

The background is a dark blue with faint, light blue illustrations of outdoor gear like tents, trees, and a backpack. A red dashed line winds across the page, punctuated by several yellow popcorn icons. The text is centered and white.

Trail's End®

Pathway to the Rockies Council

Popcorn Sale Unit Leader Training

Powered by Popcorn



**BECOME
DECISION 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
 - Gain life skills
 - 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



Sale Prep

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

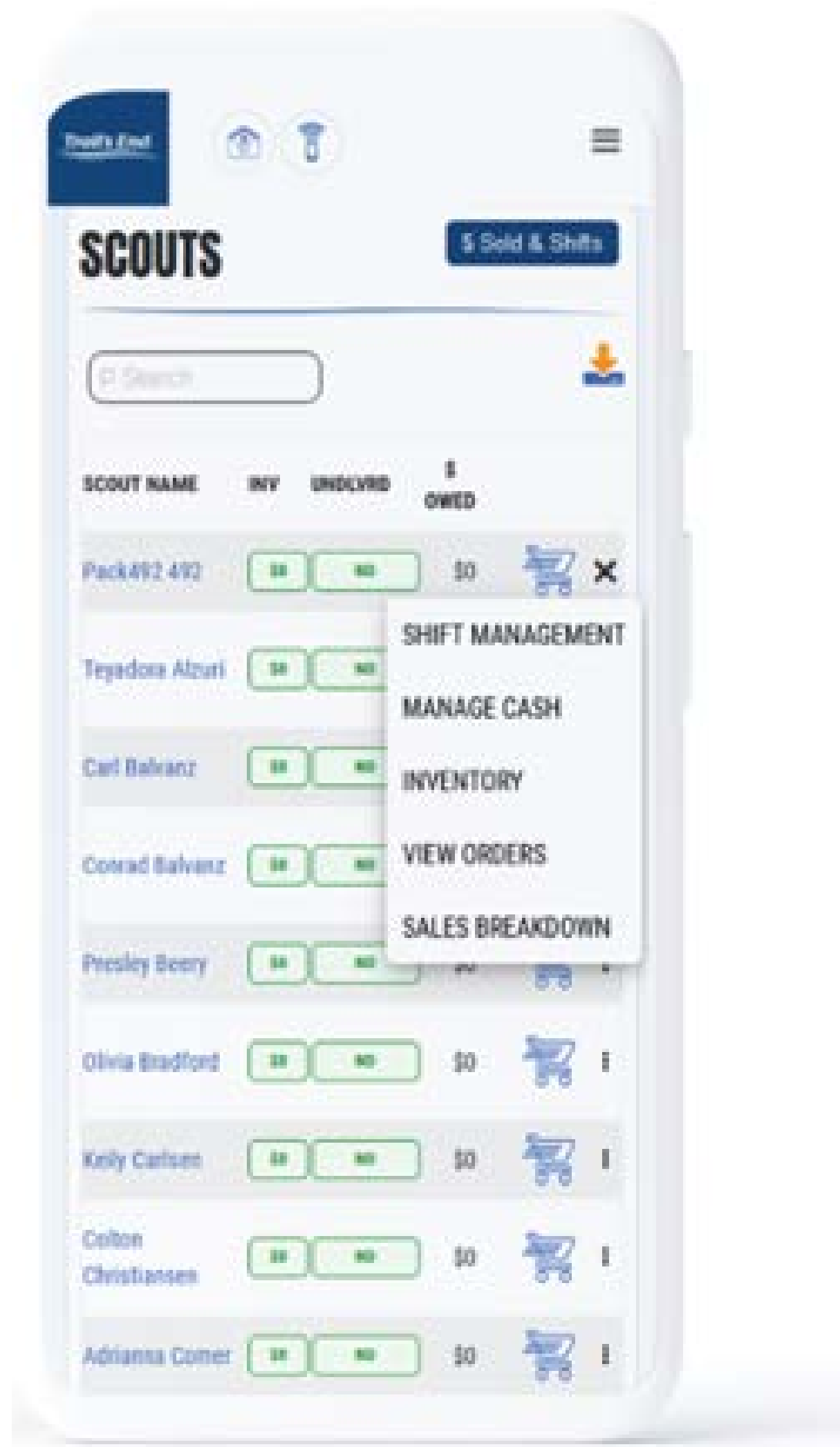
Raise the Money

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

Enjoy the Year!



