



WELCOME!



**SUPPORT LOCAL
SCOUTING**

 Prepared. For Life.

**PROVIDE AN
ADVENTURE**

The graphic features a blue background with white text. On the left, there are three overlapping images: a Scoutmaster and a Scout, a Scout wearing safety goggles and a life jacket, and two Scouts in a canoe. On the right, there is a Scout in a red kayak on a lake. The text "SUPPORT LOCAL SCOUTING" is at the top, "Prepared. For Life." is in the middle with the BSA logo, and "PROVIDE AN ADVENTURE" is at the bottom.

**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



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

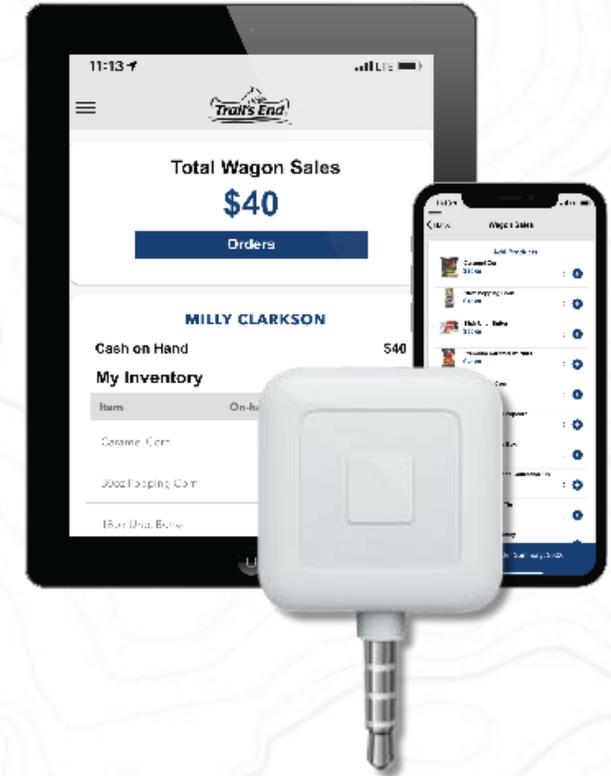
Powered by Square | Paid by Trail's End & SFBAC

- 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.

