vinyl Banner - Troops
-  Vinyl Banner - Female Troops
-  Flip Board
-  Selling Location Request Letter
-  Sales Code of Conduct

TRAIL'S END LEADER PORTAL *Trail's End*



STOREFRONT MANAGEMENT – CREATING

- Click on “Add Storefront” to add store information/date selling once confirmed with store
- Click on black arrow on right side to open up menu options
 - Click on “Shift Management” and then “Add Shift+” to add time range and number of scouts per shift
 - Continue to click “Add Shift+” for additional shifts, note the system will automatically add a shift based on the time frame added for the first shift and the number of scouts defaults to what is listed in your storefront settings on the Unit Info tab.

SITE NAME	DATE	SALES	INVENTORY?	\$ OWED			
ABC Store	09/26/2020	\$0.00	NO	\$0.00			

STOREFRONT SHIFTS

ABC STORE - WICHITA (09/26/2020)

No data available

ADD SHIFT +

SITE INFO

SHIFT MANAGEMENT

MANAGE CASH

INVENTORY

VIEW ORDERS

REPORTING

1

2



3

TRAIL'S END LEADER PORTAL *Trail's End*





STOREFRONT MANAGEMENT – COPYING

- To copy an existing date of storefront shifts to a new date, click on the blue rectangle
- Enter the new “Sale Date”, update store information (if applicable) and click on “Save Copy” at bottom

SITE NAME	DATE	SALES	INVENTORY?	\$ OWED	
ABC Store	09/26/2020	\$0.00	NO	\$0.00	  1

Site Name *	ABC Store	Sale Date	
Address Line 1 *	10222 W 21st St N	Contact Name	Sally Manager
Address Line 2 (if needed)		Email Address	
City *	Wichita	Phone Number	
Postal Code *	67205	Site Instructions	
Select State *	Kansas	Choose Timezone *	Central
Enter Event Registration Begin Date & Time	9/17/2020		08:00 pm

SHIFTS TO BE COPIED		
START TIME	END TIME	MAX SCOUTS
12:00 pm	01:00 pm	3
01:00 pm	02:00 pm	3
02:00 pm	03:00 pm	3
03:00 pm	04:00 pm	3

2  **3** 



POPCORN ORDERS

- To view prior year orders, click on the upper right corner to change to “2019 Selling Campaign”
- To order popcorn for the 2020 sale, change back to the “2020 Selling Campaign” in the upper right corner and then click on order popcorn on the left.

POPCORN ORDERS

Change the year in the campaign dropdown menu to view orders from previous years.

Order Popcorn

Invoice Statement

2020 SELLING CAMPAIGN

2019 SELLING CAMPAIGN



TRANSFERS & RETURNS – SHOW & SELL UNITS ONLY

- Transfers of product between Units will be handled within the Trail's End system at the Unit level.
- The Council will not be involved in any Unit transfers.
- Utilize our Quivira Council Facebook page to post extra product or if you are in need of product.
- Unit with extra product will initiate the transfer and receiving Unit will accept it.
- If you have any question, please reference more detailed instructions in your leader's guide.

TRAIL'S END LEADER PORTAL *Trail's End*



REWARDS

Steps for placing your Rewards order:

1. Scouts must have a registered Trail's End account to qualify for Trail's End Rewards.
 - Make sure you have submitted all American Hero Donations to your council.
 - The total of all Scout sales cannot exceed the total value of popcorn ordered from your council plus online sales.
2. Once all Scout sales totals are correct, click the "Submit Scout Rewards" button.
3. If your unit invoice is not paid in full with your council, your unit Rewards order will remain in pending payment status until paid in full.
4. Scouts' Amazon.com Gift Cards will be released for redemption in their Trail's End Scout account 5 days after submission, unless your unit invoice is not paid in full and if your order requires additional review.
5. You may recall your Rewards submission within the 5 day window to make changes; however, resubmitting restarts the 5 day approval process.
6. All gift card amounts are final once released.
7. Scouts can continue to reach additional Rewards levels after the first submission if sales qualify them for the next level. If this happens, you will need to submit an additional order for these Scouts.
 - Once a Rewards Order is submitted, only sales occurring after the order submission date can be adjusted.



