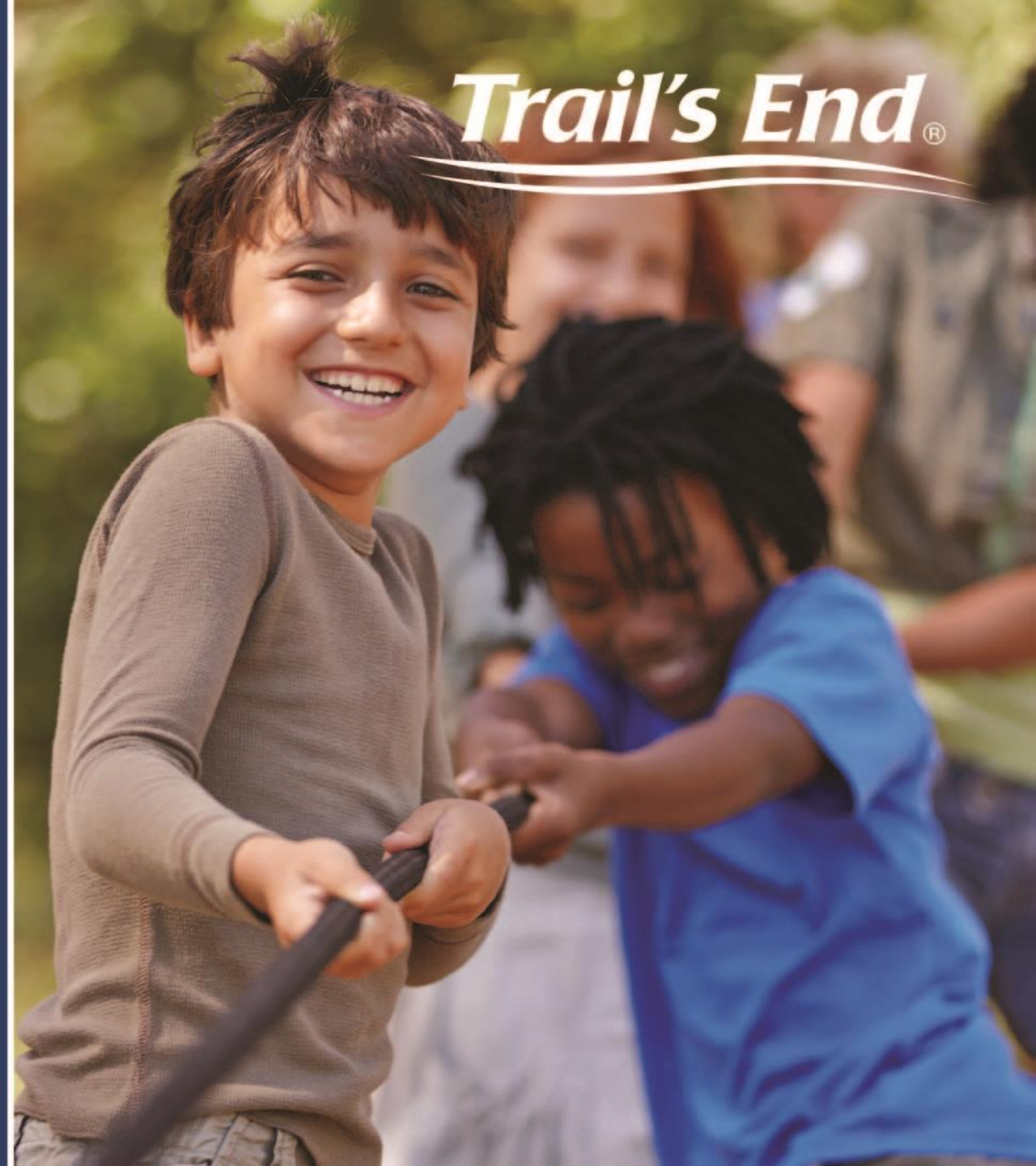


**Sagamore  
Council**

**Kokomo, IN  
May 25, 2021**

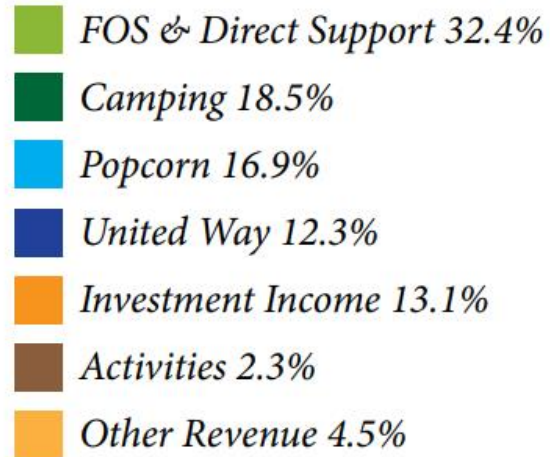


***Trail's End***<sup>®</sup>

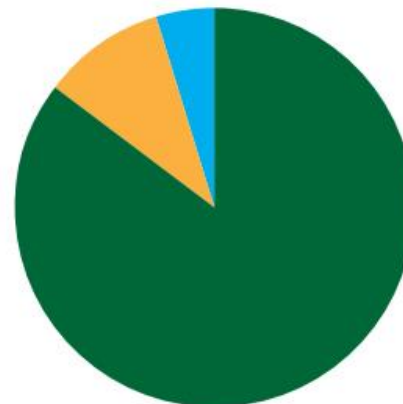
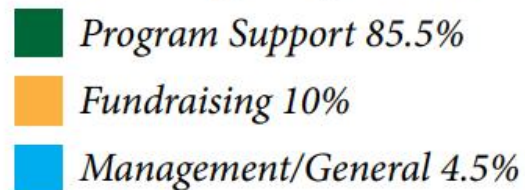
**The 2021 Popcorn Sale is.....**

**HAPPENING!**

## Why are popcorn sales vital to Scouting in North Central Indiana



### Scouting Expenses



2021 GOAL  
**\$600,000**

## Important Dates

- May 3 – Unit Commitment Portal Launch
- May 25 High Performing Unit Training
- June 16 - TE Webinars Begin
- Unit Trainings
  - June 15- Cary Camp
  - July 7-(Kokomo) Inventrek Technology Park (700 E Firmin St., Kokomo, IN 46902)
  - July 8-(Logansport) Logansport Chamber of Commerce Community Room (310 S. Pearl St)
  - July 13- Camp Buffalo
- July 19-24 - Storefront signups
- July 28 - Unit orders due
- Aug 17-19 - TE delivery
- Aug 21 – Storefront sales begin
- Oct 24 - Unit orders due
- Nov 16-18 - TE delivery

## Unit Commissions

- 32%** - **Base (traditional sales)**
  - 3%** - **80%+ in App**
  - 2%** - **Achieve Unit Sales Goal** (customized in partnership with the unit)
  
  - 2%** - **\$20k-\$29,999**
  - 3%** - **\$30k-\$39,999**