Leader Portal



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

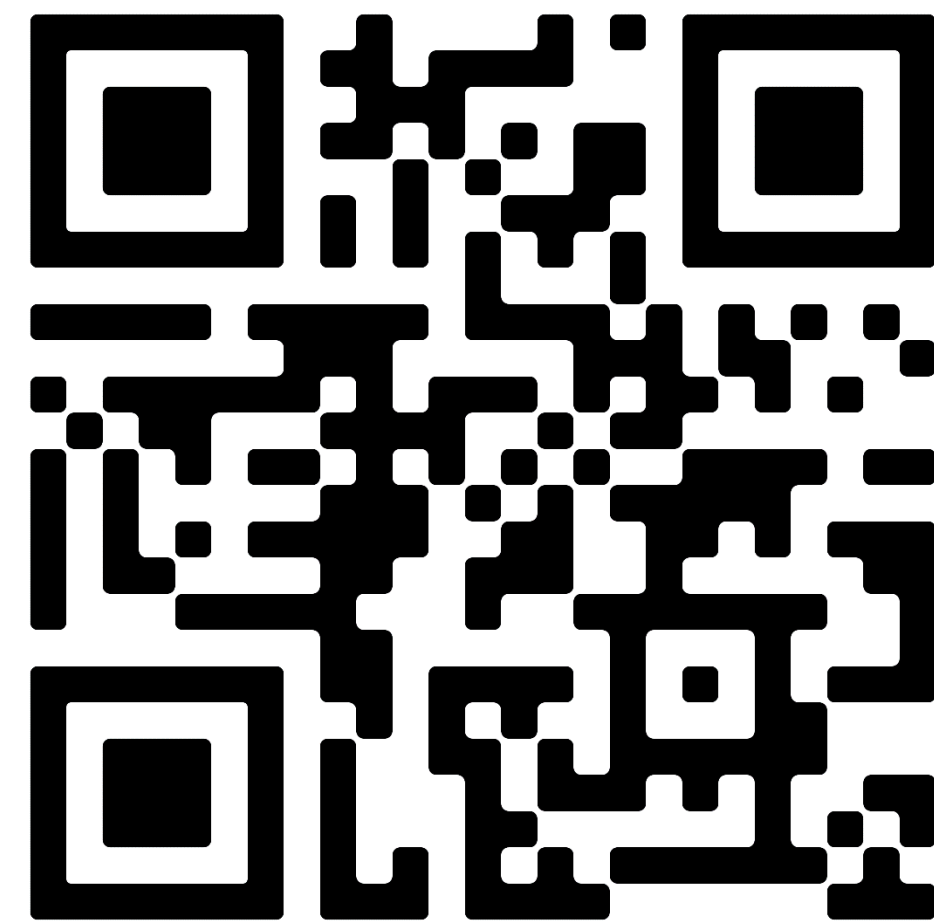
Leader Portal - Training page

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

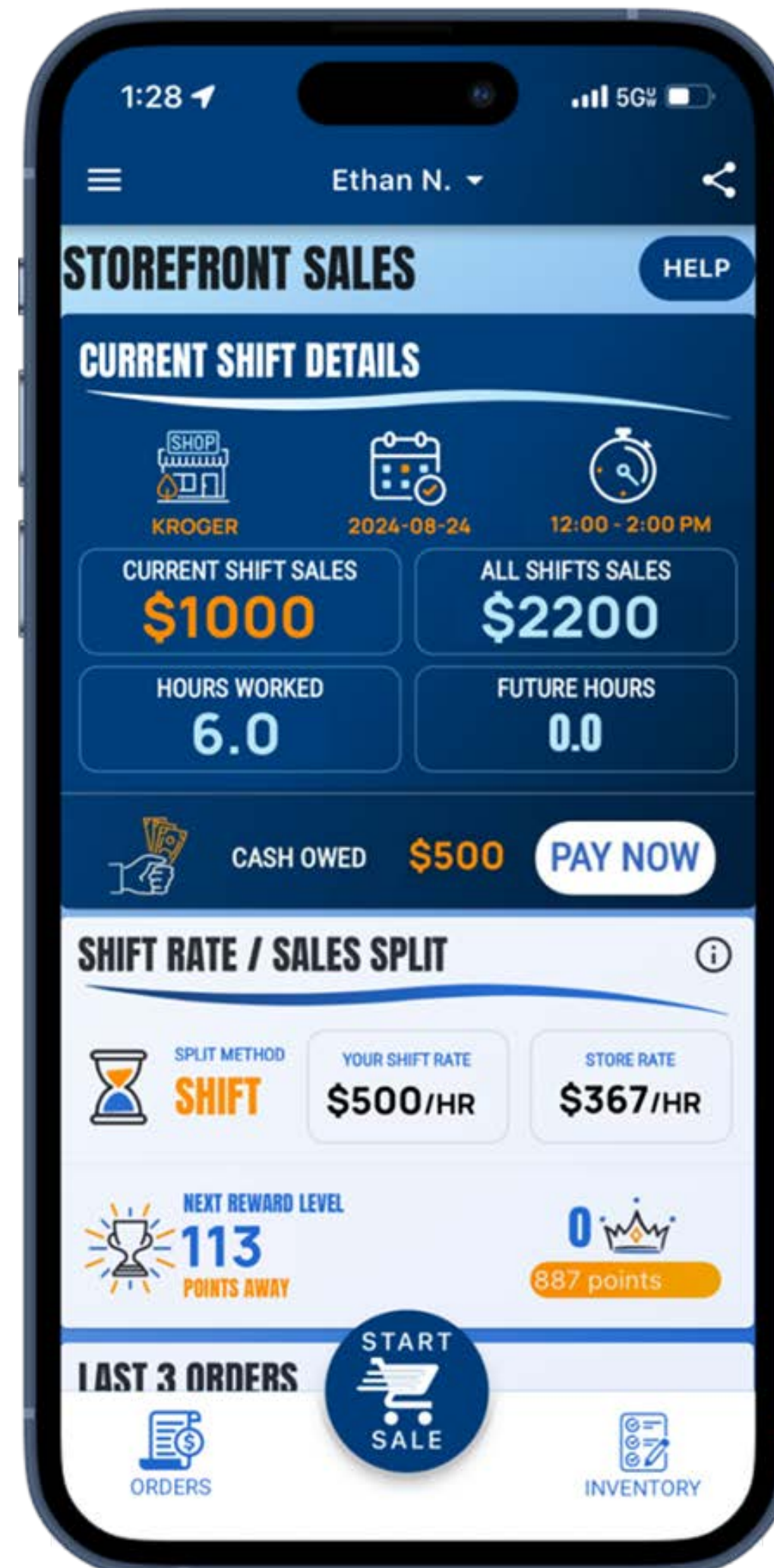
Save Time Managing Your Sale!

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[®]

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



Sale execution

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.
- Great Sunday night activity.

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 Pitch

Hi, my name is _____ I am a scout from
Pack/Troop # _____. I'm earning my way to
_____! My favorite flavor is _____.

Can I count on your support to help fund my
scouting adventures?

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

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 2:59am ET.
- Scouts earn more Rewards.



