

A group of children are outdoors in a wooded area, engaged in a nature walk. One child is using a magnifying glass to examine something on the ground. Another child is holding a stick. The background shows trees and foliage. The text is overlaid on the left side of the image.

2022 POPCORN KICKOFF!

**SPIRIT OF ADVENTURE
WOBURN
MASSACHUSETTS**

Trail's End

Your Popcorn Team



Spirit of Adventure Council

Council Staff Advisor: Angela Rzeszut; (617) 272-3514; Angela.Rzeszut@scouting.org
Trail's End Sales Manager: Adam Walden; (317) 432-6899; adam.walden@trails-end.com

More Resources & Support Available at...

Trail's End Customer Service: support@trails-end.com

Trail's End Facebook Group: Text FACEBOOK to 62771

WWW.SCOUTSPIRIT.ORG/POPCORN



WORD OF THE SALE: **POSITIVITY!**

[POZ-I-TIV-I-TEE]

The state or character of being positive: a positivity that accepts the world as it is. Something positive.



**Become
Decisions Makers**



**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS YOU

BENEFITS:

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com Gift Cards
 - Millions of prize choices.
 - Buy prizes you want.

LEARNING EXPERIENCE:

- How to help others around them.
- Public speaking and math skills.
- Salesmanship and perseverance.
- How to earn their own way.
- The value of hard work.
- To be part of something bigger.

Why Popcorn?

FUNDING YOUR ADVENTURE!

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Rayado & NYLT)
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold

- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

#PoweredByPopcorn

A person wearing a multi-colored horizontally striped t-shirt is sitting in a dark-colored camping chair. They are holding binoculars to their eyes and looking upwards with a smile. To their left is a large red and black backpack. The background is a blurred outdoor setting, possibly a tent or a campsite. A semi-transparent dark overlay covers the entire image, with a thin red vertical line on the left side.

A SUCCESSFUL SALE

Trail's End

Message to Parents



- No out-of-pocket-expense to enjoy 12 months of Scouting activities
- Do one fundraiser a year; more time to enjoy Scouting
- Scouts ...
 - Earn their own way
 - Learn life lessons and responsibility
- All Scouts will enjoy the Unit's program
- Consumers are motivated to purchase based on the cause
- We should ask our Scouts and parents to go out and be confident that our communities WANT to support Scouting. They will IF we ask them to.

Unit Popcorn Kickoff

- The single most important thing is... **ENTHUSIASM!** Find 'that' person!
- Dress up the room, pop popcorn.
- Have games for Scouts to play the minute they walk in the door.
- Role play a "sale" either at a storefront or at the neighbor's door.
- Families should walk out excited, informed, and ready to sell.
- Train Both Scouts AND Parents (different messages)



Make account registration part of your kickoff

- Pick a location that has access to Wi-fi and ask parents to bring a tablet or smartphone (have extra laptops available if possible)
- Walk parents through the quick steps of registration, and run through the ways to share the personalized fundraising page

A Successful Sale

TIPS & TRAINING

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

- Practice your sales presentation.
- Introduce yourself (first name only) and where you are from.

"Hi sir, my name is Brian and I am from (local unit)."

- Let people know what you are doing.
"I'm earning my way to Summer Camp. All of the popcorn is delicious and you'll help fund my many adventures."

- Close the sale.

"Can I count on your support?"

- Credit card sales are best for the Unit. Tell your customers

"We prefer credit/debit."

MORE EXAMPLES:

"Hi, My name is Savannah with (local unit). I am helping my Council raise money for camp scholarships as well as earning my own way to summer camp. Can I count on your support?"

"Hi, my name is Alex with (local unit). I am fundraising for my Eagle Project as well as earning my way to summer camp in Switzerland. Can I count on your support?"

Remember, Be polite and always say "Thank You", even if the customer does not buy.

MORE TIPS & TRAINING

MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have mom and/or dad take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.
- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Share what you're doing and how you're helping others through the program!

A photograph of two young children hiking through a forest. The child in the foreground is wearing a blue and white striped shirt and dark pants, with a backpack strap visible. They have their arms raised in excitement. Another child is visible in the background, also hiking. The scene is set in a wooded area with trees and foliage. A semi-transparent dark overlay covers the entire image, and a vertical red line is positioned to the left of the main text.

WAYS TO SELL!