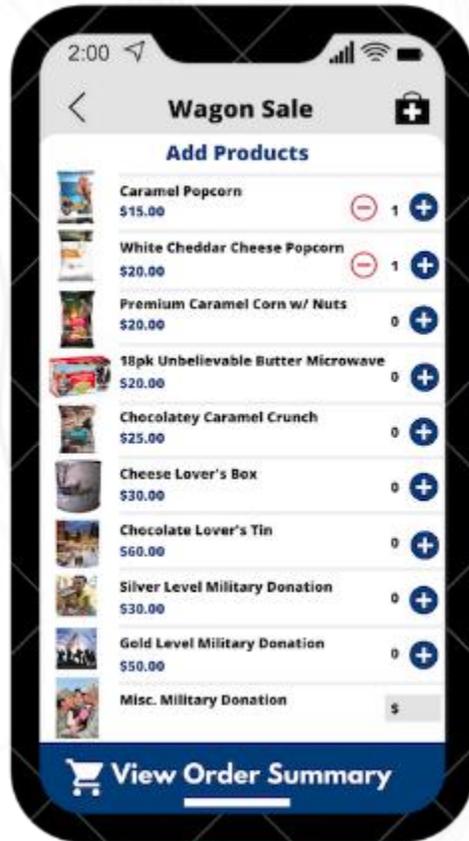




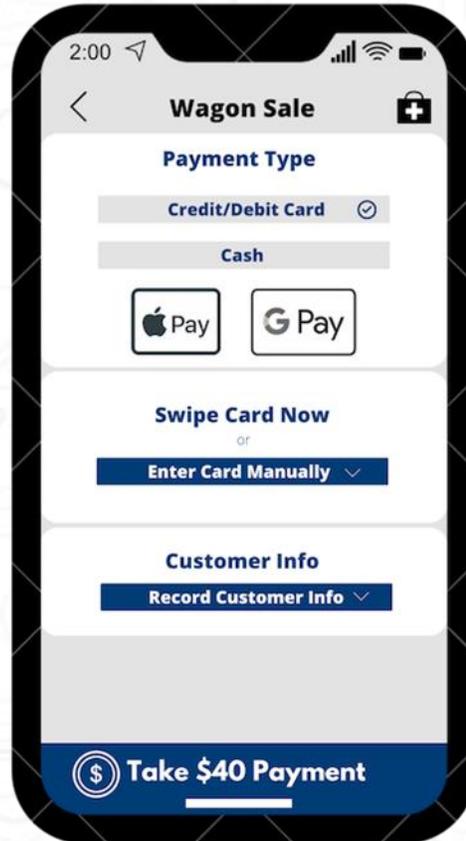
TRAIL'S END APP



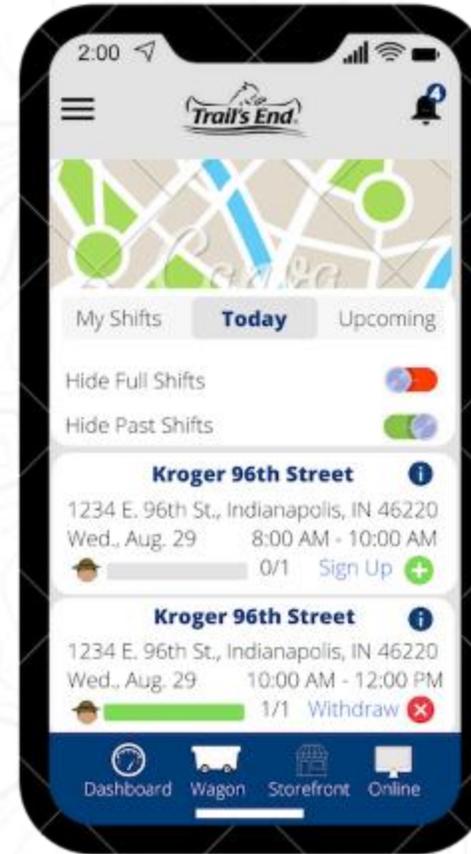
Point of Sale



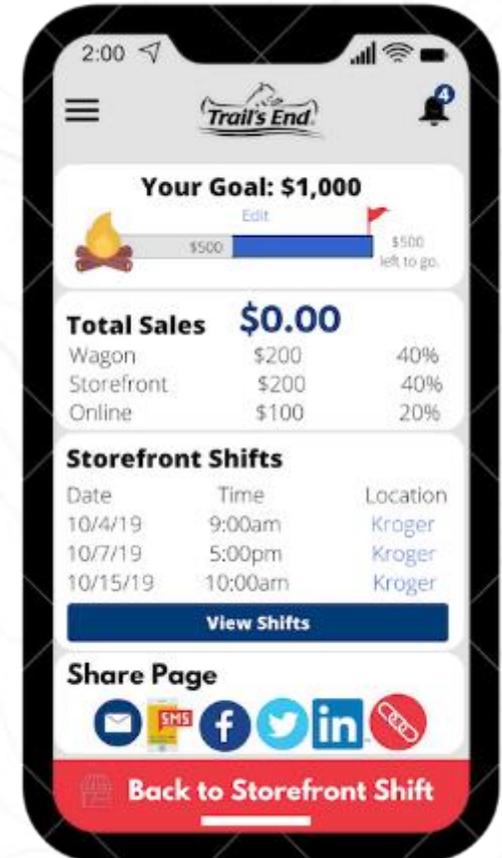
Payment



Storefront Scheduling



Sale Tracking





Scout Portal



SHARE YOUR PAGE

GOAL

YOUR BADGES

HELLO, BRANDON!

DASHBOARD

Percent of Goal: 75% Goal: \$2,000

Total Sales

Face-to-Face Sales

Online Sales

FEED

Storefront Shifts

all mine future previous

SEARCH

< 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			

BRANDON WILLIAMS
Pack 123

Download Our App



Scout Portal







BRANDON WILLIAMS
Park 121

- Dashboard
- Training
- Sales
 - Overview
 - Face-to-Face
 - Online
- Your Page
- Rewards

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SHARE YOUR PAGE



GOAL

75%

YOUR BADGES



4



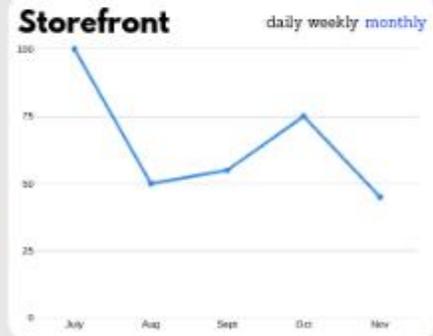
HELLO, BRANDON! 

