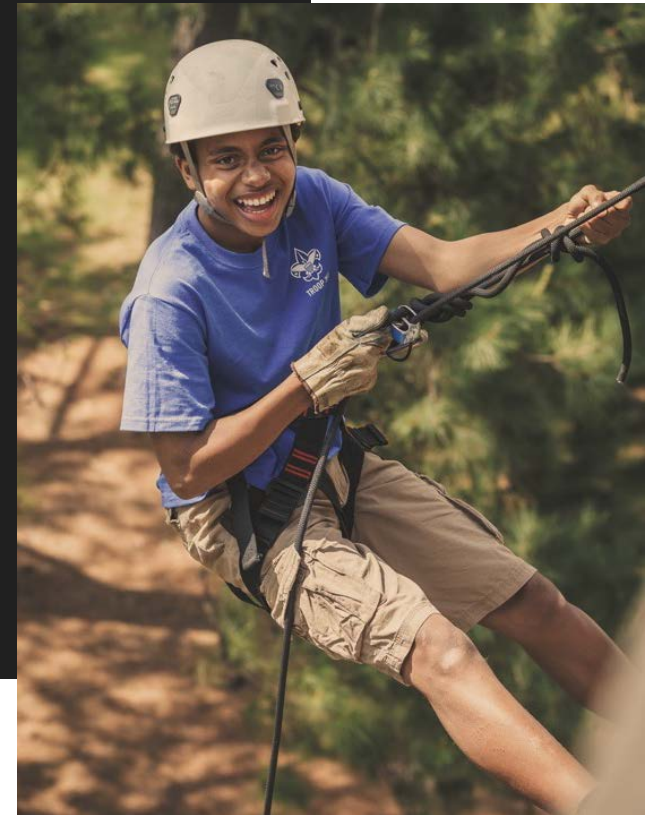


# PATHWAY TO THE ROCKIES COUNCIL

## 2023 POPCORN KICKOFF



# COMMIT TO THE SALE

2023 Pathway to the Rockies  
Council Popcorn Sale Commitment



# WHY SELL POPCORN?

## Fund 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

## Scouts Earn

The Scouts will love the REWARDS!!

- Millions of choices with Amazon Gift Cards

# 2023 COMMISSION

*We have two major goals in mind with our 2023 commission structure.*

- *Grow your unit membership.*
- *Fund a quality program for your youth.*

*Your unit has an opportunity to earn **up to 43% commission.***

*Commission is on total sales (Take Order + Wagon + Storefront + Online)*

Base Commission starts at 30%

# 2023 COMMISSION

*BONUS #1 – UNIT MEMBERSHIP GROWTH\** **+5%**

## **Packs:**

- Year-end growth\* by Oct. 31st
  - more registered youth members on 10-31-23 than 12-31-22
- Minimum of 15 registered youth on 10-31-23
- Minimum of 12 NEW youth in fall recruitment (7-01-23 – 10-31-23)
- \*merged units not eligible

## **Troops/Crews/Ships:**

- Year-end growth\* by Oct. 31st
  - more registered youth members on 10-31-23 than 12-31-22
- minimum of 12 (primary) registered youth
- \*merged units not eligible

# 2023 COMMISSION

*BONUS #2 – HIGH SELLING OR GROWTH BONUS* **+5%**

- Unit sells over \$15,000

OR

- Double 2022 sale (minimum of \$4000 sale in 2023 to qualify)
- \*non 2022 sellers sell minimum of \$4000

# 2023 COMMISSION

*BONUS #3 – ULTRA HIGH SELLING UNIT*

**+3%**

- Unit sells over \$25,000

Find our Commission Metrics & First Order Estimator:  
[pathwaytotherockies.org/resources/popcorn/popcorn-files-and-forms/](https://pathwaytotherockies.org/resources/popcorn/popcorn-files-and-forms/)

# WAYS TO SELL





# WAYS TO SELL

## ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

## STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: ~\$187 per hour in 2022
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

## WAGON SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later
- See our sample wagon sale kit and contract

TIP: Always make sure you see a confirmation screen before navigating away

TRAIL'S END TECHNOLOGY FOR LEADERS

# MAKE OUR SALE EASY!

## **Trail's End App (Scouts Only)**

- Record sales (accepts credit cards)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sale page
- Claim rewards

## **Unit Leader Portal**

- Leaders will manage the sale from the leader portal
- [www.trails-end.com/leader](http://www.trails-end.com/leader)
- Portal is mobile friendly when accessed through the browser on your phone
  - Create a shortcut on your phone
- When Scouts use the app, Leaders can:
  - Track progress toward goal, monitor inventory, oversee storefront sign ups, setup storefronts and sales splits, manage accounting and more!

