



BOY SCOUTS OF AMERICA®

**2018 POPCORN FUNDRAISER**

**[www.Trails-End.com](http://www.Trails-End.com)**



# WHY TRAIL'S END



## OVER \$4 BILLION RAISED FOR SCOUTING SINCE 1980

We have partnered with Boy Scouts of America Councils and Units to raise the funds needed to deliver the promise of Scouting for over 37 years.

Thank you!



# IT'S FOR THE SCOUTS



## 2017 POPCORN UNIT COMMISSIONS \$244,265

- Scouts fundraise to earn their own way in Scouting. Provides them the opportunity to fund their entire year in Scouting.
- Provides Units the funding needed to execute a successful program year.



# WHY WE SELL POPCORN



\$190,000 Cub Scout Pack: Why We...

## Why We Sell Popcorn

Popcorn Team Training Series

# SET YOUR GOAL



**YOUR UNIT GOAL SHOULD BE BASED ON EVERY SCOUT EARNING THEIR *IDEAL YEAR OF SCOUTING*.**

**Q:** What is the Ideal Year of Scouting?

**A:** It's your Unit's calendar of Adventures and Events, such as Campouts, Day Trips, Blue & Gold, Pinewood Derby, and more!



**Provide your Scouts with the **experience of a lifetime.****

# SET YOUR GOAL



- What is your *Ideal Year of Scouting*?
- Popcorn fundraising goals should be based on your budget to fund your unit's Program Plan with **one fundraiser**.
- How much popcorn will each Scout sell to **earn their way**?

<b>SALES GOAL WORKSHEET</b>			
Fund Your Ideal Year of Scouting with Popcorn!			
<b>SCOUT GOAL</b>			
\$330	÷	33%	= \$1,000
Ideal Year Cost Per Scout		Unit Commission	Scout Sales Goal
<b>UNIT GOAL</b>			
\$1,000	x	30	= \$30,000
Scout Sales Goal		Scouts in Unit	Unit Sales Goal

# SCOUT GOAL OF \$1,000



Your Scouts should sell \$1,000 and **earn an entire year of fun filled Scouting programs** with only three easy steps:

1. Scouts work four 2-hour solo Show n Sell shifts. Scouts average \$100/hr.	\$800
2. Scouts sell door-to-door to their neighbors for about an hour.	\$100
3. Scouts record online orders from family and friends, where on average, Scouts recorded \$165 in 2017!	\$165
<b>Goal Achieved</b>	<b>\$1,065</b>

# UNIT GOAL OF \$30,000



A Unit with 30 Scouts **should sell \$30,000** in Popcorn.

1. Book two stores for Show n Sells Friday, Saturday, and Sunday throughout your sale. This will provide more shifts than you need, allowing some Scouts to be Top Sellers!
2. Scouts each sell door-to-door to their neighbors for about an hour. Tip: Scouts that have popcorn with them (Show & Deliver, or “Wagon sales”) sell more popcorn in less time!
3. Scouts sell to friends and family online. The average online sale is over \$65! It only takes two sales per Scout to make a big difference in your sale. There’s new online incentives too!



# HOW THEY DID IT



## SECRETS FOR SUCCESS



HOW DID PACK 2017 SELL \$190,000 WITH 85 SCOUTS?



2018 POPCORN FUNDRAISER

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0:00 / 3:30



# TRAINING VIDEOS



## POPCORN TEAM TRAINING

- Videos at Trails-End.com
- Developed by Team that sold \$190,000
- Focused on Show n Sell/Show n Deliver
- No login required-watch anytime

## 24 VIDEOS (40 MINUTES)

- Team Building & Planning
- Ways to sell
- Show n Sell basics
- Booking locations
- Scheduling shifts
- Merchandising a table
- Training Scouts & Parents
- Show n Deliver basics
- Kick-offs
- Logistics of the sale
- Financial best practices
- And much more on Trails-End.com

[www.Trails-End.com/training](http://www.Trails-End.com/training)