Products



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

NEW

Heroes & Helpers Donations

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



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

- July 1, 2024 – Online sales begin
- August 20 – First order due
- September 7 - First Distribution
- October 21 – Final Order Due
- November 9 – Final Distribution
- December 2 – Final Payment Due
- ~December 16 – Commission Checks available

Distribution

- September 6 – Pueblo Distribution – Pueblo Scout Office
- September 7 – Colorado Springs Distribution – A-1 Freeman Moving Group
- Extra product available upon request – more info coming during sale

Commission Structure

Base Commission: 30%

- All sales (Storefront + Wagon + Take Order + Online)

Commission Structure

Bonus #1 – Recruitment/Membership Growth +5%

Packs

Recruit more NEW* youth in 2024 vs 2023

- More new cub scouts recruited into your pack from 07/01/24 – 10/31/24 than 07/01/23 – 10/31/23
- Minimum of 15 total youth registered in pack on 10-31-24
- Minimum of 10 NEW* youth recruited in this time period
- NEW* youth: in council transfers DO NOT COUNT – out of council transfers DO COUNT

OR

- Recruit 20 NEW* youth in 2024 during this time period

Troops/Crews/Ships

Year end growth by October 31, 2024

- More registered youth members on 10-31-24 than on 12-31-2023
- Minimum of 12 (primary) registered youth
- Merged units not eligible

Commission Structure

Bonus #2 – High Selling or Growth Bonus +5%

Unit Sells over \$15,000

OR

Double 2023 sale

- Minimum of \$4000 sale in 2024
- Non 2023 sellers must sell minimum of \$4000

Commission Details

Commission Structure

Bonus #3 – Ultra High Selling Unit +3%

Unit Sells over \$25,000

Find specific metrics for your unit commission at
www.pathwaytotherockies.org/popcorn

Scout Incentives

Scout Seller Challenges

- We will have various challenges during the sale.
- Scouts who reach these challenges will earn BONUS Amazon gift cards provided by the council
- Challenge sales metrics will be based on individual scout sales recorded in their app.
- If you split your sales it won't count for them.

Return Details

Mid Sale Return Date

- Make any amount of returns that you need PRIOR TO **September 26th**
- Unopened cases ONLY

Units can always transfer popcorn with other units

Final Returns

- Units can return UP TO 1 case of popcorn for every \$2000 in traditional sales*
- Unopened cases ONLY

