

# Improved Unit Onboarding

*Trail's End*®

## **Biggest VIP complaints:**

1. We can't work that day
2. The stores are too far away
3. Too many stores given to us in one day

## **Onboarding Questions to help customize schedule for Units:**

1. Blackout Dates a Unit cannot sell
2. Map based center point + Driving Radius
3. Total Storefronts a Unit will work at one time

# Council Specific Claiming



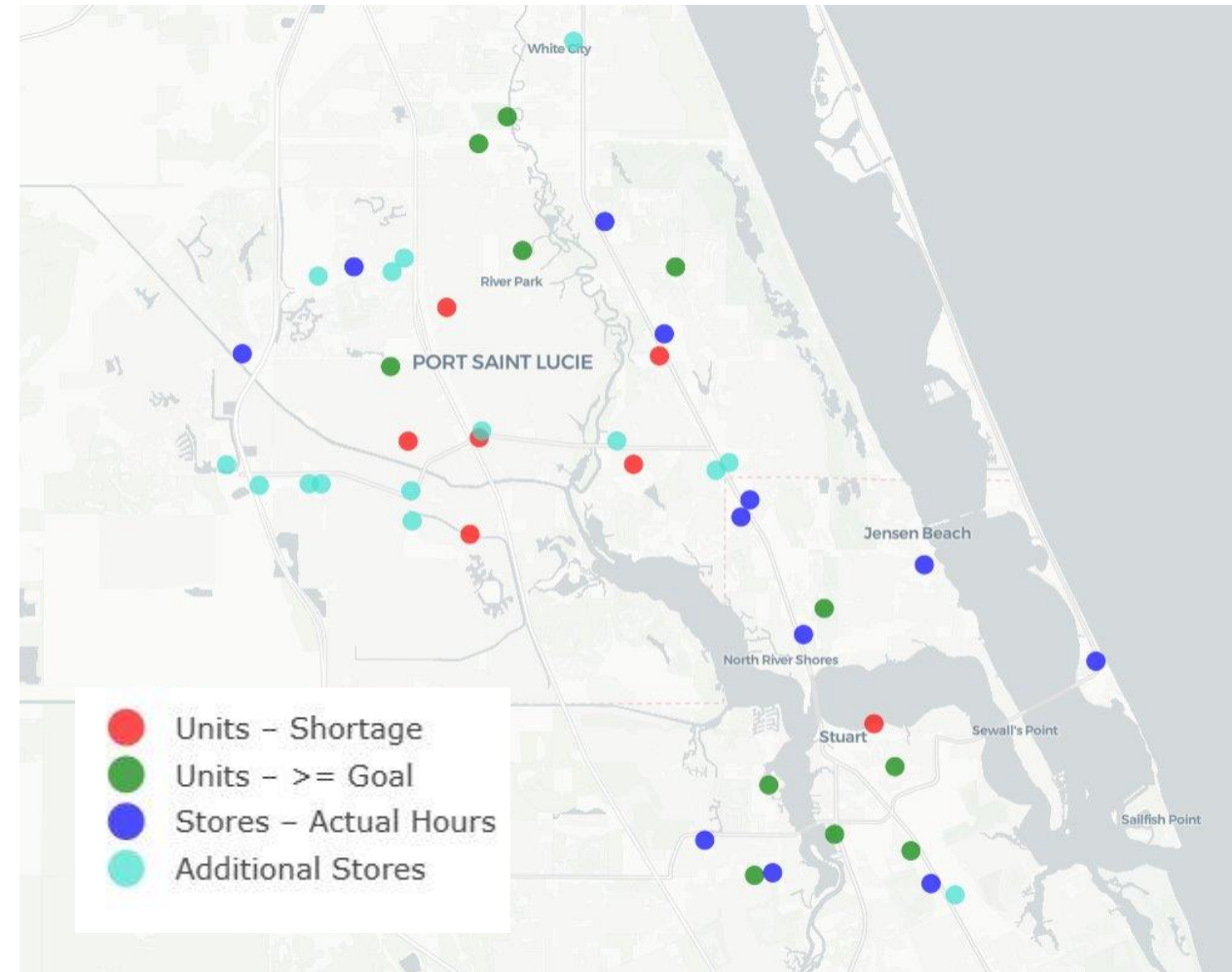
## Key Improvements

- All critical dates anchored to initial order close
- Targeted notifications and reminders

Milestone	Days before Initial order closes
Unit onboarding Completion	~21 Days
Auto Assignment	~18 Days
Manual Picking	~14 Days

# Unit Coverage Mapping

- Assurance we have store hour coverage for all Units
- Identify potential stores to call where coverage is not met
- 2.5X hrs available per Unit within 10mi radius against PY retail sales
  - \$10K PY sales – 50 hrs need @\$200/hr
  - 125 hr available for Unit goal



# 2026 Storefront Program



VIP Designation and hours are assigned based on PY Total Sales

## **VIP Gold - \$60k+ Units**

- 119 Units
- All Hours Assigned- 1:1 Meeting with Storefront team - 50k Hours

## **VIP Silver - \$30-60k Units**

- 514 Units
- ~100% of Hours\* – 103k Hours

## **VIP Bronze - \$10k to \$30k Units**

- 2,128 Units
- ~50% of Hours\* - 92k Hours

In total ~245k hours (24% of inventory) given out

- All remaining Units can receive up to 25 hours preassigned by completing Unit Onboarding before pick day

**With VIP, this brings total given out to 295k (29% of inventory)**

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Trail's End.