# CREDIT CARDS

## Tell your customers

### **“We prefer credit/debit”**

- Trail's End pays the credit card fees\*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click 'Pay Now' on the Wagon Sales screen)\*\*

*\*TIP: You must use the Trail's End app for credit card fees to be covered (no need for the Square app)*

*\*\*NOTE: Using Pay Now does not count as a credit card sale for Trail's End rewards points*

# A SUCCESSFUL SALE



# A SUCCESSFUL SALE

## **Prepare your Unit Leaders**

- Attend Webinar & Training Tab
- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner
- Secure storefronts
- Obtain any supplies needed:
  - Square Readers
  - Storefront supplies
  - Unit incentives
- Prepare for your Unit Kickoff

## **Prepare your Scouts & Families**

- Training Tab
- Setup accounts in the app (One Account per Scout)
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

# BUDGET & GOAL

- Plan your ideal year's key adventures and expenses
- Determine your Unit's expenses
  - Dues
  - Advancements
  - Supplies
  - Etc...
- Set your Sales Goal based on your budget
- Estimate Storefront hours needed to meet your goal
- Set individual sales goals
- Decide on Unit incentive for Scouts

**See our Kernel Guide for planning**

# UNIT KICKOFF

## **Make it fun**

- Build excitement with food, games, and prizes

## **Set Goals**

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

## **Get started with the Trail's End App**

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

## **Talk about prizes**

- Trail's End Rewards
- 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

# 2023 TRAINING & LIVE SUPPORT





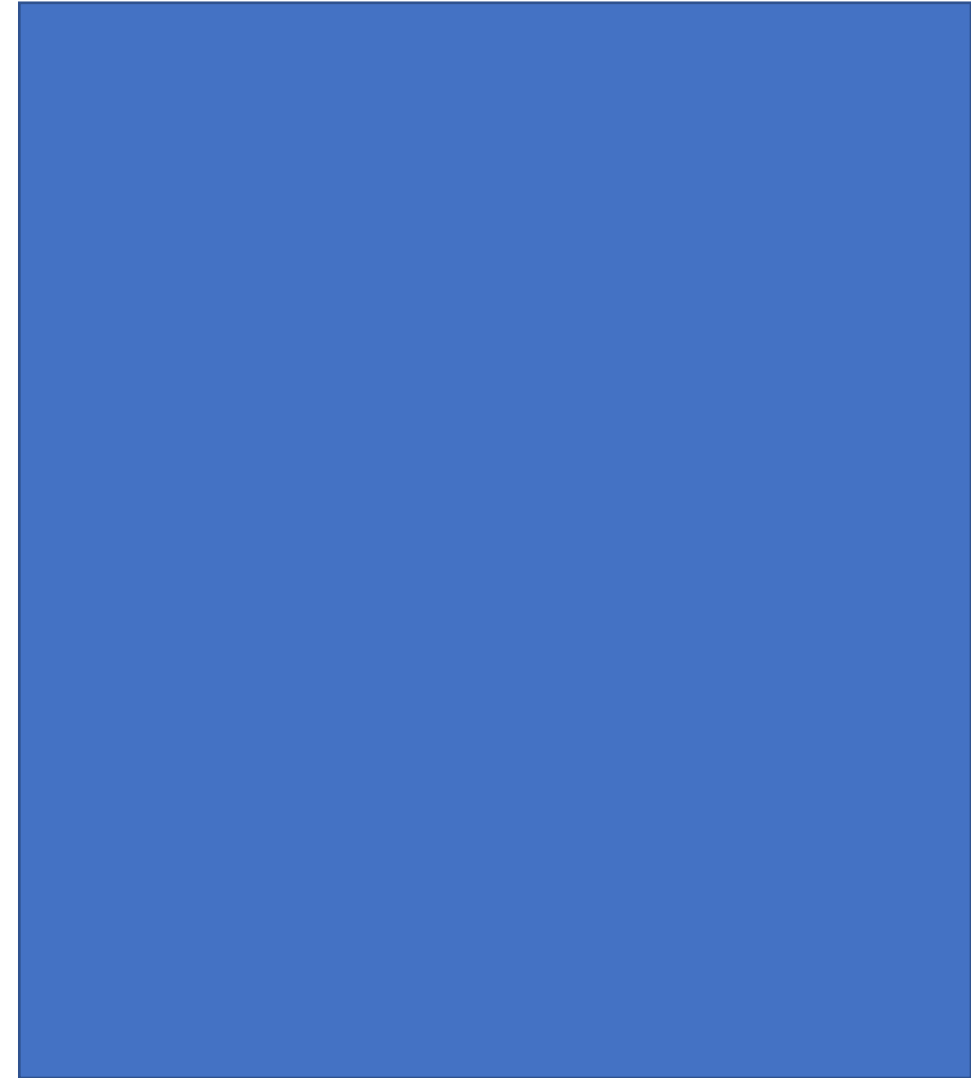
# UNIT LEADER TRAINING

## **Webinars**

- New & Existing Unit Kernels are encouraged to attend
- First session launches on July 8<sup>th</sup>
- Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)

