

The background is a dark blue gradient with faint, light blue line-art illustrations of outdoor gear: a tent, a canoe, a backpack, a compass, a map, and a signpost. A prominent red dashed line winds across the page, punctuated by several yellow, four-petaled flowers. The main title is centered in a white, bold, italicized serif font, with a registered trademark symbol (®) at the end. A thick red and white swoosh underline is positioned below the title.

# *Trail's End*®

**Old North State Council**

2024 Unit Leader Training

# Powered by Popcorn



**BECOME  
DECISIONS MAKERS**



**LEARN MONEY  
MANAGEMENT**



**BECOME  
GOAL SETTERS**



**BECOME FUTURE  
ENTREPRENEURS**



**LEARN  
PEOPLE SKILLS**

## Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
  - Earn Amazon eGift Cards
  - Millions of prize choices
- Scouts choose the prizes they *want*

## Scouts Learn

- How to help others around them
  - Public speaking & math skills
- Salesmanship & perseverance
  - How to earn their own way
    - The value of hard work
  - How to handle rejection

# prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,  
use, or activity



# Ideal Year of Scouting

## Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

## Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

## Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

## Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

## Raise the Money

- Conduct one fundraiser and .
- Less time fundraising = more time Scouting!

## Enjoy the Year!



# Ideal Year of Scouting

Invite Your Scouts



🔒 READ-ONLY MODE

ORDER POPCORN

Hello, Jacob! ▾

## TRAINING VIDEOS & ASSETS

### TRAINING VIDEOS

Trail's End<sup>®</sup> Sales Pitch - Storefront Training 2024

**Trail's End<sup>®</sup>**

**SALES PITCH**  
STARRING EVAN

Sales Pitch

Sales Pitch	Parent Role	Scout Role
Overcoming Excuses	Storefront Prep	The Value of Selling

Dashboard

Unit Info

Training

Storefront Management

# Ideal Year of Scouting

Invite Your Scouts



🔒 READ-ONLY MODE

ORDER POPCORN

Hello, Jacob! ▾

**Trail's End**

- Popcorn
  - Popcorn Orders and Returns
  - Transfers
- Rewards
- Acct. Summary
- Reports
- Join Our Community!
- Webinar Registration
- Need Help?
- Get Support

## TRAINING ASSETS

### Trail's End App & Rewards

Scout  
Rewards

### How To Sell

Unit  
Program  
Planner

### Popcorn Kickoff

Leader  
Guide

### Storefront Sales

Storefront  
Vinyl Banner

Table  
Payments  
Sign

### Products

Kettle Corn	Nutritional Facts	Popping Corn
S'mores Popcorn	Salted Caramel Corn	Unbelievable Butter Microwave
White Cheddar Popcorn		