SALES - FACE-TO-FACE

This is your Scout fundraiser Storefront Sales page.

Storefront

daily weekly monthly



Storefront Customers

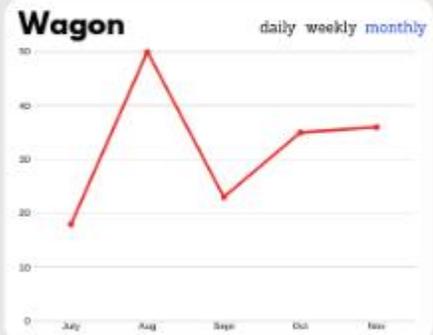
ABC Q

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 12 1 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 15 1 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



Scout Portal



BRANDON WILLIAMS
Pack 123

Dashboard

Training

Sales
Overview
Face-to-Face
Online

Your Page

Rewards

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



SHARE YOUR PAGE

GOAL

YOUR BADGES

HELLO, BRANDON!

BRANDON WILLIAMS
Pack 123

- Dashboard
- Training
- Sales
- Your Page
- Rewards

Download Our App

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

INVITE YOUR SCOUTS






ORDER POPCORN

HELLO, BRANDON!



LEADER DASHBOARD

Unit Goal: \$13,000



\$2,500 \$10,500 left to go.

Total Unit Sales \$0



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

Scouts' Goals: \$5,000



\$2,500 \$2,500 left to go.

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%

Feed

- 
- 
- 
- 
- 
- 

Download Our App






Unit Leader Portal








ORDER POPCORN



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 Storefront Sites
Future
Add Storefront

SITE NAME	DATE	CITY	SHIFT STATUS	ACTIONS
Kroger – 96 th St.	01/26/2019	Indianapolis	0/5	<input type="text" value="Select One"/> <input style="background-color: #004a87; color: white; padding: 2px 5px; border: none;" type="button" value="GO!"/>
Home Depot – Washington Blvd.	01/27/2019	Carmel	2/4	<input type="text" value="Select One"/> <input style="background-color: #004a87; color: white; padding: 2px 5px; border: none;" type="button" value="GO!"/>
Kroger – 96 th St.	01/28/2019	Indianapolis	3/5	<input type="text" value="Select One"/> <input style="background-color: #004a87; color: white; padding: 2px 5px; border: none;" type="button" value="GO!"/>
Meijer – Whitestown Blvd.	01/29/2019	Whitestown	0/5	<input type="text" value="Select One"/> <input style="background-color: #004a87; color: white; padding: 2px 5px; border: none;" type="button" value="GO!"/>
Meijer – Whitestown Blvd.	01/30/2019	Whitestown	0/5	<input type="text" value="Select One"/> <input style="background-color: #004a87; color: white; padding: 2px 5px; border: none;" type="button" value="GO!"/>

Showing 5 of 40 Storefront Sites





BRANDON WILLIAMS
Pack 123

-  Dashboard
-  Unit Info
-  Training
-  Popcorn
-  Sales
 - Wagon Sales
 - Storefront Sales
 - Online Sales
-  Scout Rewards
-  Acct. Summary
-  Reports

Download Our App
 



Unit Leader Portal



INVITE YOUR SCOUTS

ORDER POPCORN

HELLO, BRANDON!

WAGON SALES

Total Wagon Sales
\$750

Cashed Owed to Unit
\$477

Unsold Scout Inventory
\$477

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

SCOUT	WAGON SALES	CASH OWED BY SCOUT	Undelivered Orders	ACTIONS
Ethan Naviaux	\$500	\$0	1	Select One <input style="background-color: #004a99; color: white; padding: 2px 5px;" type="button" value="GO!"/>
Stuart Alexander	\$500	\$250	5	Select One <input style="background-color: #004a99; color: white; padding: 2px 5px;" type="button" value="GO!"/>
Brandon Williams	\$500	\$350	4	Select One <input style="background-color: #004a99; color: white; padding: 2px 5px;" type="button" value="GO!"/>
Mitch Manders	\$500	\$400	0	Select One <input style="background-color: #004a99; color: white; padding: 2px 5px;" type="button" value="GO!"/>
Chris Naviaux	\$500	\$450	0	Select One <input style="background-color: #004a99; color: white; padding: 2px 5px;" type="button" value="GO!"/>