  - 4%** - **\$40k+**
- Not cumulative; you earn one level
- 
- 30%** - **Online/Online Direct**

# Storefronts!!

With very few exceptions, these stores will be booked by Trails End for the Sagamore Council and our units will be able to secure space at them beginning July 19.

If there is a business that is not on this list, your unit is free to make the communication with the store. If there is a location of one of these stores that is missing from the master list (emailed to you), contact Bryon before contacting. (IE. If we missed a CVS on the master list, contact Bryon before contacting a CVS)

- Big Lots
- DICK'S Sporting Goods
- Kroger
- Lowe's Home Improvement
- Meijer
- Menards
- Pay Less Super Market
- The Home Depot
- Walmart
- Walmart Supercenter
- ALDI
- CVS
- CVS Pharmacy
- Dollar General
- McCord's
- Rural King
- Walgreens
- Walgreens Pharmacy

**What to do NEXT.....**

# Register your Unit

*Trail's End*<sup>®</sup>





# Register Now!

***Click on the link below to get your Unit signed up today to learn more about the 2021 Popcorn Sale!***

**<https://www.trails-end.com/unit-registration?council=c0e506c1-f21c-11e5-a5eb-0632e198f0a5&campaign=1385dd07-43a2-11eb-b56b-0e03f1bbe021>**