## **Training Tab**

More recorded videos available



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

# GET READY TO SELL

## Perfect Your Sales Pitch

- Introduce yourself and where you are from

*Hello, I'm\_\_\_\_\_ from [Unit #]*

- Let people know what you are doing

*I'm earning my way to summer camp*

- Close the sale

*Can I count on your support?*

- End with a pitch for credit cards

*We prefer credit/debit*

## Sales Tips

- Always wear your field uniform
- Always speak clearly and say 'Thank you.'
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

TRAIL'S END BOOKED

# STOREFRONTS

- Trail's End has booked top retailers
  - Over **6500 hours** are booked for us already!!!
- Reservations Rules
  - Begins August 1<sup>st</sup> for units committed by July 26th
  - August 5<sup>th</sup> for all others
  - Book only stores you plan to staff
    - In 2022 approximately 1000 hours of storefront were reserved and not used – a loss of nearly \$200,000 in sales

UNIT BOOKED

# STOREFRONTS

- We recommend booking 1-2 months in advance
- Look for high foot traffic times and locations (Google Analytics)
- Visit in your Uniform with one or more Scouts
- Ask the manager after shopping the store
- If permission is granted, get details of the expectations and then follow them
- Always say 'Thank you!'

# TE REWARDS

## Save time and Sell more!

- Scouts redeem [Amazon.com](https://www.amazon.com) gift cards in app.
- Saving time for unit leaders.
- No approving, receiving, distributing, or replacing prizes.
- Prizes are better! More value and more choices.
- Amazon offers 500 million items!

## Trail's End<sup>TM</sup> REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

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

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\*Based on average Scout program. May vary by your Council.

**1.25 PTS PER  
\$1 SOLD**

APP CREDIT / DEBIT CARD  
& ONLINE DIRECT

**1 PT PER  
\$1 SOLD**

CASH



*Did You Know? 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\**

Price & colors may vary. Examples of the types of prizes available on Amazon.

TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Sweet and Salty  
Kettle Corn

**\$15**



Popping Corn

**\$15**



White Cheddar

**\$20**



S'Mores

**\$25**



12pk Unbelievable  
Butter Microwave

**\$25**



Salted Caramel

**\$25**





TRAIL'S END 2023

# TRADITIONAL PRODUCTS

Chocolatey  
Pretzels

**\$30**



Sea Salt

**\$50**



# ORDERS & DISTRIBUTION

## Order Due Dates

- Initial Order: **Sun., Aug. 20th**
- Final Order: **Mon., Oct. 23rd**













## Distribution

Insert dates specific to your Council here

- Initial Order: **Sat., Sep. 9th**
- Final Order: **Sat., Nov 11th**

Warehouse Location(s)

- Colorado Springs
- Atlantic Relocation Systems

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

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



# 2023 COUNCIL SALE SPECIFICS



# KEY DATES

## Add these dates to your Calendar

- Storefronts available for signup: **Aug 1/Aug 5**
- Storefront sales begin: **Sep. 9**
- Wagon sale begin: **Sep. 9**
- Last day to return Wagon inventory: **Oct. 19th**
- Last storefront sale: **Oct 22nd**
- Final orders due: **Oct. 23rd**
- Final order distributed (including Chocolate): **Nov. 11th**
- Payment due to council **Dec. 1st**

# KERNEL CHECKLIST

## July/August

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

## September

1. It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
3. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

## October

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

# RESOURCES

## Council Website

- [www.pathwaytotherockies.org/popcorn](http://www.pathwaytotherockies.org/popcorn)
- Commission Metrics & First Order Estimator – excel file
- Various documents for leaders and families
- **Facebook group**
- **[Facebook.com/groups/ptrcpopcorn](https://facebook.com/groups/ptrcpopcorn)**
- Last storefront sale: **Oct 22nd**
- Final orders due: **Oct. 23rd**
- Final order distributed (including Chocolate): **Nov. 11th**
- Payment due to council **Dec. 1st**

# HAVE QUESTIONS? GET ANSWERS

## **Popcorn Staff Advisor**

- Brandon Vavra  
[brandon.vavra@scouting.org](mailto:brandon.vavra@scouting.org)  
719-219-2910

## Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

Visit our FAQ's

<https://support.trails-end.com>