

Greater Los
Angeles Area
Council
2023
KICKOFF!

Trail's End™



WHY POPCORN?



Fund Your Adventures

Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management
- Service to others – Heroes to Helpers and Food Drive (optional)

Scouts Earn Rewards

- Amazon e-gift cards
- Millions of rewards to choose from

Merit Badge Opportunity



Zoom Class coming August 16th for Salesmanship!

- Help scouts achieve this merit badge.
- Scouts will learn self-confidence, motivation, friendliness.
- How to overcome obstacles within a campaign.



Membership Opportunities *Trail's End*[®]

Membership Kit Availability With Your Popcorn

Order

- Packet will include QR Code
- Information on Scouting program
- Highlight different activities available within scouting



WAYS TO SELL



WAYS TO SELL



STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

WAGON SALES

- Any 'Face to Face' sale not at a storefront
- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

ONLINE SALES

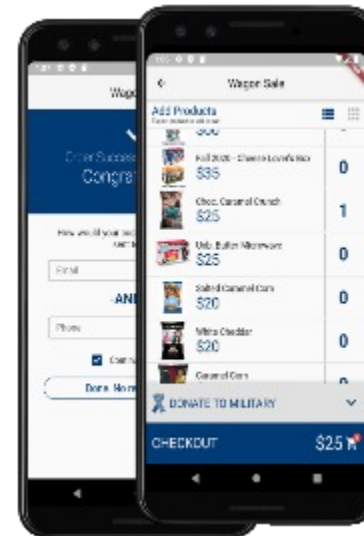


Via the Trail's End App
No Cash or Product Handling
\$65 Average Order Value



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship directly to your customer's home.



DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October*, Black Friday & Cyber Monday

*Subject to Change

ONLINE SALES

www.trails-end.com



Shipping Information Effective 7/5/2023

- **\$65+ Free Shipping** (vs. \$70)
- **\$10.99 Paid Freight** (vs. \$13.99)
- **+\$3.00 Handling**
 - Microwave, Popping, Sea Salt Snack Pack (new)



MAKE YOUR SALE EASY!



Trail's End App for Scouts

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- www.trails-end.com/leader
- Place Popcorn Orders
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
 - Track progress toward goals
 - Inventory monitoring
 - Oversee storefront sign-ups
 - Storefront setups
 - Split sales
 - Manage accounting and more!

TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP

CREDIT CARDS



- Many consumers prefer credit or debit card transactions
 - “Advise your customers we prefer credit or debit payments”
- Trail’s End & GLACC covers credit card fees for transactions recorded via the APP*
- Earn more Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail’s End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen**

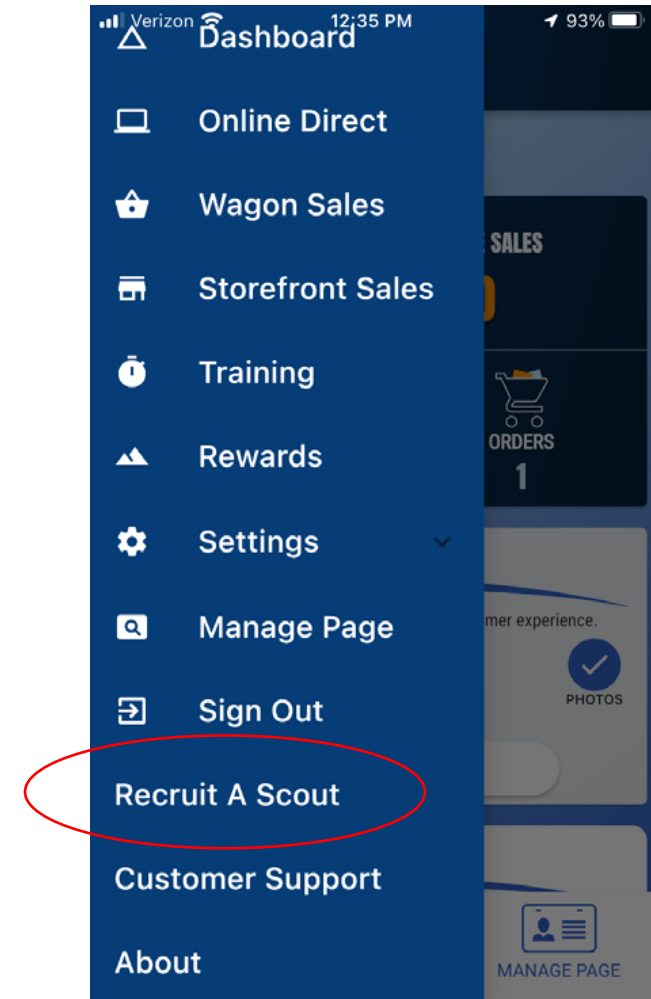
**TIP: Recording sales via the Trail’s End app is required for credit card fees to be covered (Square app not required)*