✕ Save & Finish Later

## 2026 Onboarding

- ✔ Commitment >
- 🎯 Pack Goals
- 🏠 Storefronts >
- 👥 Review Pack Leadership
- 🏦 Payout Bank Account
- ✔ Review & Complete


## Pack Goals

Let's set your **Fundraising Goal** and your **Sales Goal**.  
These may be changed at any time throughout the Fundraiser.

Fundraising Goal \$2,000 Edit

### We recommend a Sales Goal of \$5,264 for your Pack.

Your **Sales Goal** is your Pack's shared objective that you'll track your sales progress against. You can change this at any time during the fundraiser.




### Recommended Sales Goal

Cover 100% of your Pack's Fundraising Goal.

\$5,264

Select Recommended Goal



### Custom Sales Goal

Cover 100% of your Pack's Fundraising Goal.

Create Goal

### Your Recommended Sales Goal is based on...

- ✔ Budget needs
- ✔ Est. Scout participation
- ✔ Council's cut
- ✔ Pack fundraising experience
- ✔ Pack size

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## 2026 Onboarding

- ✓ Commitment >
- ✓ Pack Goals
- 🏠 Storefronts ▾
  - ✓ Program Opt-In
  - ✓ Scouts Per Shift

### Central Locator Address

Simultaneous Reservations

Blackout Dates

Reservations Overview

👤 Review Pack Leadership

🏠 Payout Bank Account

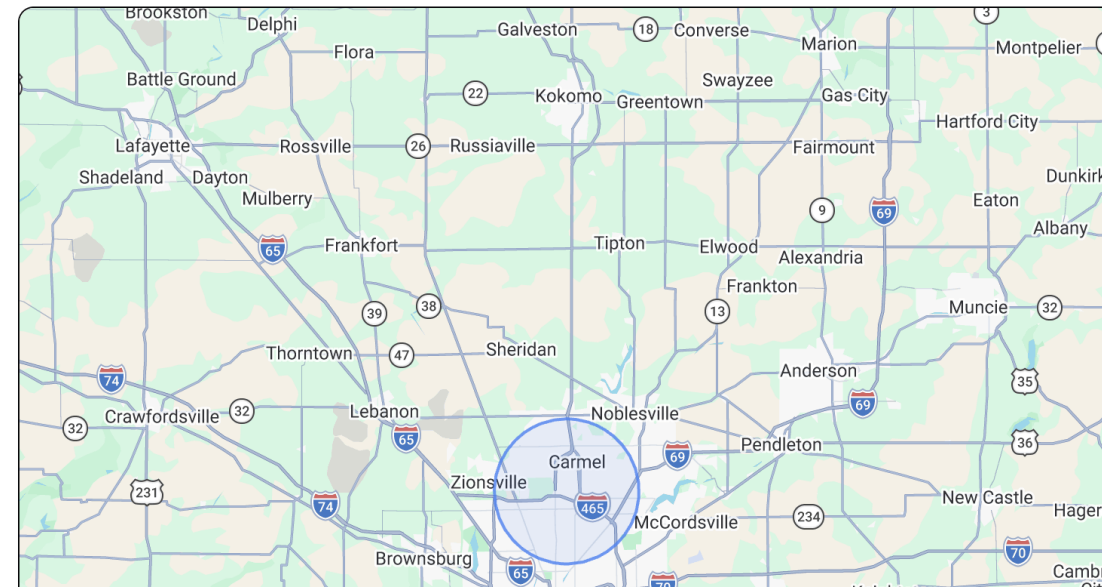
📋 Review & Complete

## Central Locator Address

We want to make sure that you and your Pack are given Storefront recommendations that fit your needs. When you provide a **Central Locator Address** and **Driving Radius**, we can better ensure you see Storefront Reservations that aren't too far away from where you and your Scouts are located.

Central Locator Address

Driving Radius

 miles

### Central Locator Address

The **Central Locator Address** is the central point we use to find nearby Storefronts for your Pack. This is typically where most of your Scouts live or meet, such as a school, church, or community center.

### Driving Radius

This is the maximum distance from your **Central Locator Address** that you're willing to drive for Storefronts. You may still reserve Storefronts that are outside of this radius, but your recommendations will be within your **Driving Radius**.