 <b>Team Building &amp; Planning</b> <ul style="list-style-type: none"><li>• No More Popcorn Kernel</li><li>• Roles &amp; Responsibilities</li><li>• Goals</li></ul>	 <b>Ways to Sell</b> <ul style="list-style-type: none"><li>• Show &amp; Sell Basics</li><li>• Show &amp; Deliver Basics</li><li>• Take Order Basics</li><li>• Online Sales</li></ul>	 <b>Show &amp; Sell</b> <ul style="list-style-type: none"><li>• Booking Locations</li><li>• Scheduling Shifts</li><li>• Merchandising a Table</li><li>• Training Scouts &amp; Parents</li></ul>
 <b>Sale Logistics &amp; Best Practices</b> <ul style="list-style-type: none"><li>• Goals</li><li>• Inventory Tracking</li><li>• Popcorn Ordering</li><li>• Equipment</li><li>• Ongoing Training</li><li>• Financial Best Practices</li></ul>	 <b>Kickoff</b> <ul style="list-style-type: none"><li>• General Guidelines</li><li>• Scout-Only Info</li><li>• Parent-Only Info</li><li>• Sample Scripts</li></ul>	 <b>Prizes &amp; Incentives</b> <ul style="list-style-type: none"><li>• Link Prizes &amp; Incentives</li><li>• Online Sales Prize Program</li><li>• Win a Trip to Disney</li><li>• Scholarship Program</li></ul>
 <b>Recruiting</b> <ul style="list-style-type: none"><li>• Recruitment at Show &amp; Sell</li></ul>	 <b>Resources</b> <ul style="list-style-type: none"><li>• Trail's End Products</li><li>• Sample Scripts</li><li>• Sample Agreement Forms</li><li>• Scout Pledge Example</li></ul>	 <b>Scholarship Program</b> <ul style="list-style-type: none"><li>• How It Works</li><li>• Submitting Sales</li><li>• Submitting for Payout</li><li>• Program Forms</li><li>• Terms &amp; Conditions</li></ul>

# SHOW N SELL BASICS



Show N Sell Basics

Show N Sell Basics

Popcorn Team Training Series

# SCOUT POPCORN TRAINING



# POPCORN COMMUNITY SUPPORT



## FACEBOOK GROUP

- Connect with other Kernel's
- Share ideas
- Ask questions – get answers!
- Weekly Webinars Available

<https://www.facebook.com/groups/868382320032192/>

## PLANNING SESSION

- The Team from Pack 2017 are committed to your Units success.
- Get one on one help from the Pack 2017 Team. **Setup a time now!**

<https://www.trails-end.com/pack2017>

**Trail's End**  
**POPCORN FUNDRAISER LEADER COMMUNITY**

Collaborate with other amazing Unit Leaders throughout the country and the Trail's End Popcorn Team to learn and share ideas, tips and tricks on how to grow your popcorn fundraiser. Take advantage of exclusive Trail's End incentives and promotions to benefit your Unit.

House Rules:

- All questions should pertain to the popcorn sale
- All posts and comments should be helpful or constructive in nature
- We encourage members to communicate with each other

Concerns and complaints can be emailed to [support@trails-end.com](mailto:support@trails-end.com)

Learn More | Watch More | Sell More  
[www.trails-end.com](http://www.trails-end.com)

Joined ▾ Notifications Share More

Write Post Add Photo/Vid... Live Video More

Write something...

Photo/Video Watch Party Feeling/Acti... More

GROUP BY  
Trail's End Popcorn  
65,972 like this  
Shop Now

ADD MEMBERS Embed Invite



# UNIT COMMISSION



<b>BASE COMMISSION:</b>	<b>30%</b>
<b>\$250-350/Scout Avg.</b>	<b>2%</b>
<b>\$351-450/Scout Avg.</b>	<b>3%</b>
<b>\$451- ↑</b>	<b>3%</b>
<b>Total Possible Commission</b>	<b>38%</b>



# PRODUCTS



**\$60** **CHOCOLATE LOVER'S COLLECTION**

- Milk Chocolatey Pretzels 17 oz.
- White Chocolatey Pretzels 17 oz.
- Pecan Clusters 7 oz.
- Chocolatey Caramel Crunch™ 15 oz.

Over **\$35.00** to local Scouting

Comes in a gift box.

**\$30** **CHEESE LOVER'S COLLECTION**

- White Cheddar Cheese Corn 5 oz.
- Yellow Cheddar Cheese Corn 5 oz.
- Jalapeño Cheddar Cheese 5 oz.

Over **\$20.00** to local Scouting

Comes in a gift box.

**POPCORN FOR OUR TROOPS**

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

**\$50** Gold Donation

**\$30** Silver Donation

**\$25** **SALTED CARAMEL POPCORN**

20 oz. with Sea Salt

Over **\$18.00** to local Scouting

A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

**\$25** **CHOCOLATEY CARAMEL CRUNCH™**

18 oz.