***NOTE: Using Pay Now does not qualify as a credit card sale towards Trail’s End rewards points*

RECRUIT A SCOUT



The 'Recruit a Scout' feature in the App allows you to collect contact info from families interested in joining Scouting while selling popcorn. The completed form triggers an email to the Unit Leader, the Council, and the potential recruit gets an email with for more information.



A SUCCESSFUL SALE



A SUCCESSFUL SALE



Unit Leader Preparation

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

Prepare your Scouts & Families

- New Scout? Download the app
 - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

BUDGET & GOAL



- **PLAN YOUR ADVENTURES FOR THE YEAR!!**
- Determine Unit expenses
 - Dues
 - Advancements
 - Supplies
 - Etc.
- **PARENTS MUST KNOW WHAT THEY GET FOR HITTING THE GOAL!**
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

Obtain Kernel Guide for planning (TE Leader Portal)

UNIT KICKOFF



Make it fun

- Create excitement with food, games, and prizes

Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL



Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

“Hello, I’m [Your First Name] from [Pack#]”

- Let people know your goals

“I’m earning my way to [adventure or summer camp]”

- Close your sale

“Can I count on your support today?”

- Thank your customer and end your sale

“Thank you, we prefer credit / debit payment”

Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

TIP: Visit the app training section: How to guides, tips, and resources

2023 TRAINING & LIVE SUPPORT



Attend Live Moderated Webinars

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

Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

TRAIL'S END MANAGED STOREFRONTS



- Prime hours and prime locations booked by Trail's End
- Plenty of hours still available!!

Benefits

- Saves Unit Leaders time
- Provides more opportunities for all Scouts to earn their way
- Improves relationships with store managers

Best practices when booking your own storefronts:

- Determine high foot traffic days, times, and locations (Google Analytics)
- Book one to two months in advance
- Visit the store in your Uniform with one or more Scouts
- Shop the store, then request to speak with the manager
- If permission is granted, ask for and notate expectations and follow the rules
- Always say ‘Thank you!’

REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

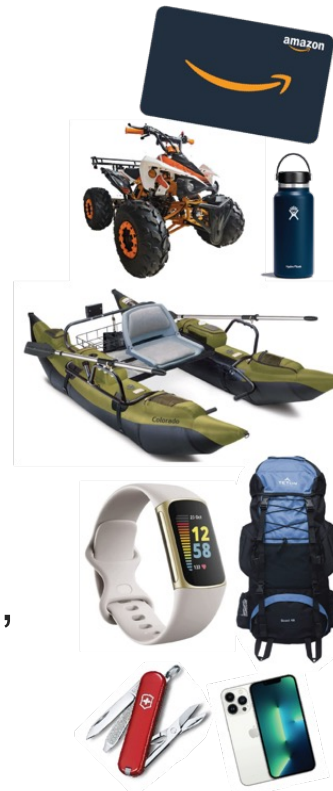
Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!*



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.

Download on the App Store

GET IT ON Google Play

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



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TRAIL'S END 2023

TRADITIONAL PRODUCTS



Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$15



White Cheddar
Popcorn

\$20



S'mores
Popcorn

\$25



Unbelievable
Butter Microwave
Popcorn

\$25



Salted
Caramel Corn

\$25



Chocolatey
Pretzels

\$30



Sea Salt
Popcorn

\$50



S'MORES ORDERING INFORMATION



- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.