### Scout Resources

Scout &  
Parent Guide

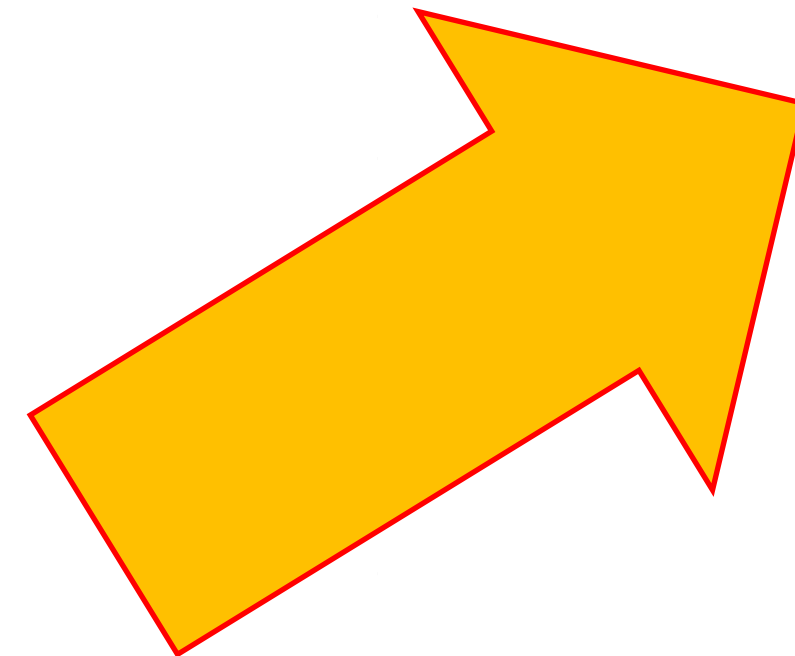
Scout Pitch

# Ideal Year of Scouting

## Fund Your Scouting Year

	Activities / Program Items	Cost
<input checked="" type="checkbox"/>	Pack Dues	\$60
<input checked="" type="checkbox"/>	Summer Camp	\$350
<input checked="" type="checkbox"/>	BSA National Fee	\$85
<input checked="" type="checkbox"/>	Council Program Fee	\$80
<input checked="" type="checkbox"/>	Shirt	\$35
<input checked="" type="checkbox"/>	Pants or Skorts	\$35
<input checked="" type="checkbox"/>	Hat	\$23
<input checked="" type="checkbox"/>	Belt	\$15
<input checked="" type="checkbox"/>	Neckerchief	\$13
<input checked="" type="checkbox"/>	Neckerchief Slide	\$8
<input checked="" type="checkbox"/>	Socks	\$8
<input checked="" type="checkbox"/>	Belt Buckle	\$7
<input checked="" type="checkbox"/>	Patches	\$6
<input checked="" type="checkbox"/>	Handbook	\$20
<input checked="" type="checkbox"/>	Other	\$0

**\$745** Total Cost  
**35%** Unit Commission  
**\$2,129** Sales Goal



2024-2025 Program Planner						Trail's End®		
1. Enter your Unit's activities and costs under each month.						Pack/Troop		
2. Enter your number of Scouts and unit commission %.						Number of Scouts in Unit		
3. Fill in the five shaded fields at the bottom of the sheet.						Unit Commission %		
September		October		November				
Activities	Cost	Activities	Cost	Activities	Cost			
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00			
December		January		February				
Activities	Cost	Activities	Cost	Activities	Cost			
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00			
March		April		May				
Activities	Cost	Activities	Cost	Activities	Cost			
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00			
June		July		August				
Activities	Cost	Activities	Cost	Activities	Cost			
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00			
Enter Cost per Scout								
Pack Dues						Total Activity Cost & Expenses	\$0	
Scout Life Magazine						Other Unit Expenses	\$0	
Advancements						Unit Sales Goal	#DIV/0!	
BSA National & Council Program Fee						Scout Sales Goal	#DIV/0!	
\$0						Total Expenses	Unit Commission	#DIV/0!

# Ideal Year of Scouting

## Help Units (or Scouts) Set Their Budget!

- Total Program Costs  $\div$  Unit Commission  $=$  Unit Sales Goal
- Unit Sales Goal  $\div$  Number of Kids in Unit  $=$  Scout Sales Goal
- Hit Scout Sales Goal  $=$  **100% PROGRAM FUNDED !!**



# Ideal Year of Scouting

*Trail's End*<sup>®</sup>  
Scout Fundraising

## Pack 7

**Increased sales by \$20,000  
implementing the Ideal Year  
of Scouting**

Steve Wagner

[scwagner1983@gmail.com](mailto:scwagner1983@gmail.com)