Trail's End

Ways to Sell



ONLINE DIRECT

Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit. Families' setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and they can fundraise year-round!

WAGON SALES

Take Order

Each kid collects orders in the app and delivers on hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' coworkers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.

WAGON SALES

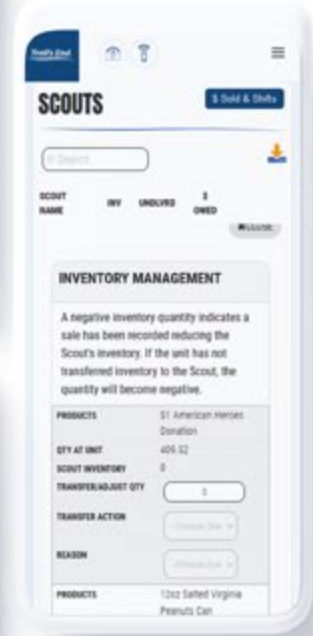
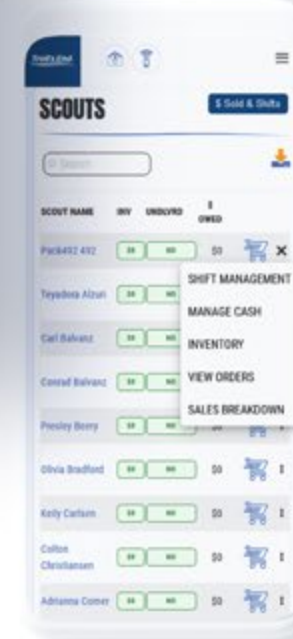
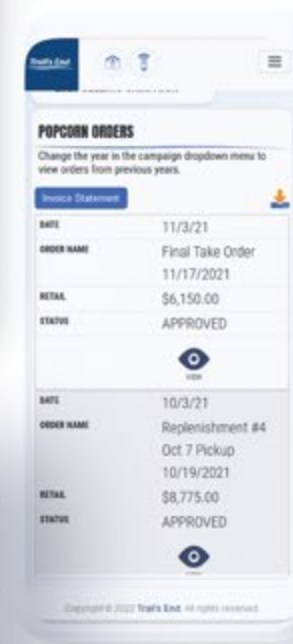
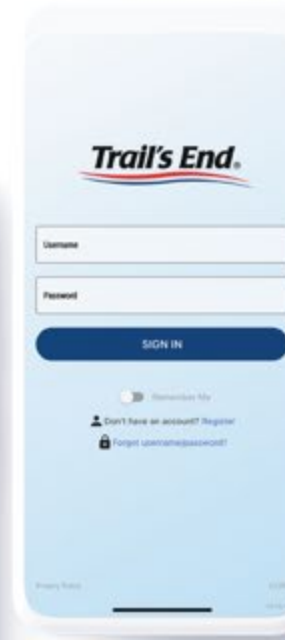
Door to Door with Product

Involves the kid bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.

