Sagamore Council
2020 Popcorn Briefing
COVID-19 Impact

- Slowed production
- Increased demand
- Decreased product options
- Contactless sales
- Minimalization of product in the field (in case of stay at home orders)
- Addition of “Online Direct” sales (rebranding historical online sales)
- No product will be able to be returned
- Show and sell orders will be scaled back (50% of 2019 SnS order)
REGISTER YOUR UNIT

Trail’s End

Let Us Know
Your Unit is Selling This Fall!

New to popcorn?
You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
Trail’s End Programs

Text FACEBOOK to 62771 to join our community today!

Join Scout leaders across the country to share best practices and new ideas!
ONLINE DIRECT

Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn **Double Points** for TE Rewards
- Traditional products and prices; $12 opening price point for Classic Caramel Corn
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
  - Take Online Direct orders in the TE App
  - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer in 21-28 days (Aug 3 begins shipping) (if chocolate; late fall)
- Free shipping from July 3 – July 5. Other than that, shipping will be paid by the customer at $7.99 for first item, plus only $0.99 for each additional item;
- To promote the early adoption of the Online Direct sale, Units will earn a 5% bonus (in an Amazon.com gift card) for Online Direct sales during July 1 – August 15. Units must be registered in the Unit Commitment Tracker (UCT) by August 1 to qualify.
- **Return to Scouting is increased to 65%** effective July 1, 2020 (excluding shipping charges)
ONLINE DIRECT

HOW IT WORKS

TWO WAYS TO SELL

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship to your customers.

TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

Starting July 1

- The Online Direct Store features products sold at traditional prices. Example White Cheddar is only $20!
- Shipping prices of only $7.99 for the first item and $0.99 for each additional item
- You will earn DOUBLE POINTS on every Online Direct Sale*
- All products popped fresh to order, and will arrive in about three weeks**
To support Online Direct sales, the following improvements are being made:

- 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;
- Storefront banners and Square readers will not be shipped directly to units; Banners and readers ordered by councils through the printed material process will ship to councils and be billed at the same cost outlined in the executive summary.
TRAIL’S END IMPROVEMENTS

App Improvements
- Faster, more intuitive Scout registration
- Faster checkout (From 9 to 4 clicks)
- List, grid and product detail views
- Record online orders directly in app
- Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
- New undelivered logic for Wagon Sales so Scouts enter them correctly
- Credit payment option for parents to pay cash owed to unit
- Improved Trail’s End Rewards focused on reaching next level and goal

Unit Leader Portal Improvements
- Onscreen guides to help leaders learn Unit Leader Portal features
- Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
- Robust products table to easily view inventory at storefronts and with Scouts
- Ability to convert orders between Wagon to Storefront
- Ability to change the shift credited to a storefront order
TRAIL’S END REWARDS

New in 2020

• Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
• With changes to the way they sell, Scouts can earn more Rewards faster!
Why do Scouts love Trail’s End Rewards?

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail’s End Rewards?

- The Trail’s End leader portal is a one-stop shop for everything, including Rewards ordering.
- Orders are tracked automatically for leaders when Scouts 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 Scouts through the App.
Traditional Products

In order to meet the demands of the sale and execute on production and deliveries, the following product changes are needed to simplify availability and to prevent left over inventory:

**Ready-to-eat Unbelievable Butter** will be offered at $15 retail for traditional and Online Direct;

**Microwave Unbelievable Butter 12pk** will be offered on Online Direct only;

**Chocolatey Caramel Crunch and Chocolate Lover**’s will be offered Online Direct only;

**Ready-to-eat Kettle Corn** will not be introduced in 2020;

**The Military Donation is now the American Heroes Donation** to include US military, first responders and healthcare workers;

All donations sold in the TE app will be invoiced to units and councils to eliminate confusion about this item needing to be delivered, ordered to unit or council.
Appendix: Online Direct

$35 Chocolatey Caramel Crunch Tin

$30 Chocolatey Caramel Crunch

$30 Dark Chocolate Salted Caramels

$25 Salted Caramel Popcorn

$25 Unbelievable Butter 12pk

$20 White Cheddar Popcorn

$20 Blazin’ Hot Popcorn

$15 Unbelievable Butter Popcorn

$15 Popping Corn Jar

$12 Caramel Corn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
Appendix: Online Direct

$70 Chocolate Lover’s Tin
• (2) Dark Chocolate Salted Caramels
• (1) Chocolatey Caramel Crunch

$65 Chocolate Lover’s Bundle
• (2) Dark Chocolate Salted Caramels
• (1) Chocolatey Caramel Crunch

$35 Cheese Lover’s Bundle
• (1) White Cheddar Popcorn
• (1) Blazin’ Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
TRAIL’S END LEADER PORTAL

Login at: www.Trails-End.com with your Trail’s End Leader account.