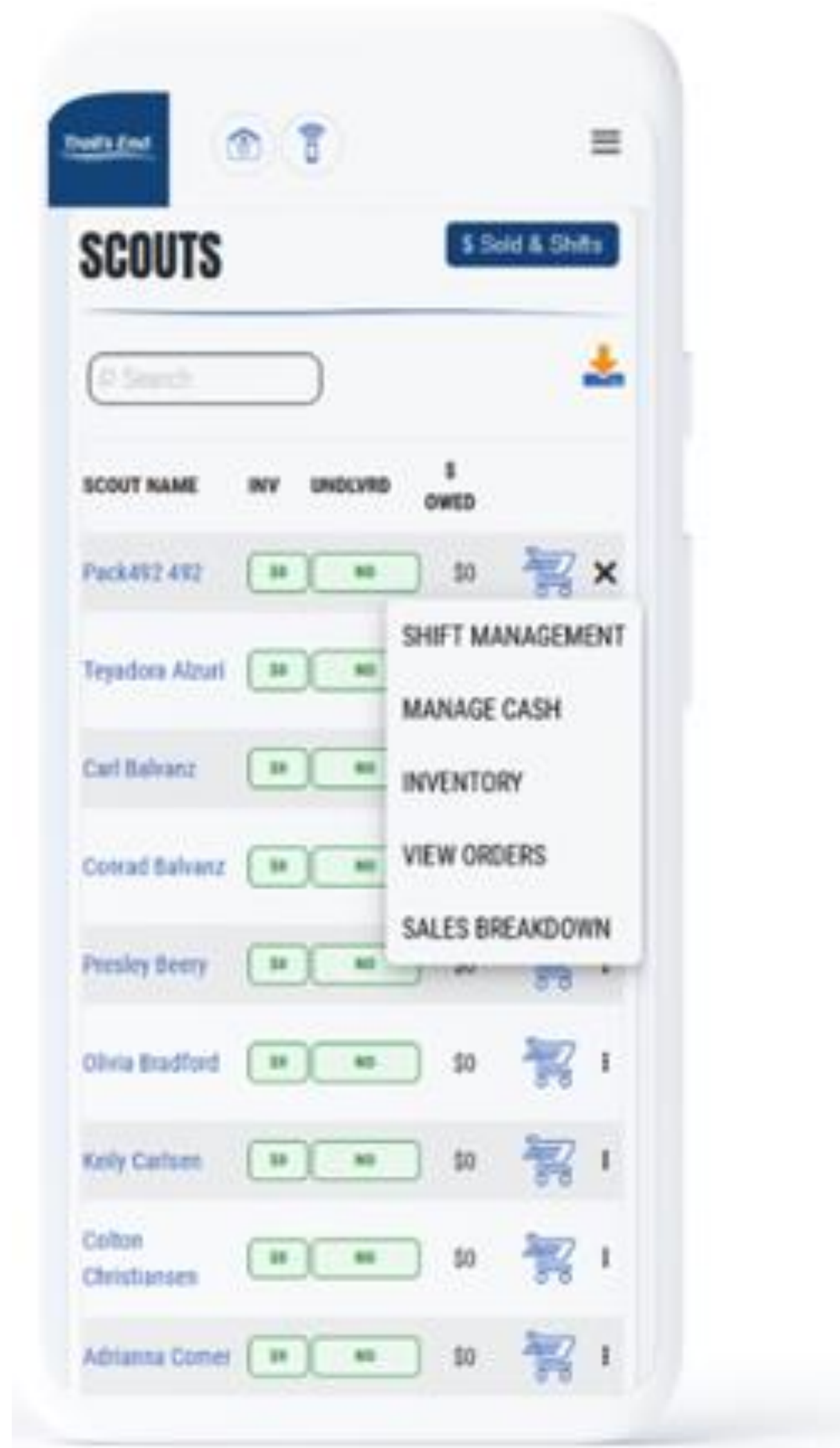
## Pack 41

**Took a train trip to  
Raleigh to visit museums  
using popcorn money**

Cubmaster is David  
Robinson

# Trail's End Leader Portal

**Trail's End<sup>®</sup>**  
Scout Fundraising



## Your one-stop-shop for sale management!

- Order Popcorn.
- Invite their Scouts to register; manage Scout roster.
  - Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
  - Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

# Leader Training

## Videos

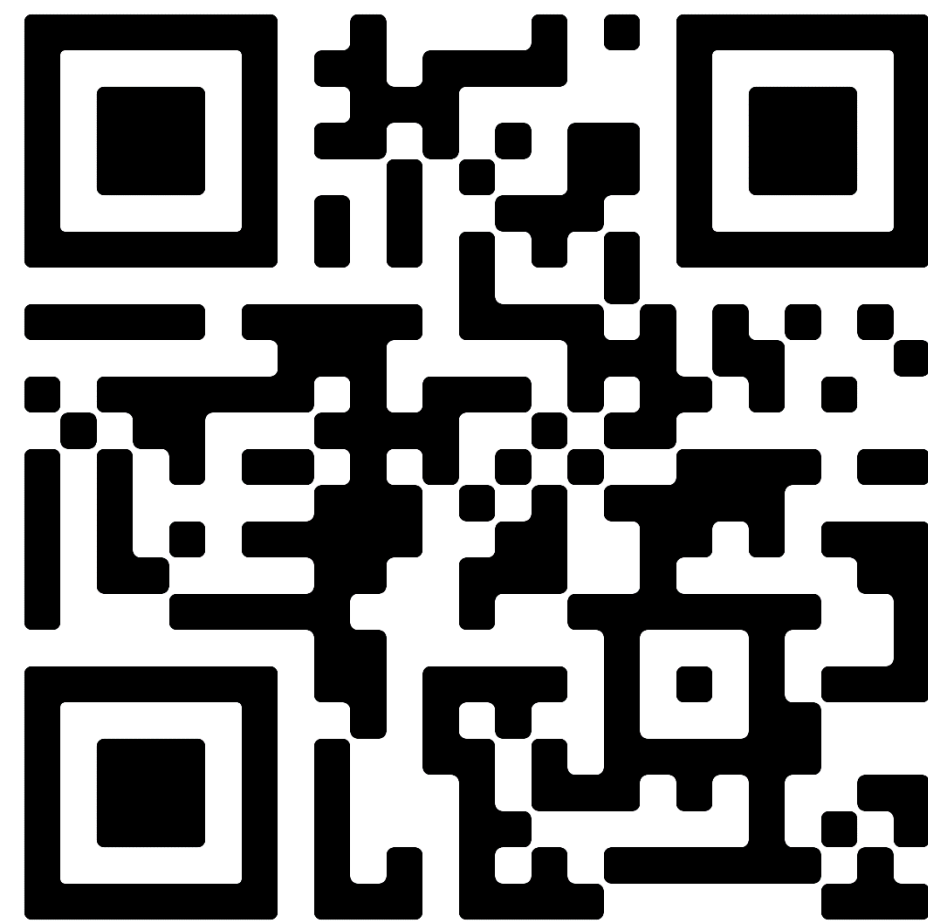
Leader Portal - Training page

### Returning Leaders

- What's New?