Over **\$18.00** to local Scouting

Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

**\$20** **PREMIUM CARAMEL CORN**

18 oz. with Almonds, Cashews & Pecans

Over **\$14.00** to local Scouting

The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.

**\$25** **18-Pack Microwave KETTLE CORN**

Over **\$18.00** to local Scouting

Deliciously sweet and salty popcorn that melts in your mouth.

**\$20** **18-Pack Microwave UNBELIEVABLE BUTTER™ MICROWAVE**

Over **\$14.00** to local Scouting

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

**\$15** **5.25 oz. WHITE CHEDDAR CHEESE CORN**

Over **\$11.00** to local Scouting

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

**\$10** **11 oz. CLASSIC CARAMEL CORN**

Over **\$7.00** to local Scouting

A traditional favorite full of rich caramel flavor.

**\$10** **30 oz. POPPING CORN**

Over **\$7.00** to local Scouting

Trail's End plain kernels for those who like to make popcorn from scratch.

**STAY ON TRACK FOR COLLEGE**

Sell **\$2,500** of qualifying Trail's End products in any calendar year and have **6%** of your total sales count towards your own Trail's End Scholarship.

Once enrolled, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum one time. Online sales count!

Visit [Sell.Trails-End.com](http://Sell.Trails-End.com) for full details.

2018 POPCORN FUNDRAISER

# SCOUT INCENTIVES



## 2018 POPCORN SALES

**SAGAMORE COUNCIL**      **MY GOAL \$**      **MY PRIZE GOAL**

**\$5500**  
PRIZE LEVEL 14

- 140 Apple Watch
- 141 Nintendo Switch
- 142 Xbox One S (or newest version)
- 2300 Walmart Gift Card \$175.00

**\$4000**  
PRIZE LEVEL 13

- 130 Apple AirPods
- 131 Wireless SBATS Headphones
- 132 Gold Camping Bundle
- 2340 Walmart Gift Card \$120.00

**\$3500**  
PRIZE LEVEL 12

- 120 Ninja Rope & Ninja Line
- 121 Space Scooter \$300
- 122 Silver Camping Bundle
- 123 Walmart Gift Card \$100.00

**\$2750**  
PRIZE LEVEL 11

- 110 Football Table \$27
- 111 StarBlast Drone
- 112 Mountainizer 70L Backpack
- 113 Truck 20 Degree Long Bag
- 114 Walmart Gift Card \$75.00

**\$2000**  
PRIZE LEVEL 10

- 100 RC Soccer Area
- 101 Regulate II Drone
- 102 Imperial T16 Fighter Lego Kit
- 104 V-Pod Insulated Stain
- 106 Walmart Gift Card \$50.00

**\$1500**  
PRIZE LEVEL 9

- 90 Assorted Super Heroes Lego Kit
- 91 Build Your Own Drone
- 92 Snow Sports Station
- 93 Leatherman Loop
- 96 Walmart Gift Card \$25.00

**\$1000**  
PRIZE LEVEL 8

- 80 RC Tumbler
- 81 Star Wars Starship Set
- 82 Quaklugger Turbo Runner
- 83 Magic Kit
- 87 Mystery Prize D

**\$850**  
PRIZE LEVEL 7

- 70 Escape Room Game
- 71 Starball Wind Slinger
- 72 BSA Handbook With Staps
- 77 Mystery Prize F

Products subject to substitution of equal or greater value.

**\$650**  
PRIZE LEVEL 6

- 60 Assorted Star Wars Lego Kit
- 60 RC Flash Speed Motorcycle
- 60 Assorted Takara TSM
- 66 Mystery Prize E

**\$450**  
PRIZE LEVEL 5

- 50 Lighted Soccer Ball
- 50 Glow T-Box Dig
- 50 Spy Science Kit
- 57 Mystery Prize D

**\$350**  
PRIZE LEVEL 4

- 41 6AA J-Port Battery
- 42 Nebula Band
- 44 Assorted Star Wars Lego Kit
- 49 Mystery Prize C

**\$225**  
PRIZE LEVEL 3

- 21 Metal Slice
- 24 Pocket Knife
- 25 Fire Starter
- 26 Mystery Prize B

**\$115**  
PRIZE LEVEL 2

- 20 F130 Practice Medium
- 21 Glow Egg
- 22 Silmokat
- 24 Mystery Prize A

1 Popcorn Patch 2018

**\$750 BONUS LEVEL**

2016 Lego Movie Experience  
Saturday, February 9<sup>th</sup> 2019

**\$1250 BONUS LEVEL**

2017 Free Cub Adventure Camp

**\$2000 BONUS LEVEL**

2018 Free Boy Scout Summer Camp, NYLT

Some Camp Incentives are for 2019 Sagamore Council Camps and are not transferable to other weeks.