# Improved Unit Onboarding



## 2026 Onboarding

- ✓ Commitment >
- ✓ Pack Goals
- 🏠 Storefronts >
  - Scouts Per Shift
  - Central Locator Address
  - Simultaneous Reservations
  - Blackout Dates**
  - Reservations Overview
- 👤 Review Pack Leadership
- 🏦 Payout Bank Account
- ☰ Review & Complete

## Blackout Dates

Has your Pack planned any camping trips or other weekend outings?  
Is there a certain evening of week that doesn't work for doing Storefront sales?  
Sharing which dates your Pack will be unavailable helps us to optimize which Storefront Reservations we show you for claiming.

Please select select all blackout dates for your unit. You may update these at any time.

< August 2026 >

Su	Mo	Tu	We	Th	Fr	Sa
30	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	1	2	3

Toggle all...

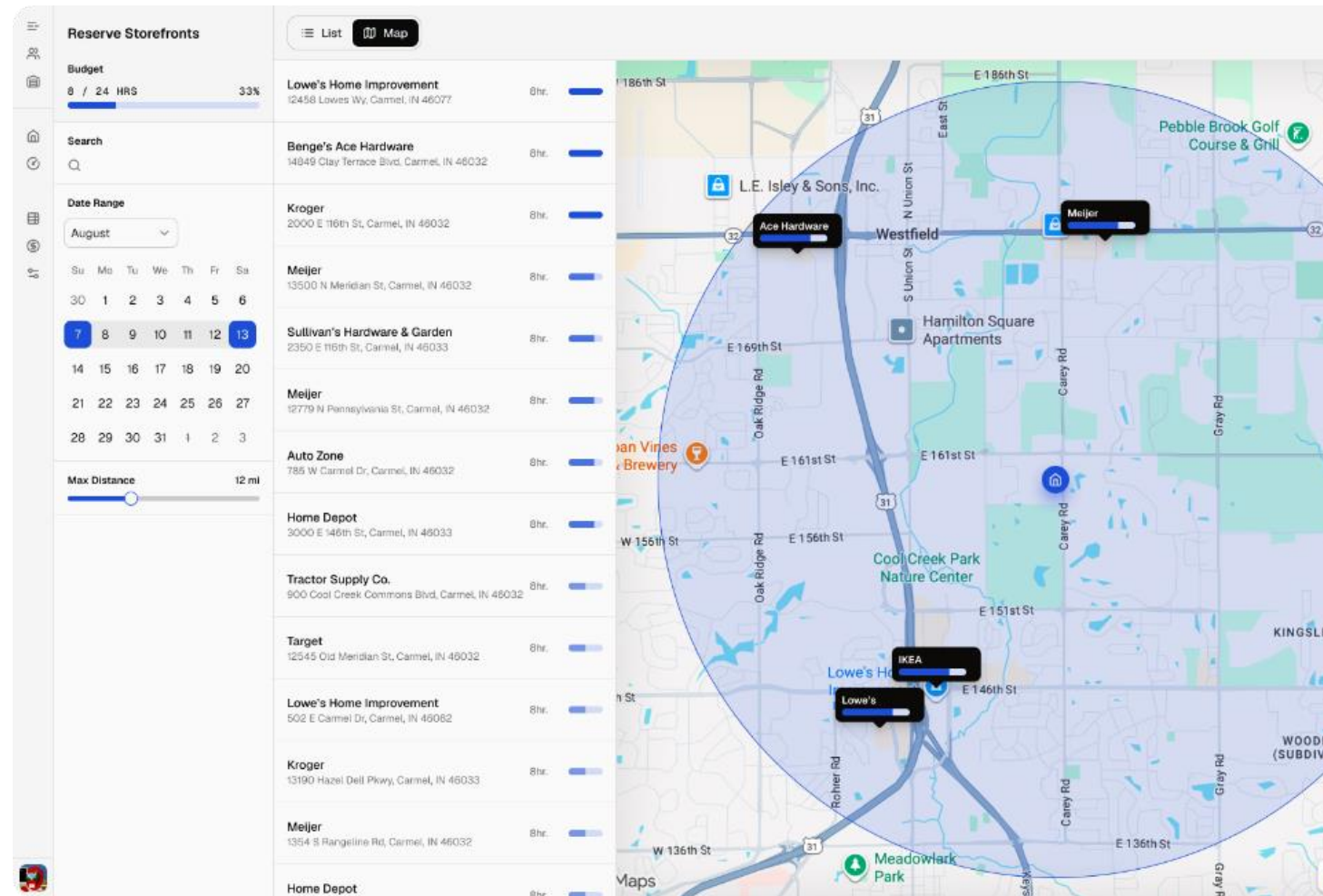
- Sundays
- Mondays
- Tuesdays**
- Wednesdays
- Thursdays
- Fridays
- Saturdays
- Sundays

# Unit Leader Admin



## Complete redesign of Storefront reservation screen

- Better filtering and search
- Map-based browsing
- Predicted performance indicators used to rank reservations on a Unit level



# Unit Hours Allowance

## **Problem**

- Units claim excessive hours before the sale limiting hour availability for other Units

## **Key concepts in development**

- Limit unnecessary hoarding
- Incentivizes releasing hours that cannot be utilized
- Allowance expands as Unit sells and sale progresses