### New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



## Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

## Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



# Trail's End App

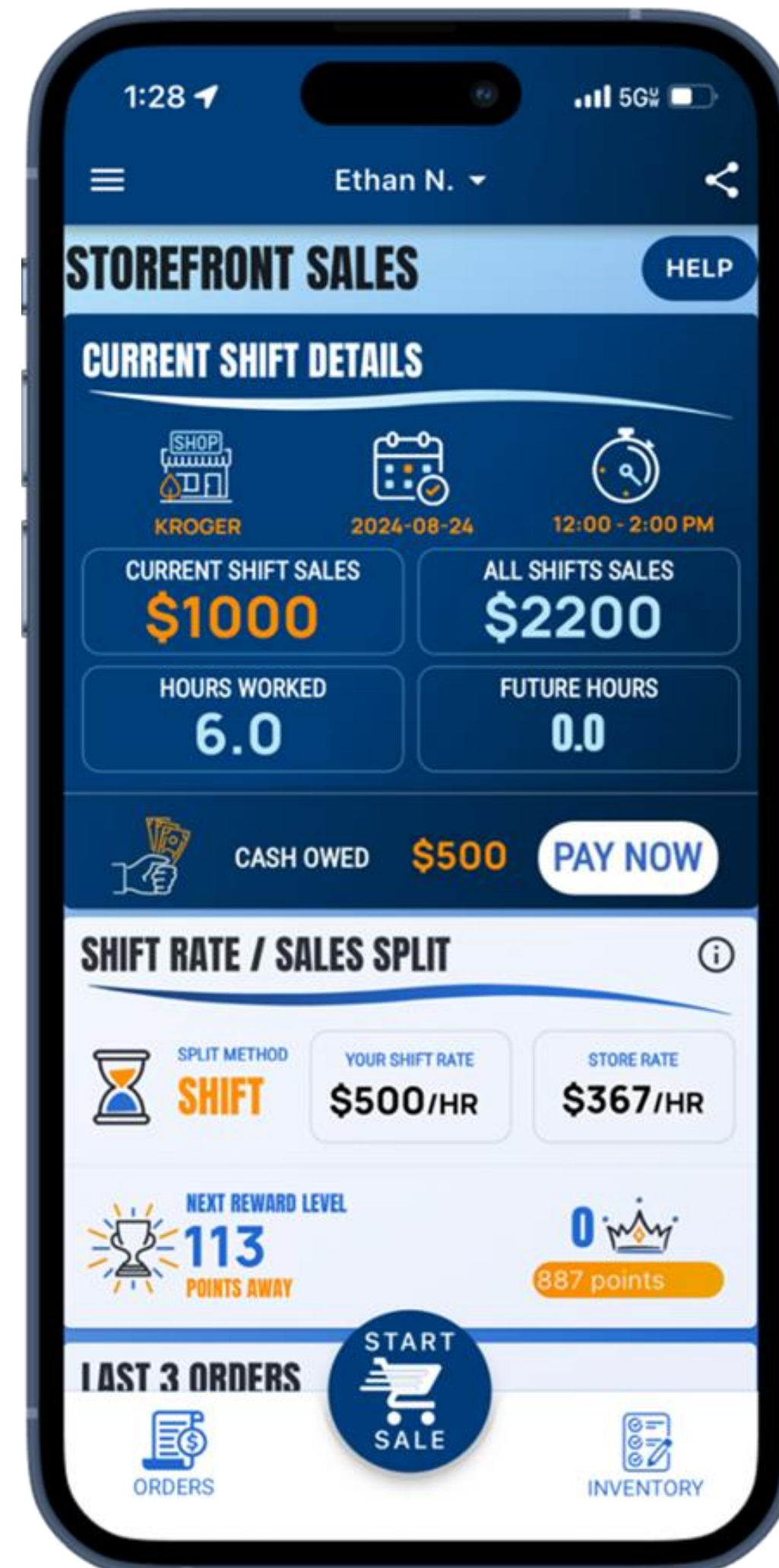
## Save Time Managing Your Sale!

### Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.

### Free Credit Card Processing

Powered by Square | Paid by Trail's End



## Available in Apple and Google Play Stores

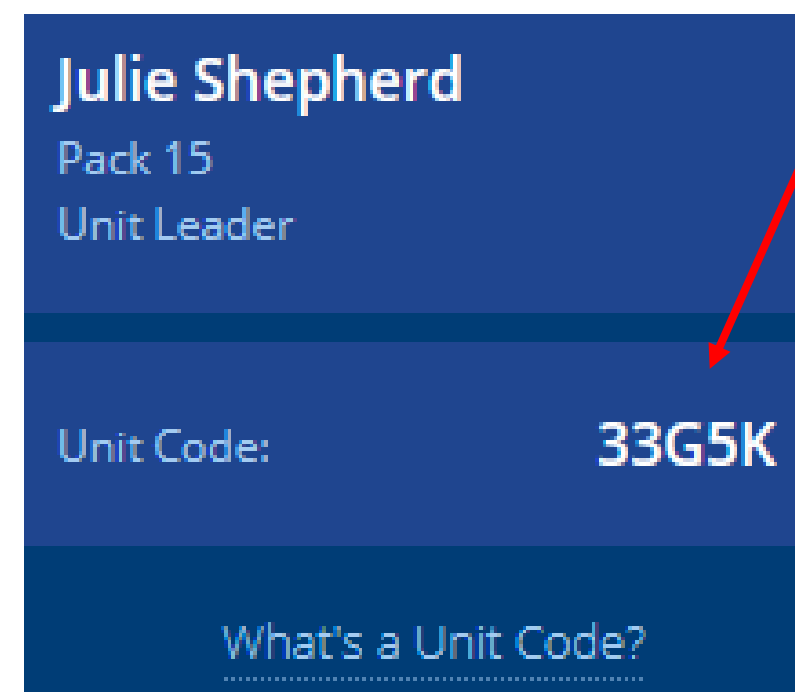
### New Scouts

Use Unit's Trail's End Code or their zip code to register. Families can use one email for multiple accounts.

### Returning Scouts

Sign in using 2023 username

**Families:** click name dropdown at top of screen to switch between accounts in the App



Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



# Scout Rewards

**Trail's End<sup>®</sup>**

**Scout Fundraising**

## EARN POINTS

### App Credit/Debit Card & Online

**1.25 pts per \$1 sold**

Trail's End pays all transaction fees!

### Cash

**1 pt per \$1 sold**

### Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into **1.25 pts** by using your card and keeping the cash

## Bonuses

- **Sell \$500/hour per Scout** for any 2-hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
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

# Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

## Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
  - Scouts credited for each sale recorded.
  - Safest and Scout sales won't go down like other splits.
  - Scouts sell \$244 more than other splits.
  - Units raise \$50 more per hour per Scout.
    - Best practice: 2-hour shifts.

## Reservations

- Trail's End is reserving the best-selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page.
  - Best hours will be highlighted.

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

# Storefront Settings & Reservations

**Trail's End** INVITE SCOUTS ORDER POPCORN Hello, Odessa! 2024 SELLING CAMPAIGN

## LEADER DASHBOARD

\*Data refreshes occur up to 1 hr

**Odessa Baker**  
Pack 3007  
Unit Leader

Unit Code: **ABUPJ**

[What's a Unit Code?](#)

- Dashboard
- Unit Info
- Training
- Storefront Management
- Storefront Reservations**

### GOAL PROGRESS

SET A GOAL! \$0

KEEP ON PUSHIN!  
YOUR UNIT HAS MET THEIR GOAL

RANKINGS ⓘ

District #21 SALES	Council #37 SALES	National #2697 SALES
-----------------------	----------------------	-------------------------

### TOTAL SALES

<b>STOREFRONT</b> \$0 (0%)	<b>WAGON</b> \$0 (0%)	<b>ONLINE</b> \$0 (0%)
<b>PAYMENT TYPE</b>		
<b>CASH</b> \$0 (0%)	<b>APP CREDIT</b> \$0 (0%)	<b>ONLINE CREDIT</b> \$0 (0%)
<b>TOTAL APP SALES: \$0</b>		<b>TOTAL SALES: \$0</b>

### STOREFRONT SHIFTS CLAIMED

TOTAL: N/A

UPCOMING 7 DAYS: N/A

UPCOMING 7-14 DAYS: N/A

### TOTAL SCOUTS

### AVERAGE SALES PER SCOUT

### NUMBER OF ORDERS

# Storefront Settings & Reservations

**Trail's End** INVITE SCOUTS ORDER POPCORN Hello, Odessa!

## STOREFRONTS

Number Reserved: 0    Current Available: 0    Upcoming Available: 4    Jul 20 12:00 PM ET Next Available Date