**PRIZE ORDER FORM**

Prize total must not exceed sales level indicated. Submit a single prize form per sales level category, or you may choose multiple prizes from Super Levels that total your sales level (subject to all rules).

Name \_\_\_\_\_ Total Sales: \_\_\_\_\_

Level	Description	Quantity

Pack/Troop No. \_\_\_\_\_



# SCOUT INCENTIVES



## 2018 SCOUT BONUS PRIZES

In addition to the prizes from the brochure, qualifying Scouts will earn the additional prizes:

- |                      |                   |
|----------------------|-------------------|
| Sell \$750           | Fill it up Prize  |
| Sell \$1,500         | Experience        |
| Sell \$5,000         | Top Seller Prizes |
| Top 100 Scouts Event |                   |

# ONLINE FUNDRAISING



## JOIN THE THOUSANDS WHO'VE RAISED OVER \$12 MILLION FOR THEIR SCOUTING ADVENTURES

### HOW IT WORKS

#### Step 1: Create Your Online Fundraising Page

It takes less than 10 minutes to register, personalize your Scout page, and start selling.

#### Step 2: Share with Family and Friends

Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.

#### Step 3: Receive Support

Family and friends visit your fundraising page, where the average order value is \$65, and place orders on your behalf.

#### Step 4: Track Your Online Fundraising Orders

See who's supported your fundraiser, send them thank you emails, and request additional support.

Scouts can start their adventure by registering at [Trails-End.com](https://Trails-End.com)

# ONLINE FUNDRAISING



## DISCOVER THE #1 ONLINE POPCORN FUNDRAISING PLATFORM FOR SCOUTS

### BENEFITS

- Reach friends & family outside of your community
- Orders are 4 times greater than face-to-face sales
  - The average online order value is \$65
  - The average sales per Scout is \$165
- Incentives for Scouts and Units
- Products are delivered directly to the consumer
- Scouts have the ability to fundraise year round

### FEATURES:

- Only takes 10 minutes for a Scout/parent to register and start selling
- Personalized Scout webpage
- Built-in sharing capabilities via email, social, and text message
- Mobile friendly and easy to sell on the go
- Scout and Unit sales leaderboard
- Real-time sales reporting for Scouts and Unit Leaders
- It's easy and convenient to use
- Safe and secure

# ONLINE INCENTIVES



## INCENTIVES FOR SCOUTS

- **Online Prize Program:** Sell \$300 online in a calendar year and earn 5% of every dollar sold as an Amazon.com Gift Card
- **Win a Trip to Walt Disney World® Resort:** Eight Scouts that register an account on Trails-End.com and record online orders will have a chance to win a trip for two
- **Challenges:** Scouts/parents should opt-in to receive email and text messages from Trail's End to participate in challenges for a chance to win great prizes



## INCENTIVES FOR UNIT LEADERS

- **\$10 for 10:** Units will earn a \$10 Amazon.com Gift Card for every 10 Scouts that register an account and record at least one order



# TOP SELLER



## WHAT IT TAKES TO BE A TOP SELLER

1. Scouts work ten 2-hour solo Show n Sell shifts. Scouts average \$100/hr.	\$2,000
2. Scouts sell door-to-door to their neighbors for about four hours.	\$400
3. Scout records five to six online orders from family and friends, where the average order value was \$65 in 2017!	\$350
<b>Goal Achieved</b>	<b>\$2,750</b>

# KEY DATES



## KEY DATES TO REMEMBER

Show-n-Sell orders due:	8/22/2018
Show-n-Sell distribution:	9/4-6/2018
Blitz Weekend	9/7-9/2018
Show-n-Sell returns:	10/24/2018
Take Orders/Prizes/Incentives due:	10/24/2018
Show-n-Sell Payments are Due	10/24/2018
Take Order distribution:	11/08/2018
Payment due to Council:	12/01/2018

Weekly Fill It Up Drawings on Tuesdays beginning 9/11.