STOREFRONT SALES

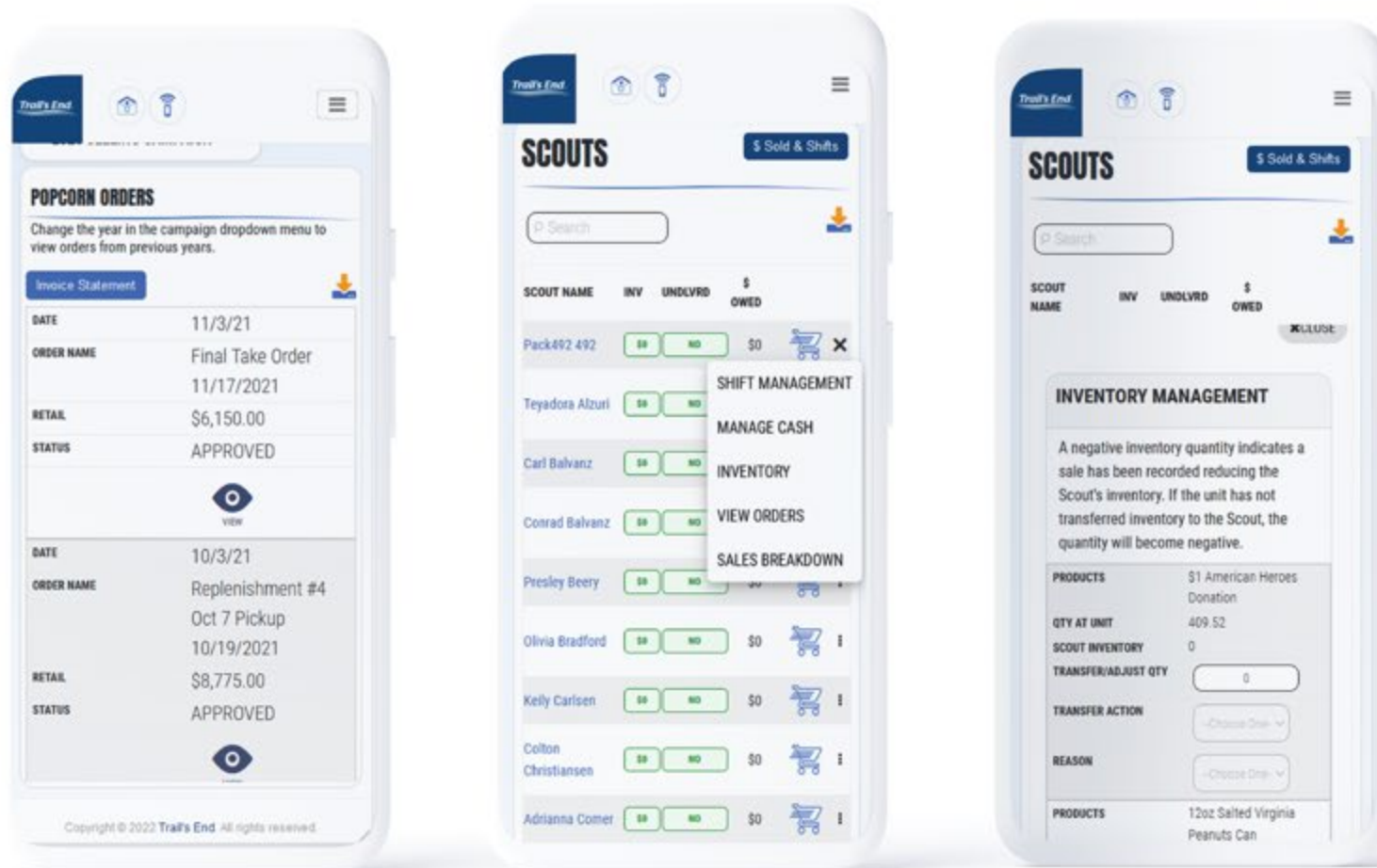
Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.

2022 TRAIL'S END TECHNOLOGY



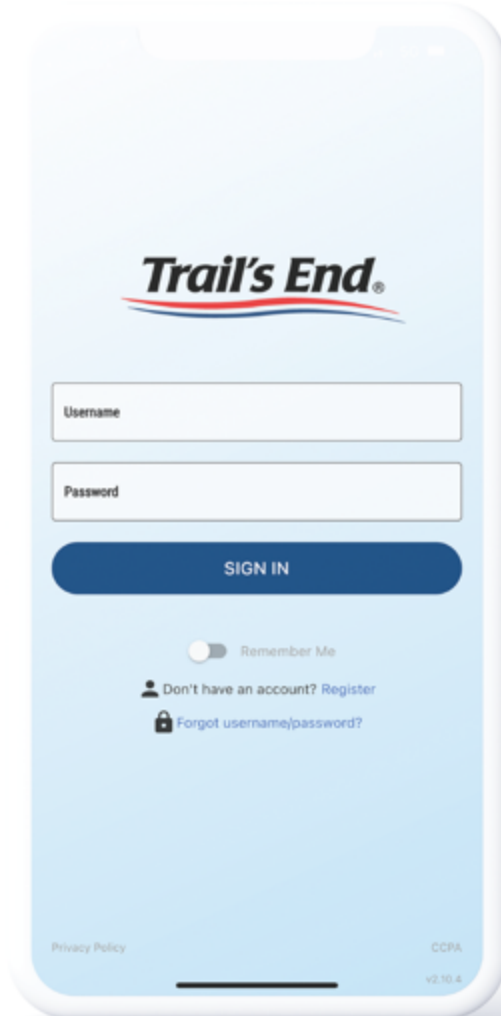
- The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.

Unit Leader Portal



All functionality built for mobile.

Trail's End App



AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

- Council
- District
- Unit

1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The some email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

Trail's End App



ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader)

Type in the customer's card information.