Manage    Reserve    Create New

Date:  All Districts:  Search:

Show Reserved     Show Processing     Past Reservations    [Clear Filters](#)

Displaying 912 Reservations (use filters above to narrow results)

<p>Friday August 30, 2024 <b>Lowe's Home Improvement</b> Other 2005 E Cone Blvd Greensboro, NC <b>Guilford</b> <a href="#">View on Map</a> Start Time: 04:00 pm    End Time: 08:00 pm <span>Unavailable</span></p>	<p>Friday August 30, 2024 <b>Bi Rite Galaxy</b> Other 8900 Ellisboro Rd Stokesdale, NC <b>Guilford</b> <a href="#">View on Map</a> Start Time: 04:00 pm    End Time: 08:00 pm <span>Unavailable</span></p>	<p>Friday August 30, 2024 <b>Lowe's Home Improvement</b> Other 109 W Elmsley Dr Greensboro, NC <b>Guilford</b> <a href="#">View on Map</a> Start Time: 04:00 pm    End Time: 08:00 pm <span>Unavailable</span></p>	<p>Friday August 30, 2024 <b>Tractor Supply Co</b> Other 4104 S Elm-Eugene St Greensboro, NC <b>Guilford</b> <a href="#">View on Map</a> Start Time: 04:00 pm    End Time: 08:00 pm <span>Unavailable</span></p>
Friday	Saturday	Saturday	Saturday

**Odessa Baker**  
Pack 3007  
Unit Leader

Unit Code: **ABUPJ**

- Dashboard
- Unit Info
- Training
- Storefront Management
- Storefront Reservations
- Popcorn
- Popcorn Orders and Returns
- Transfers



# sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



# Ways to Sell

## Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



## Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

## Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



# Storefront Best Practices

## One Scout and their Parent - Making \$500/hour a Reality!

### Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

### Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

### Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

# Scout Sales Pitch

***“Hi! My name is \_\_\_\_\_ and  
I’m earning my way to \_\_\_\_\_.  
Can I count on your support?”***

***“My favorite flavor is \_\_\_\_\_. If  
you don’t have cash, that’s fine, we  
take credit cards!”***

# Scout Sales Pitch

**Important!**

Remember:

**NEVER, NEVER, NEVER** ask customers to buy popcorn.  
It's to support You!

\* If you cannot remember your sales pitch, say,  
"Will you help me go to Camp?"

Even if the customer says no, always say,  
"Thank you" and "Have a good day."



# Credit Card

## Credit is Best for Scouts

- Safer, easier & higher sales for Scouts!
- Trail's End pays all fees!
- Ways to accept credit in App:
  - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
  - Square Swipers: Lighting (Apple) & Headphone jack (Android)
  - Manual Entry (no reader): type card
  - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!

**NEW**

## Cash to Credit

### Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

### Leaders

- Use their card and keep the cash.
- Available after shift until 11:59am CT that day.
- Scouts earn more Rewards.

**Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash**



# Product Mix (Traditional)

**Trail's End®**



**HONEY  
ROASTED  
PEANUTS**  
**\$30**



**VIRGINIA  
SALTED  
PEANUTS**  
**\$25**



**UNBELIEVABLE  
BUTTER  
MICROWAVE  
POPCORN**  
**\$25**



**SALTED  
CARAMEL  
CORN**  
**\$25**



**S'MORES  
POPCORN**  
**\$25**



**WHITE  
CHEDDAR  
POPCORN**  
**\$20**



**POPPING  
CORN**  
**\$20**



**SWEET &  
SALTY  
KETTLE  
CORN**  
**\$15**

**NEW**

## **Heroes & Helpers Donations**

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.



# Online Best Practices

## Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

## Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

## Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



# Council Sale Details

## Dates

- 7/20 – TE Storefront claiming begins and runs through 7/23.
- 8/18 – Unit SNS order due
- 8/28-29 – SNS pick up (help sort, pick up on 8/28)
- 9/20 – Replenishment order (if needed)
- 10/4 – Replenishment pick up
- 11/8 – Returns
- 11/15 – Take Order due
- 11/22 – Take Order pick up
- 12/13 – Final unit payment to council is due.

## Commission

- Base of 28% on traditional sales.
- 4% bonus for selling more than last year (or a new selling unit) AND complete an Ideal Year of Scouting plan.
- 1% bonus for \$10,000+ sales.
- 2% for growing unit membership before December.
- Potential for 35% on traditional. Bonus does not apply for online.
- Online commission is a flat 35%.