**Register for a Webinar**



# **TE Webinars**

***Begin June 16***

***Two Sessions:  
New Kernel & Returning Kernel***

***Register NOW!***

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

# Register for a Webinar

[SCOUTS](#)[LEADERS](#)[SHOP](#)[SIGN IN](#)[REGISTER](#)

 **FREE SHIPPING ON ORDERS \$55 OR MORE**  
EXTRA CHARGES AND EXCLUSIONS MAY APPLY

 Now Supporting  
Jared S

## 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 Kernel Training**  
Audience: New Kernels 
- Returning Kernel Training**  
Audience: Returning Kernels 

### New Kernel Training

An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Trail's End Unit Leader Portal, Trail's End App and Best Practices to help get you started on the right foot! 45 Minute Training + Q&A

Audience: *New Kernels*

DATE	DAY OF WEEK	TIME EST	
2021-06-16	Wednesday	03:30 PM	<a href="#">REGISTER</a>
2021-06-16	Wednesday	06:30 PM	<a href="#">REGISTER</a>
2021-06-16	Wednesday	09:30 PM	<a href="#">REGISTER</a>
2021-06-18	Friday	03:30 PM	<a href="#">REGISTER</a>
2021-06-18	Friday	06:30 PM	<a href="#">REGISTER</a>
2021-06-18	Friday	09:30 PM	<a href="#">REGISTER</a>

Trail's End Over 70% goes to local Scouting					
2021 Program Planner					
1. Enter all your activities and costs under each month.		Pack/Troop	100		
2. Enter your number of Scouts and unit commission %.		Number of Scouts in Unit	20		
3. Fill in the five shaded fields at the bottom of the sheet.		Unit Commission %	35%		
September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Popcorn Sale Kick Off	\$100	Magician	\$75	Pack Meeting Supplies	\$100
<b>Total Cost</b>	<b>\$100</b>	<b>Total Cost</b>	<b>\$75</b>	<b>Total Cost</b>	<b>\$100</b>
December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Holiday Party	\$200	Winter Fun Day	\$50	Blue & Gold Dinner	\$500
<b>Total Cost</b>	<b>\$200</b>	<b>Total Cost</b>	<b>\$50</b>	<b>Total Cost</b>	<b>\$500</b>
March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Pinewood Derby	\$500	Activity	\$50	Spring Family Picnic	\$300
<b>Total Cost</b>	<b>\$500</b>	<b>Total Cost</b>	<b>\$50</b>	<b>Total Cost</b>	<b>\$300</b>
June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Day Camp Fees	\$1,000	Activity	\$75	Fall Kick Off	\$150
<b>Total Cost</b>	<b>\$1,000</b>	<b>Total Cost</b>	<b>\$75</b>	<b>Total Cost</b>	<b>\$150</b>
\$66	Registration & Insurance	Total Activity Cost & Expenses		\$5,640	
\$24	Boy's Life	Other Unit Expenses		\$0	
\$12	Advancements	Unit Sales Goal		\$16,114	
\$25	Joining Fee	Scout Sales Goal		\$806	
<b>\$2,540</b>	<b>Total Expenses</b>	Unit Commission		<b>\$5,640</b>	

## Unit Program Planner

# Budgeting

# Set a goal

Program Planner template available at [www.trails-end.com](http://www.trails-end.com)