TRAIL'S END LEADER PORTAL *Trail's End*[®]



ACCOUNT SUMMARY

OPEN BALANCES

Due to Council: \$0.00

[Invoice Statement](#)

Unit Payout Available: \$0.00 **i**

Unit Credit Pending: \$0.00 **i**

Next Available Payout Date: 07/28/2020

[Request Payout](#)

[Payout History](#)

UNIT COMMISSION DETAIL

Commission Type	%	Status
Base	28	<input checked="" type="checkbox"/>
Attend Training	1	<input type="checkbox"/>
Sale Benchmarks	2	<input type="checkbox"/>

TRAIL'S END LEADER PORTAL *Trail's End*[®]



REPORTS

- Select “Date Range” at the top right and then “Run Report” for one of the five reports below

Date Range



Master Shift Report

This report provides a list of all storefront shifts over the specified date range

Run Report



Undelivered Items by Scout

This report serves to create a list of packing slips for each Scout. That way the PK knows what popcorn each Scout needs to fill their undelivered orders.

Run Report



Inventory Transaction Report

This report provides a list of inventory transactions for your unit, Scouts, and storefronts.

Run Report



Sales Transaction Report

This report provides a list of sales transactions.

Run Report



Sales Transaction Detail Report

This report provides a list of transaction details by sale.

Run Report

TRAIL'S END FACEBOOK

Trail's End[®]



Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community .

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!

The screenshot shows the Facebook interface for the "Trail's End Popcorn Community". At the top left is the Facebook logo and a "Sign Up" button. On the right, there are input fields for "Email or Phone" and "Password", a "Log In" button, and a link for "Forgot account?". The main content area features a large photo of three Boy Scouts in uniform working with a large American flag. To the right of the photo, the "Trail's End" logo is displayed above two admin profiles: SEAN STANFORD (TE ADMIN) and SAM HAUCK (TE ADMIN). At the bottom left, there is a "+ Join Group" button and a "More" button. Below the "More" button, a small text prompt reads "Join this group to see the discussion, post and comment."



Link for the Quivira Council Popcorn Facebook page:
<https://www.facebook.com/groups/QuiviraCouncilPopcorn/>



IDEAS FOR SOCIAL DISTANCE SELLING

Trail's End[®]



- STEP 1** **Create a Trail's End account for your Scout.**
 - Text APP to 62771 to download the Trail's End App.
- STEP 2** **Make a list of 30+ people you know to ask for support.**
 - With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).
- STEP 3** **Draft your Scout's sales pitch.**
 - Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?
- STEP 4** **Build your Scout's personalized fundraising page.**
 - Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.
- STEP 5** **Ask for support.**
 - Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
 - For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).
- STEP 6** **Ask for support in the neighborhood.**
 - Ask neighbors for support in local Facebook Groups, Apps (Next Door).
 - Visit 30 homes in your neighborhood
 - Use the cart sharing feature to remain socially distanced.

START SELLING EARLY

Trail's End[®]

