



# The NEW Online Direct

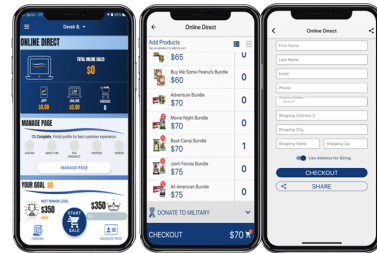
## ONLINE DIRECT PROMOTIONS

### • Free Shipping Weekend - July 3 - 5

- Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!

### • Scout Online Direct Entrepreneur Pledge

- Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 - August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.



### • Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:

- Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
- Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

### • Scouts earn DOUBLE points for Amazon.com Gift Cards with Trail's End Rewards!

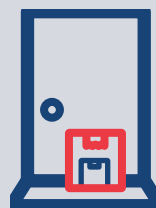
## THE SAFEST WAY OF FUNDRAISING FOR SCOUTS!



**Safe for Scouts**  
Fundraise from the safety of home.



**Product Variety**  
Traditional products & prices plus more.\*\*



**No Handling**  
Products ship to your customers and all sales are credit.



**Trail's End Rewards\***  
Earn double points for Amazon.com gift cards.

\*Council participation in Trail's End Rewards may vary.  
\*\*Subject to change.

**BUILD YOUR PLAN TO SELL \$1,000 SOCIAL DISTANCING**  
**Text MYPLAN to 62771 to learn more!**