# YOUR TEAM



## CONTACT INFO

Bryon Haverstick: Staff Advisor  
[Bryon.Haverstick@scouting.org](mailto:Bryon.Haverstick@scouting.org)  
(765) 250-6139

Sean Stanford: Pack 2017  
[Sean.Stanford@trails-end.com](mailto:Sean.Stanford@trails-end.com)  
714-496-6590



**THANK YOU**





# APPENDIX

# TRAILS-END.COM – SCOUT



## SCOUT'S ACCT. DASHBOARD:

SHARE YOUR PAGE

The screenshot shows the 'Online Fundraising Dashboard' for Trail's End. It includes a 'Share Your Page' section with social media icons, two '\$25 MY ONLINE SALES' progress bars, an 'ONLINE SALES LEADERBOARD' table, a profile picture of a man and child, and a navigation menu on the left. Red arrows point from text labels to these specific elements.

RANK	SCOUT	DISTRICT	COUNCIL	SALES
1	Scouting	Donald Morgan	Palmco	\$5,095
2	Tremont G	Gateway District	Denver Area	\$1,140
3	Joseph S	North Star	Greater St. Louis Area	\$700
4	Kyle M	4 Districts	Midwest Councils	\$650
5	Blas D	Cain College	Green Mountain	\$600
6	Ben M	Arrowhead	Daniel Webster	\$515
7	Jonathan S	Five Rivers	Snake	\$500
8	Bernard H	Big Cypress	San Houston Area	\$500
9	Deven C	Goose Creek	National Capital Area	\$495
10	Aaron T	Osark	Western Area	\$460
150	Bookham W	Pathfinder	Crossroads Of America	\$25

SCOUT SALES LEADERBOARD

ONLINE SALES STATUS GRAPHS

ACCOUNT NAVIGATION

# TRAILS-END.COM – SCOUT



## SCOUT'S CONSUMER- FACING PAGE:

PROFILE PIC



**BECKHAM W**  
TROOP 1776

SUPPORT

PHOTOS

Your support impacts me & my fellow Scouts & our adventures!

SCOUTING  
STORY

GOAL  
PROGRESS

Beckham W is at  
8% of goal.

8%

BUY PRODUCTS

FAVORITE  
PRODUCT



\$187.50 goes to local Scouting

A HERO'S WELCOME MILITARY DONATION

\$250

ADD TO CART



\$18.75 goes to local Scouting

UNBELIEVABLE BUTTER - MICROWAVE 18PK

\$25

ADD TO CART



\$22.50 goes to local Scouting

DONUT SHOP BLEND - GROUND COFFEE

\$30

ADD TO CART

EXPERIENCE BECKHAM W'S SCOUTING ADVENTURES



0:47 / 2:52



SCOUTING  
VIDEO &  
PHOTOS

# TRAILS-END.COM – LEADER



## UNIT LEADER'S ACCT. DASHBOARD:

INVITE A SCOUT



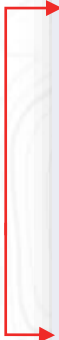
UNIT SALES LEADERBOARD



UNIT ONLINE SALES PROGRESS GRAPHS



ACCOUNT NAVIGATION



Trail's End Online Fundraising - Leader Account

8 SCOUTS RECORDED AN ORDER

SCOUTS IN UNIT (1/4) 50%

\$0 MY UNITS ONLINE SALES

GOAL PROGRESS 7%

ONLINE SALES LEADERS

RANK	DISTRICT	COUNCIL	SALES
1	Donal Morgan	Polinetto	\$5,096
2	Calvin Goodidge	Green Mountain	\$1,125
3	Gateway District	Danver Area	\$1,000
4	Dutchess District	Hudson Valley	\$735
5	North Star	Crested St. Louis Area	\$700
6	Osark	Westark Area	\$650
7	4 Chippewa	Midigan Crossroads	\$650
8	Arrowhead	Dan of Webster	\$615
9	Five Rivers	Sixoc	\$500
10	Big Cypress	San Houston Area	\$500

Dashboard

Account My Unit

My Unit's Photos

My Unit's Videos

My Unit's Focuses

My Unit's Devices

Selling Events

ALWAYS BE IN THE KNOW  
Get the latest on products, updates, events & more.

Test SCOUT to 62771

ONLINE PRIZE PROGRAM  
Sell online & earn Amazon.com gift cards.

LEARN MORE