

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



Trail's End Storefronts (for participating Councils)

- 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

Leader Portal →

- Sale Resources
 - NEW Leader training videos
 - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar



Heroes & Helpers Donations →

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



Credit is Preferred

- Faster, safer, higher sales, and Trail's End pays all fees for App orders!
- Square readers are compatible:
 - Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
 - Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type in card information
 - Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Cash to Credit™ →

- Parents turn 1 pt for each (cash) dollar collected into 1.25 pts by using their card and keeping the cash
- Leaders can also use their card to convert cash collected for more Scout Rewards



WRAP UP

Sale Close

- Collect undelivered orders & cash from parents