Order Recommendations



- With the new products, Trail's End will help you with your ordering.
- Simply enter the \$ dollar amount you want to order and qty's of each item will auto populate.

The screenshot shows the Trail's End ordering system interface. At the top, it says "Invite Your Scouts" and "Hello, Adam!". The main heading is "austin test 2023 2023-03-08" with a "Back" button. Below this, there's a question: "How much in RETAIL DOLLAR SALES does your unit want to order?" and instructions: "Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts. The amounts..." There's a text input field with "\$0" and an "Auto" button. Below that, a note says "*Only use the Auto Populate button...".

A modal window titled "Order Recommendations" is overlaid on the screen. It contains the following text:

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button.

Your order will be pre-populated for your review. Then, submit your order to your council.

Below the text is a text input field with "\$0" and a spinner icon, and a red "Auto Populate Order" button.

In the background, a table is visible with columns for "Product", "Surplus/Shortage", and "Final Unit Order". The table lists several products with their respective quantities and unit orders.

Product	Surplus/Shortage	Final Unit Order
Salted Caramel P...	cs: 4	cs: 4
Popping Corn Ja...	cs: 3	cs: 3
12oz Salted Virg...	cs: 3	cs: 3
Caramel Corn Ba...	cs: 4	cs: 4
Salted Caramel P...	cs: 3	cs: 3
Unbelievable Butter Popp...	cs: 5	cs: 5
\$1 Heroes and Helpers Donation	cs: 0 ct: 0	1:1
	cs: 1040	cs: 1040

At the bottom of the screen, there are summary statistics: "QTY: 1062", "Base Commission: 35%", "Earnings: \$2245.60", and "Total: \$6416.00".

ONLINE ASSORTMENT

www.trails-end.com



\$27



\$34



\$20

IMPROVED FLAVOR



\$25



\$25

NEW



NEW

\$50



\$72

NEW



\$42

NEW



\$47



\$62



\$54



\$45

NEW

Road Trip Variety Pack

Movie Night Bundle

Picnic Bundle

Let's Go Hiking Bundle

Ultimate Snack Pack

Game Night Bundle



\$27



\$35



\$30



\$55

LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*Products & Pricing are subject to change

ORDERS & DISTRIBUTION



Order Due Dates

- 1st Order: **Friday July 28th**
- 2nd Order: **Monday Sept 4th**
- 3rd Order: **Monday Oct 2nd**













- Final Order: **Monday Oct 23rd**

Distribution

- 1st Order: **Thursday Aug 17th**
- 2nd Order: **Thursday Sept 14th**
- 3rd Order: **Thursday Oct 12th**

- Final Order: **Thursday Nov 9th**

Daylight Transport

 Mid-Size Car	>>	 20 Cases
 Small SUV	>>	 40 Cases
 Crossover	>>	 40 Cases
 Mini-Van	>>	 60 Cases
 Large SUV	>>	 70 Cases
 Full-Size Van	>>	 70 Cases

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

2023 COUNCIL SALE SPECIFICS



COMMISSION



Commission for ALL Sales

35%

Keeping it SIMPLE!

KERNEL CHECKLIST



July/August

1. Determine your budget & set your goals
2. Place an initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's Cub Scout recruiting season! Register their account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit; progress toward goals, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e., incentives and reminders of what funds do for your unit & Scouts.

October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

COMMIT YOUR UNIT!



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

www.trails-end.com/unit-registration



HAVE QUESTIONS? GET ANSWERS



Council Contacts

- Alfredo Chavez
Alfredo.Chavez@scouting.org
(213) 549 - 3241
- Imelda Duenas
Imelda.Duenas@scouting.org
(213) 718 - 6668
- Susan Griego
Spgriego1@gmail.com
(310) 431 - 8826

Trail's End Support

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>

THANK YOU!

Trail's End®