Magstripe Reader (Android)

Swipe reader plugs into headphone jack.

Lightning Reader (Apple)

Swipe reader plugs into lightning jack.

Bluetooth Reader

Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.





2022 TRAINING & LIVE SUPPORT

Trail's End

Trail's End Webinars



- Registration site is open for training!
- New and existing unit kernels are encouraged to attend.
- First session launches on July 9.

Register at:

<https://www.trails-end.com/webinars>



Trail's End Webinars



Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!

NEW Unit Leader Training
Audience: NEW Unit Leaders

>

Open Office Hours
Audience: All Unit Leaders

>

RETURNING Unit Leader Training
Audience: RETURNING Unit Leaders

>

NEW Unit Leader Training

Join us for a detailed training of not only Trail's End technology but also hear directly from other Unit Leaders and Scouts themselves on best tips & tricks for this year's sale.

Audience: NEW Unit Leaders

DATE	DAY OF WEEK	TIME ET	
2022-07-09	Saturday	01:00 PM	REGISTER
2022-07-13	Wednesday	06:30 PM	REGISTER
2022-07-23	Saturday	12:00 PM	REGISTER

Open Office Hours



Have a question or a few?

Swing by our Trail's End Popcorn Community Facebook page every **Wednesday starting Wednesday, July 27th at 7pm EST through Wednesday, November 9th at 7pm** and we'll be LIVE to help answer any questions that come through.

Open office hours are in addition to the Customer Support email + Social Media platform support outlets provided.

TRAIL'S END REWARDS



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TRAIL'S END REWARDS*

KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the fundraiser and get back to Unit adventures faster!

* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

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! Earn Easier! No need to write in orders!

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

A photograph of three children and one adult climbing a rope. The children are wearing helmets and are smiling. The adult is also wearing a helmet and is holding the rope. The background is a clear blue sky.

2022 EXTERNAL FACTORS ON THE POPCORN CAMPAIGN

Trail's End

Product cost increases since January 2020:

Item	Increase % 01/2020 - 11/2021
Corn	54%
Oil	45%
Paper	36%
Film	30%
Corrugate	26%
Labor	25%

Economic Factors



The opening price point of \$5 in 1980 equates to an opening price point of \$16.98 in 2021.

An opening price point of \$15 on the 9oz Caramel Corn will raise your total sales.

Real Council example in 2021 vs 2019 (app product sales):

	<u>2019</u>	<u>2021</u>
Caramel Corn price:	\$10	\$15
Sales per Scout:	\$598.03	\$715.33
Caramel Corn items Sold:	31,334	12,980
Total Items Sold:	137,613	103,377
Total Selling Scouts:	4,063	2,835
Caramel/Scout items Sold:	7.71	4.58
Items/Scout Sold:	33.87	36.46
AOV:	\$21.18	\$24.18

A young boy with light brown hair is climbing a light-colored rock face. He is wearing a pink long-sleeved shirt, blue pants, and a climbing harness. A red rope is attached to his harness and extends upwards. The background is a textured rock surface. The word "PRODUCTS" is overlaid in white text on the left side of the image, next to a vertical red line.

PRODUCTS

Trail's End

Traditional Products

Trail's End

KETTLE CORN & WHITE CHEDDAR
GIFT BOX *New*
\$40



CHOCOLATEY PRETZELS
\$30



SALTED CARAMEL
\$25



POPPING CORN
\$15



WHITE CHEDDAR
\$20



SWEET AND SALTY KETTLE CORN
\$20



12PK UNBELIEVABLE BUTTER
MICROWAVE
\$20



CARAMEL CORN
\$15



Trail's End



**SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!**

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

Custom
amount

Additional Online Products *

Trail's End

CAMPFIRE BLEND
K-CUPS



SALTED VIRGINIA
PEANUTS



HONEY ROASTED
PEANUTS



BEEF JERKEY



DARK CHOCOLATE
SALTED CARAMELS



FROSTED SNOWFLAKE
PRETZELS



PEPPERMINT
BARK



** Providing supply chain issues are minimized*


2022 Product Allergens



PRODUCT	ALLERGENS						OTHER	
	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	VEGAN	KOSHER
Chocolatey Pretzels	C	C	C	X	X	X		YES
Salted Caramel Popcorn	C	X	C	X	X	X		YES
White Cheddar Popcorn	X	X	C	X	X	X		YES
Sweet & Salty Kettle Corn	X	X	C	X	X	X		YES
Blazin' Hot	X	X	C	X	X	X		YES
12pk Unb. Butter Microwave Popping Corn			C					YES
Caramel Corn	C	X	X	X	X	X	YES	YES
Beef Jerkey								
Dark Choc. Salted Caramels	C	X	C	X	X	C		YES
Honey Roasted Peanuts				C	X			
Peppermint Bark	C	X	C	X	X	X		
Frosted Snowflake Pretzels	C	C	C	X	X	X		