Showing 25 of 40 Scouts

BRANDON WILLIAMS
Pack 123

Dashboard

Unit Info

Training

Popcorn

Sales
Wagon Sales
Storefront Sales
Online Sales

Scout Rewards

Acct. Summary

Reports

Download Our App



Unit Leader Portal



INVITE YOUR SCOUTS



ORDER POPCORN



HELLO, BRANDON!

ONLINE SALES

Year to Date



Online Sales
\$5,750



Scouts with Online Orders
15



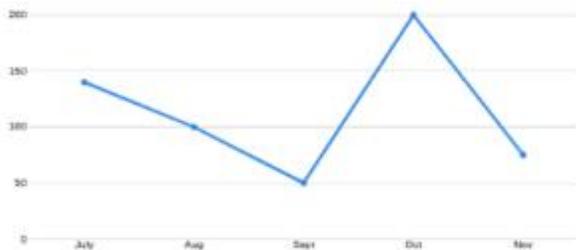
Online Orders
70



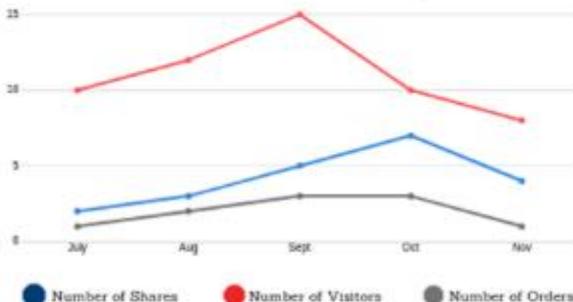
Avg. Ord
\$82

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

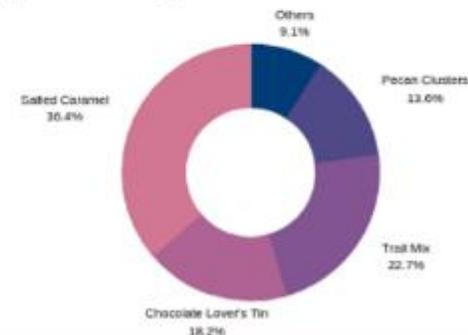
Sales Over Time



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
Over **\$30.00** to local Scouting

Chocolate Lover's Collection

- Milk Chocolatey Pretzels 17 oz.
- White Chocolatey Pretzels 17 oz.
- Chocolate Caramel Peanut Clusters 7 oz.
- Chocolatey Caramel Crunch™ 11 oz.

Comes in a gift box.



\$30
Over **\$20.00** to local Scouting

Cheese Lover's Collection

- White Cheddar Cheese Corn 14 oz.
- Yellow Cheddar Cheese Corn 14 oz.
- Jalapeño Cheddar Cheese Corn 14 oz.

Comes in a gift box.



\$25
Over **\$18.00** to local Scouting

18 oz. Chocolatey Caramel Crunch™

Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.



\$22
Over **\$14.00** to local Scouting

28 oz. Salted Caramel Popcorn with Sea Salt

A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.



\$20
Over **\$12.00** to local Scouting

18-Pack Microwave Kettle Corn

Deliciously sweet and salty popcorn that melts in your mouth.

MICROWAVE



\$20
Over **\$14.00** to local Scouting

18-Pack Microwave Unbelievable Butter™

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

MICROWAVE



\$26
Over **\$14.00** to local Scouting

11 oz. White Cheddar Cheese Corn

New JUMBO Bag!

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite.



\$20
Over **\$14.00** to local Scouting

18 oz. Premium Caramel Corn

The ideal pairing of sweet caramel popcorn mixed with almonds, cashews & pecans.



\$10
Over **\$7.00** to local Scouting

11 oz. Classic Caramel Corn

A traditional favorite ball of rich caramel flavor.



\$10
Over **\$7.00** to local Scouting

30 oz. Popping Corn

Trail's End plain kernels for those who like to make popcorn from scratch.



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 oil, 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 17% 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