## Warehouse Location

- To be determined.
- Details will be made available once site is confirmed.

## Product Returns:

Up to 15% of the unit's initial order with participation in Heroes and Helpers program

# Council Scout Incentives

**Seller Patch:** Sell \$50 (including Heroes and Helpers donations, online, show and sell, and take order)

**Heroes and Helpers CSP:** Collect \$100 in Heroes and Helpers Donations

**“Top Seller” CSP:** Sell at least \$1500

# Council Scout Incentives

**\$800 seller club+** Invitation to Top Seller Celebration event in January 2025\*

**\$1000 seller club:** Receive previous club awards + \$25 Scout Shop Gift Card

**\$1500 seller club:** Receive all previous club awards + \$50 Scout Shop Gift Card

**\$2500 seller club:** Receive all previous club awards + 2025 BSA national registration fee\*\*

**\$5000 seller club:** Receive all previous club awards + 1-week 2025 ONSC summer resident camp or Cub Overnight Camp\*\*

+ Average sales of Scouts in ONSC in 2023 was \$791 \*Offer valid for Scout only.  
Accompanying parent/guardian may have to pay separate fee. \*\*Coupon will be provided  
by ONSC. Coupon must be presented to the Scout office at time of registration. Coupons  
are non-transferable and are only valid for 2025.

# Top Seller Incentives

**1st Place Top Council Seller:** \$250 gift card to the Scout Shop

**2nd Place Top Council Seller:** \$200 gift card to the Scout Shop

**3rd Place Top Council Seller:** \$150 gift card to the Scout Shop

# wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



## Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.

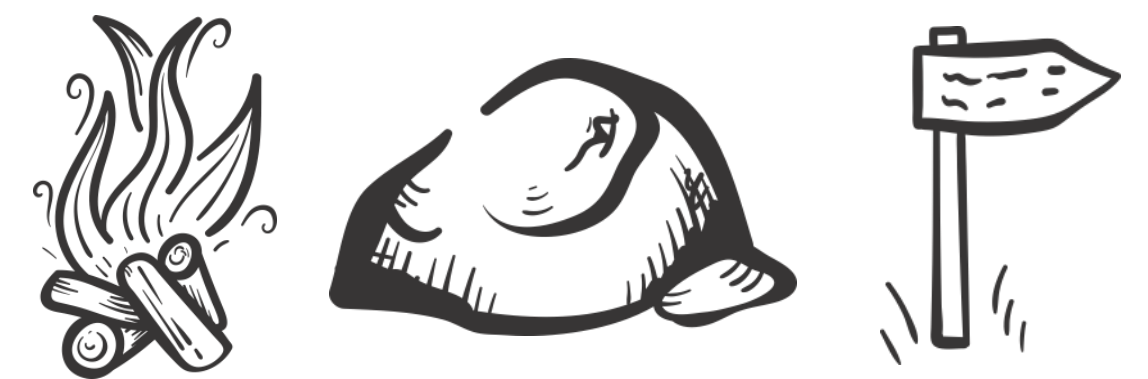


## Submit Rewards

- Submit Unit’s Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

## Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
  - Enter the Unit’s bank account on Unit Info page.
  - Click Request Payout.