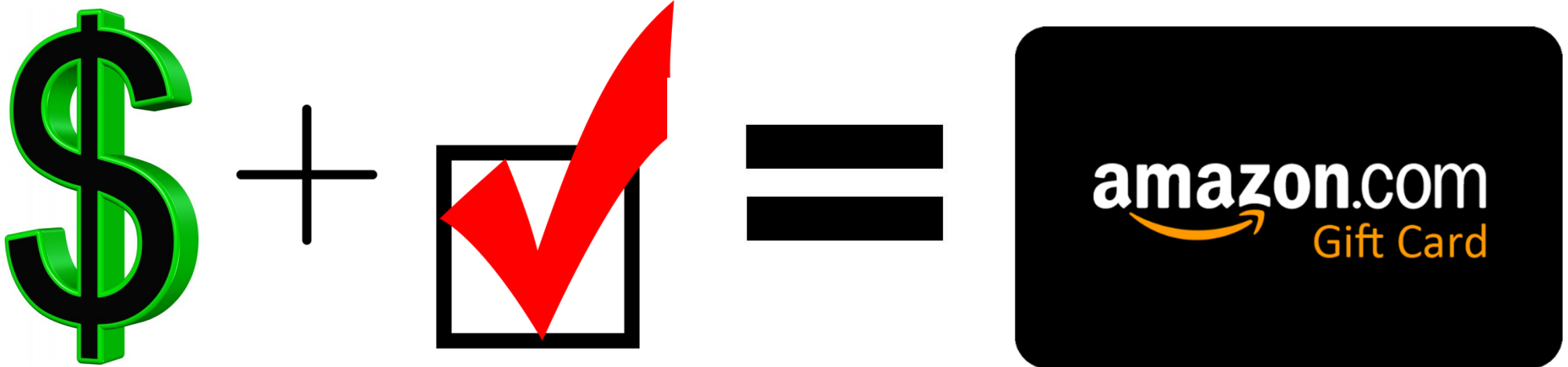


Reasons to Start Selling in July & August

- Uncertainty of COVID-19
- Trail's End Online Direct promotion:
 - Units earn 5% of Online Direct sales from Jul 1 - Aug 15 as an Amazon.com gift card*

***Unit must be registered to sell by no later than August 15, 2020 to qualify.**

COMMIT NOW: www.trails-end.com/unit-registration



TRAIL'S END WEBINARS

Trail's End[®]



UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019



Register to attend one of the webinars:

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text **WEBINAR** to 62771 to Register!

LEADER DASHBOARD DEMO

Trail's End[®]



HOST A VIRTUAL KICKOFF

Trail's End[®]



Use Zoom (or similar software)

Agenda:

- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
 - Text **APP** to 62771 to download.
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.

SUPPORT

Trail's End[®]



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text SCOUTFB to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.support.trails-end.com

COUNCIL SUPPORT TEAM

Stuart Goins

Director of Field Service

Stuart.goins@scouting.org

P: 316.491.2230

C: 318.588.1223

Jessica Riley

Invoice Support

Jessica.riley@scouting.org

P: 316.491.2226

DISTRICT CONTACTS

Trail's End



KANZA

**Shanna Miller,
District Kernel**

smigcowgirl@yahoo.com

C: 785.623.3972

OSAGE NATION

**Trystan Thompson, District
Kernel**

trysiet@gmail.com

C: 620.750.0197

PAWNEE

**Leroy Harvey,
District Executive**

leroy.harvey@scouting.org

C: 620.242.4033

SOUTHWINDS

**Joanne Ging,
District Kernel**

swpopcornkernel@gmail.com

C: 620.229.3069

**Justin Bell,
District Executive**

justin.bell@scouting.org

C: 316.323.0552

WHITE BUFFALO

**Sherri Hamilton,
District Kernel**

wbpopcornkernel@hotmail.com

C: 316.304.1337

**Michael Redondo,
District Executive**

michael.redondo@scouting.org

C: 951.313.2562

IMPORTANT DATES

Trail's End[®]



- **July 1 - Online Direct Popcorn Sales Begin/App Available to Download**

FIRST DISTRIBUTION SCHEDULE

- September 4 - Show & Sell Orders due in Trail's End system
- September 24 - Show & Sell Distribution for White Buffalo and Southwinds Districts
- September 25 - Show & Sell Distribution for Kanza and Pawnee Districts
- September 26 - Show & Sell Distribution for Osage Nation
- September 25 - Show & Sell/Red Wagon Popcorn Sales Begin

SECOND DISTRIBUTION SCHEDULE

- October 25 - Popcorn Orders Due in Trail's End system
- November 12 - Take Order Distribution for White Buffalo and Southwinds Districts
- November 13 - Take Order Distribution for Kanza and Pawnee Districts
- November 14 - Take Order Distribution for Osage Nation District

IMPORTANT DATES/CHANGES *Trail's End*



Product Availability

- Because of the uncertainties of the Fall, Trail's End has decided to honor initial product orders for Units but cannot guarantee additional product to Councils. This has caused Councils across the country to look at their plan of action. With that said, the Quivira Council **will not offer additional product dates**. Please review your initial Show & Sell order this year and make the best decision when placing your order. The Council would ask that Units focus on the take order and online direct portion of the campaign.
- Units will also be able to transfer products between Units utilizing the Trail's End system. The Council will not be involved in this process.
- Note the Return Policy was 3% in 2019 but has been increased to **10% in 2020**
- Friday, October 16, 2020 Popcorn Returns from 1:00-4:00p.m. (10% Return Policy)
- Friday, October 23, 2020 Popcorn Returns from 1:00-4:00p.m. (10% Return Policy)
- **Friday, October 30, 2020 PAYMENT DUE FOR SHOW & SELL** - Only "UNOPENED Cases" will be accepted from 8:00a.m. - 4:00p.m. (10% Return Policy)