C - Product contains allergen

X - Product does NOT contain allergen, but is produced in a facility that handles Soy, Wheat, Milk, Peanuts, Tree Nuts, and Eggs



PLACING YOUR UNIT'S ORDERS TO THE COUNCIL

Trail's End

Ordering

Trail's End

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards* year-round

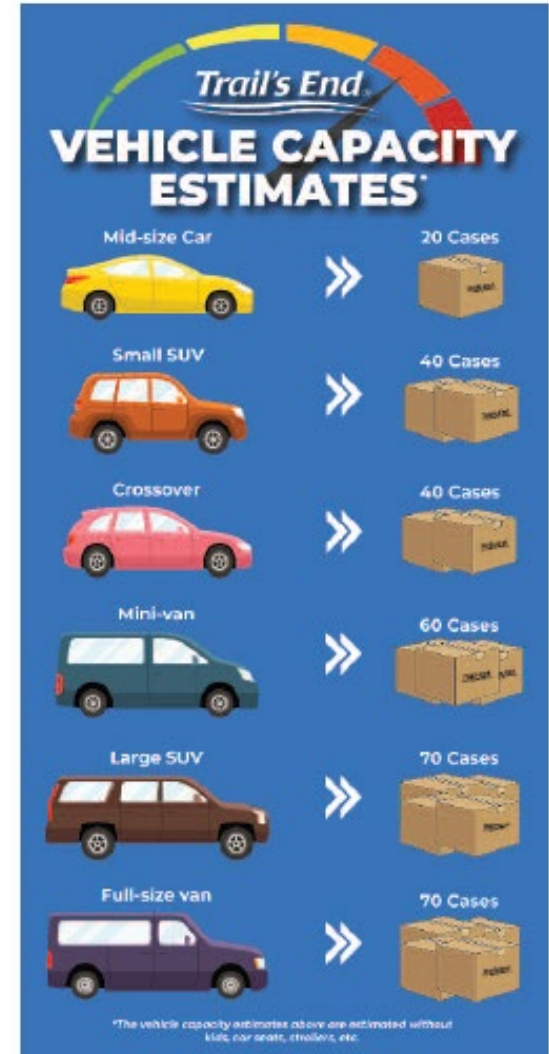
POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be presorted or on site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the Unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons. Contact your Council for more information on getting your popcorn and replenishment of popcorn.



A young boy with a backpack and a woman in a forest setting. The boy is wearing a yellow and white striped shirt and a black watch. He is holding a black stick and a small object. The woman is wearing a red and white plaid shirt. They are in a forest with green foliage.

2022 COUNCIL SALE SPECIFICS

Trail's End

2022 Spirit of Adventure Council Dates



SNS order – Due August 28, 2022

SNS pick up – September 10, 2022

TO order – Due October 30, 2022

TO pick up – November 19, 2022

2022 Spirit of Adventure Commissions



33% Base Commission

EARN up to 6% BONUS COMMISSION:

- Sell 4k+ 2% Bonus
- Sell 9k+ 4% Bonus
- Sell 16k+ 6% Bonus
 - Max Commission 39%

Online Commission 35%

- All will get a 2022 popcorn patch**
- Dave N' Busters experience for top 100 sellers**
- Weekly contests from September 10-October 29**

A background image of four children in a forest setting. A girl with long blonde hair is on the left, looking down. A boy with curly hair is in the center, looking down. A boy with dark hair is on the right, looking down. A girl with curly hair is in the background, looking down. They are all wearing casual clothing and appear to be engaged in an outdoor activity.

HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at support.trails-end.com

Get peer support 24/7 in the Trail's End Parent Facebook Group
www.facebook.com/groups/TEParents

Trail's End



THANK YOU

Trail's End