One Platform to Manage Your Fundraiser

- **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
- **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
- **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
- **Place Popcorn Orders** - Order popcorn for your council’s scheduled pick-ups.
- **Submit Rewards** - Submit Trail’s End Reward orders for Scouts.
## KEY DATES TO REMEMBER

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Show and Sell Orders Due</td>
<td>July 26</td>
</tr>
<tr>
<td>(no more 50% of 2019 Show and Sell)</td>
<td></td>
</tr>
<tr>
<td>Show and Sell Distribution</td>
<td>August 20-21</td>
</tr>
<tr>
<td>Take Order Due</td>
<td>October 25</td>
</tr>
<tr>
<td>Rewards Ordered</td>
<td>October 25</td>
</tr>
<tr>
<td>Payment Due to Council</td>
<td>October 25</td>
</tr>
<tr>
<td>Distribution</td>
<td>November 12-13</td>
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<tr>
<td>Final Payment Due to Council</td>
<td>November 30</td>
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<td>---------------------------</td>
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<tr>
<td><strong>YOUR UNIT EARN</strong>S</td>
<td></td>
</tr>
<tr>
<td>Base</td>
<td>32%</td>
</tr>
<tr>
<td>Trail’s End App</td>
<td>+3%  (record 80% of your unit’s total statement retail with the App)</td>
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<tr>
<td>Growth over 2019</td>
<td>+2%</td>
</tr>
<tr>
<td>Sell $20k-$29,999 or</td>
<td>+2%</td>
</tr>
<tr>
<td>Sell $30k-$39,999 or</td>
<td>+3%</td>
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<tr>
<td>Sell $40k +</td>
<td>+4%</td>
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<tr>
<td><strong>Total Possible</strong></td>
<td>41%</td>
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<tr>
<td><strong>ONLINE SALES</strong></td>
<td>35%</td>
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Use Zoom (or similar software)

Agenda:
• How the money raised benefits each Scout family
• Unit & Scout sales goals
• How to Sell $1,000 Social Distancing in 8 Hours (PDF)
• Everyone downloads the Trail’s End App
  • Text APP to 62771 to download.
• Trail’s End Rewards
• Unit specific promotions (optional)
• Key dates for your Sale
• Request they join the Trail’s End Scout Parents Facebook Group to get tips and ask questions!

Text KICKOFF to 62771 to Download Presentation.
#### Text the keywords below to 62771 to Download.

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KERNELGUIDE</strong></td>
<td>Popcorn Kernel Guide (PDF)</td>
</tr>
<tr>
<td><strong>KICKOFF</strong></td>
<td>Unit Kickoff Presentation (PPT)</td>
</tr>
<tr>
<td><strong>WEBINAR</strong></td>
<td>Link to Webinar Registration Portal</td>
</tr>
<tr>
<td><strong>FACEBOOK</strong></td>
<td>Link to join the Trail's End Facebook Group</td>
</tr>
<tr>
<td><strong>APP</strong></td>
<td>Link to download the Trail's End App</td>
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<tr>
<td><strong>APPGUIDE</strong></td>
<td>App Quick Start Guide for Scouts (PDF)</td>
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<tr>
<td><strong>MYPLAN</strong></td>
<td>How to Sell $1,000 Social Distancing (PDF)</td>
</tr>
<tr>
<td><strong>SCOUTFB</strong></td>
<td>Link to join the Trail's End Scout Parents Facebook Group</td>
</tr>
<tr>
<td><strong>REWARDS</strong></td>
<td>Trail's End Rewards Flyer (PDF)</td>
</tr>
<tr>
<td><strong>ORDERFORM</strong></td>
<td>Take Order Form (PDF)</td>
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</table>
Phone conversations with Unit Leader/Popcorn Kernels discussing the following

• Committing to the sale

• Mobilizing their unit electronically for online direct sales

*To promote the early adoption of the Online Direct sale, Units will earn a 5% bonus (in an Amazon.com gift card) for Online Direct sales during July 1 – August 15.* Units must be registered in the Unit Commitment Tracker (UCT) by August 1 to qualify.

• Show and Sell Orders put in to the system.
• Save the date on Show and Sell Distribution