IMPORTANT CHANGES

Trail's End[®]



UNIT COMMISSION

- All Units will have the same commission structure and participate in the Trail's End Rewards program
 - Base commission is 28%
 - Earn an additional 1% by attending one or more of the Council/District trainings
 - Units who sold \$25k or more in 2019, boost sales by 10% in 2020, receive additional 2% commission
 - Units who sold between \$15k-\$24,999 in 2019, boost sales by 20% in 2020, receive additional 2% commission
 - Units who sold less than \$15k in 2019, boost sales by 30% in 2020, receive additional 2% commission
 - ALL Scouts earn points towards Amazon gift cards at approximately 4-5% of Unit's total sales

PRODUCTS FOR 2020 SALE

- Unbelievable Butter Microwave Box is ONLY available through Online Direct and has changed to a 12-pack at \$25 due to 60-70% increased demand for microwave popcorn over the past several months
- Popping corn packaging now comes in a plastic jar and the cost is \$15
- New Unbelievable Butter ready to eat bag is priced at \$15 and new Blazin' Hot ready to eat bag is priced at \$20
- Cheese Lover's Collection is one large bag of White Cheddar and Blazin' Hot and costs \$35
- Chocolate products are ONLY available through Online Direct and start shipping October 5
- NO Premium Caramel Corn with Nuts or Kettle Corn due to production line changes at Trail's End
- Classic Caramel (\$10), White Cheddar (\$20) and Salted Caramel (\$25) are the same as last year

Appendix: Resources

Trail's End[®]



Text **the keywords below** to 62771 to Download.

Leaders	Keyword	Description
	KERNELGUIDE	Popcorn Kernel Guide (PDF)
	KICKOFF	Unit Kickoff Presentation (PPT)
	WEBINAR	Link to Webinar Registration Portal
	FACEBOOK	Link to join the Trail's End Facebook Group

Scouts	APP	Link to download the Trail's End App
	APPGUIDE	App Quick Start Guide for Scouts (PDF)
	MYPLAN	How to Sell \$1,000 Social Distancing (PDF)
	SCOUTFB	Link to join the Trail's End Scout Parents Facebook Group
	REWARDS	Trail's End Rewards Flyer (PDF)
	ORDERFORM	Take Order Form (PDF)

Appendix: Traditional Products *Trail's End*



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS



Cheese Lover's Collection

Over \$22 to local Scouts*
Contains Milk

- White Cheddar Popcorn
 - Blazin' Hot Popcorn
- Comes in a gift box.

\$25



Salted Caramel Popcorn

Over \$17 to local Scouts*
Contains Milk and Soy

\$20



Blazin' Hot Popcorn

Over \$14 to local Scouts*

\$20



White Cheddar Popcorn

Over \$14 to local Scouts*
Contains Milk

\$15



Unbelievable Butter™

Over \$10 to local Scouts*

\$15



Popping Corn Jar

Over \$10 to local Scouts*

\$10



Caramel Corn

Over \$7 to local Scouts*
Contains Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

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

Donation Levels

\$50 **\$30**

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!

Appendix: Online Direct

Trail's End®



\$35 Chocolatey Caramel Crunch Tin



\$30 Chocolatey Caramel Crunch



\$30 Dark Chocolate Salted Caramels



\$25 Salted Caramel Popcorn



\$25 Unbelievable Butter 12pk



\$20 White Cheddar Popcorn



\$20 Blazin' Hot Popcorn



\$15 Unbelievable Butter Popcorn



\$15 Popping Corn Jar



\$10 Caramel Corn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.

Appendix: Online Direct

Trail's End[®]



\$70 Chocolate Lover's Tin

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$65 Chocolate Lover's Bundle

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch



\$35 Cheese Lover's Bundle

- (1) White Cheddar Popcorn
- (1) Blazin' Hot Popcorn

Customers pay shipping: \$7.99 plus \$.99 per additional item (bundles of 2 are \$8.98; bundles of 3 are \$9.97). Products & pricing subject to availability and change.

Appendix: Donations

Trail's End[®]



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states



THANK YOU

Trail's End[®]



Thank
You!



Thank
You



Thank You!

AMERICA'S POPCORN SALE - FUNDING ADVENTURES!

OVER \$4 BILLION BACK TO SCOUTING SINCE 1980