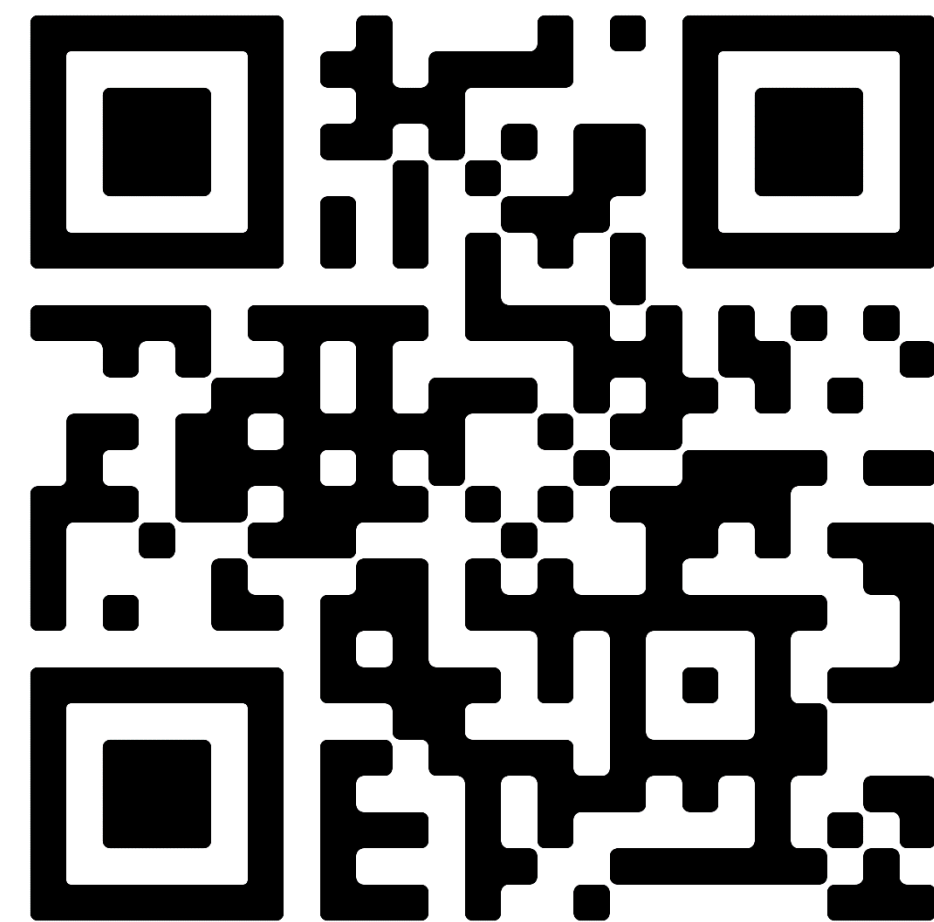
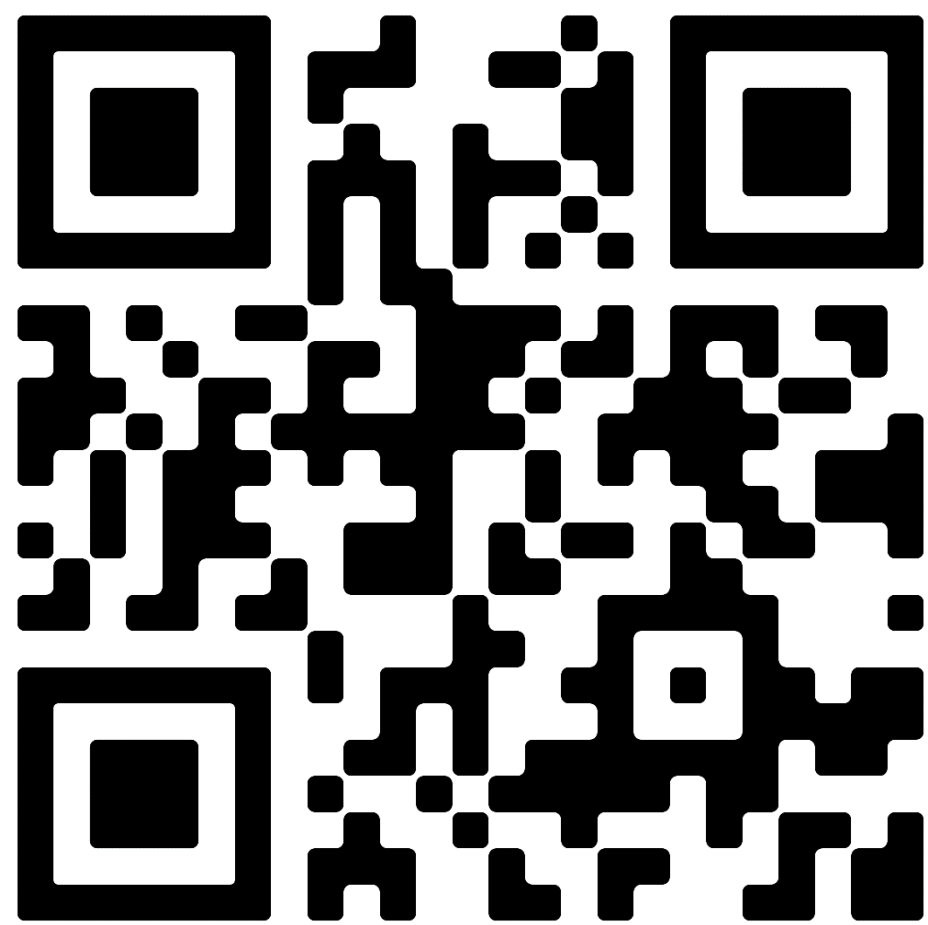
traditional sales*

- Traditional sales = storefront + wagon + take order
- Sales will be calculated by sales entered in the app
- DOES NOT INCLUDE online sales
- Example: \$5000 in sales = MAX 2 cases (any type) return

Support

Trail's End Support

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



Facebook Group

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

Council Support

Brandon Vavra

- Brandon.vavra@scouting.org
- 719-219-2910

Popcorn Page:

- www.pathwaytotherockies.org/popcorn
- Facebook: @pttrpopcorn

Thank You!