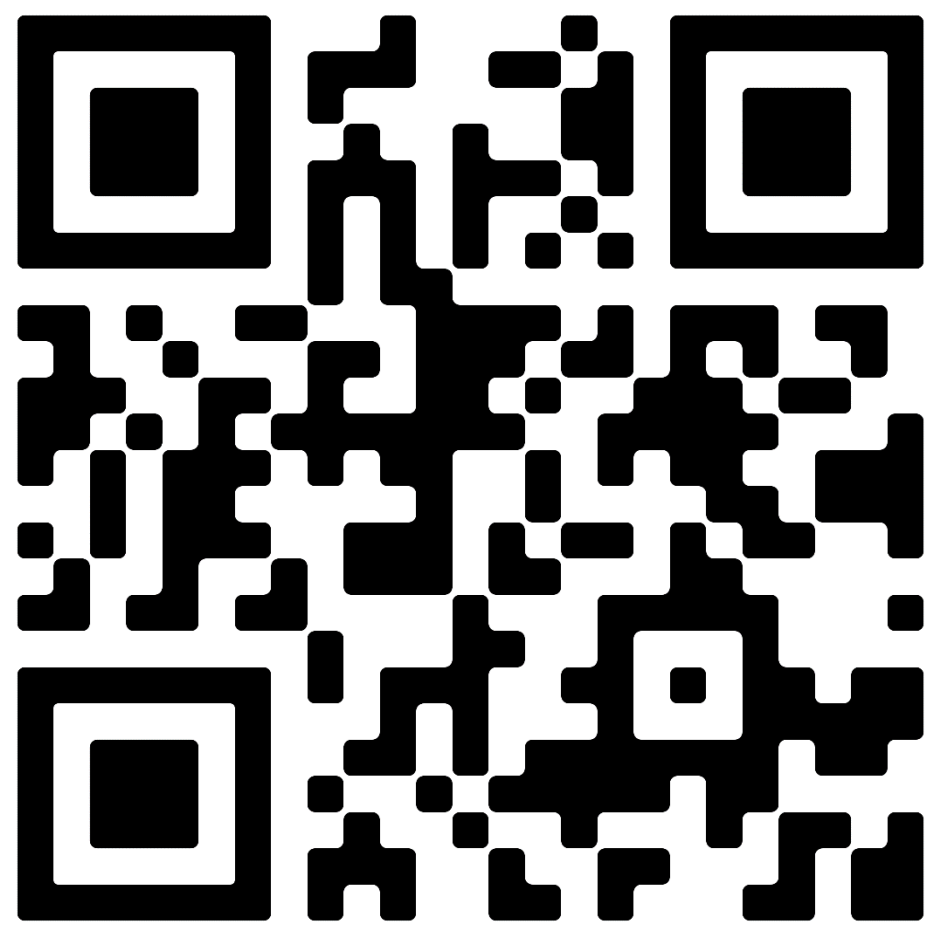




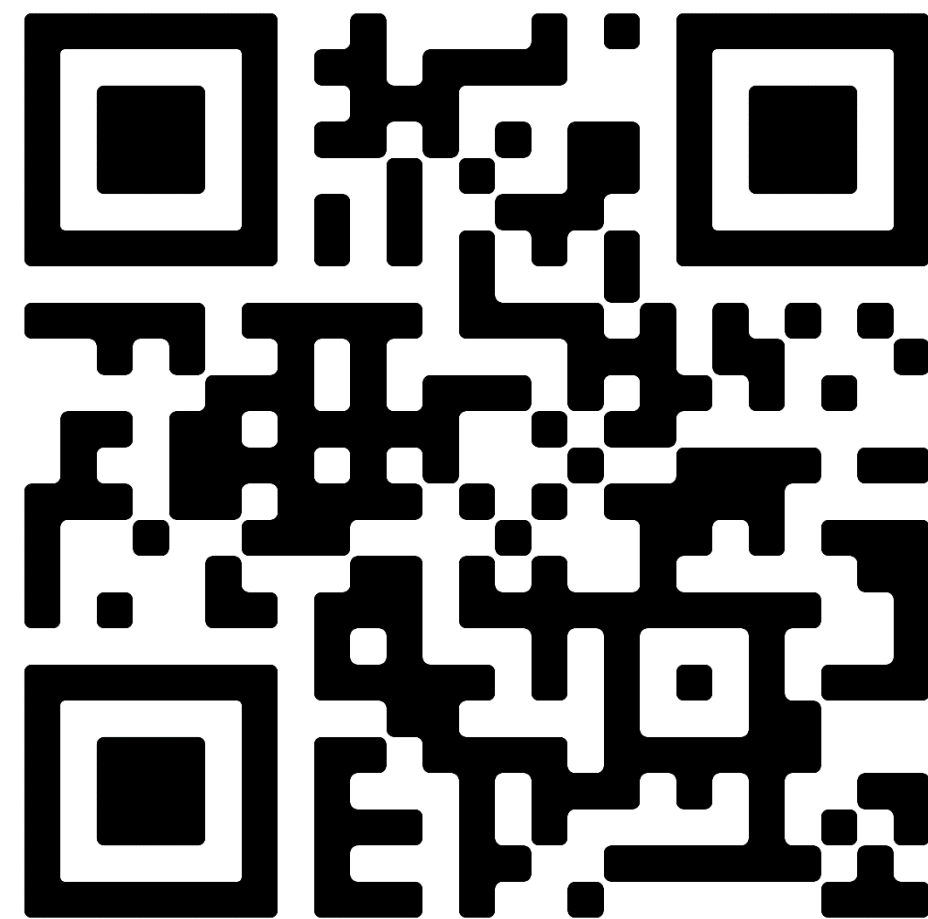
# Support

## Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Email:  
[support@trails-end.com](mailto:support@trails-end.com)



## Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

## Council Support

Sam Greer  
3363654277  
[Sam.Greer@Scouting.org](mailto:Sam.Greer@Scouting.org)

Council Kernel  
Tiffany Vines  
[TiffanyRVines@yahoo.com](mailto:TiffanyRVines@yahoo.com)

**Thank You!**