**Consumers are looking to  
support Scouts!**

**We're hearing stores are  
saying yes!**

**Let's show the community  
Scouting is alive and well!**



**CONGRATULATIONS  
TO THE CENTRAL REGION TOP 10  
SELLING UNITS IN 2020!**

**Pack 3582 from Northern Star Council with \$88,738**

**Pack 0315 from Crossroads of America Council with \$71,488**

**Pack 9148 from Northern Star Council with \$52,780**

**Pack 492 from Mid-America Council with \$51,625**

**Troop 1053 from Michigan Crossroads Council with \$49,955**

**Troop 0307 from Crossroads of America Council with \$46,379**

**Pack 3523 from Northern Star Council with \$43,431**

**Pack 0129 from Crossroads of America Council with \$43,014**

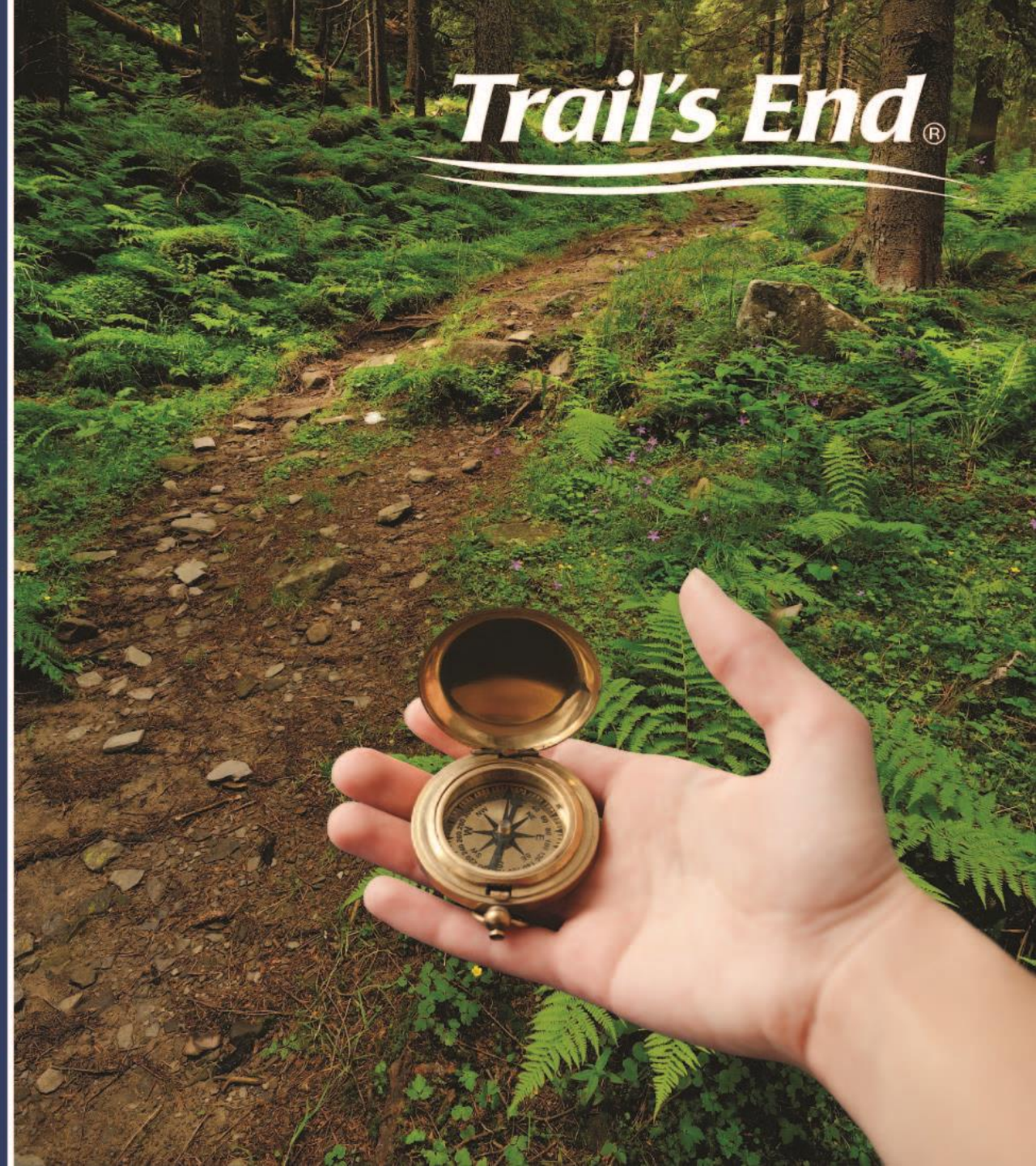
**Pack 369 from Buffalo Trace Council with \$40,267**

**Pack 3372 from Northern Star Council with \$38,781**

**Pack 3511 - #37 in Central Region and #98 in Nation \$24,660**

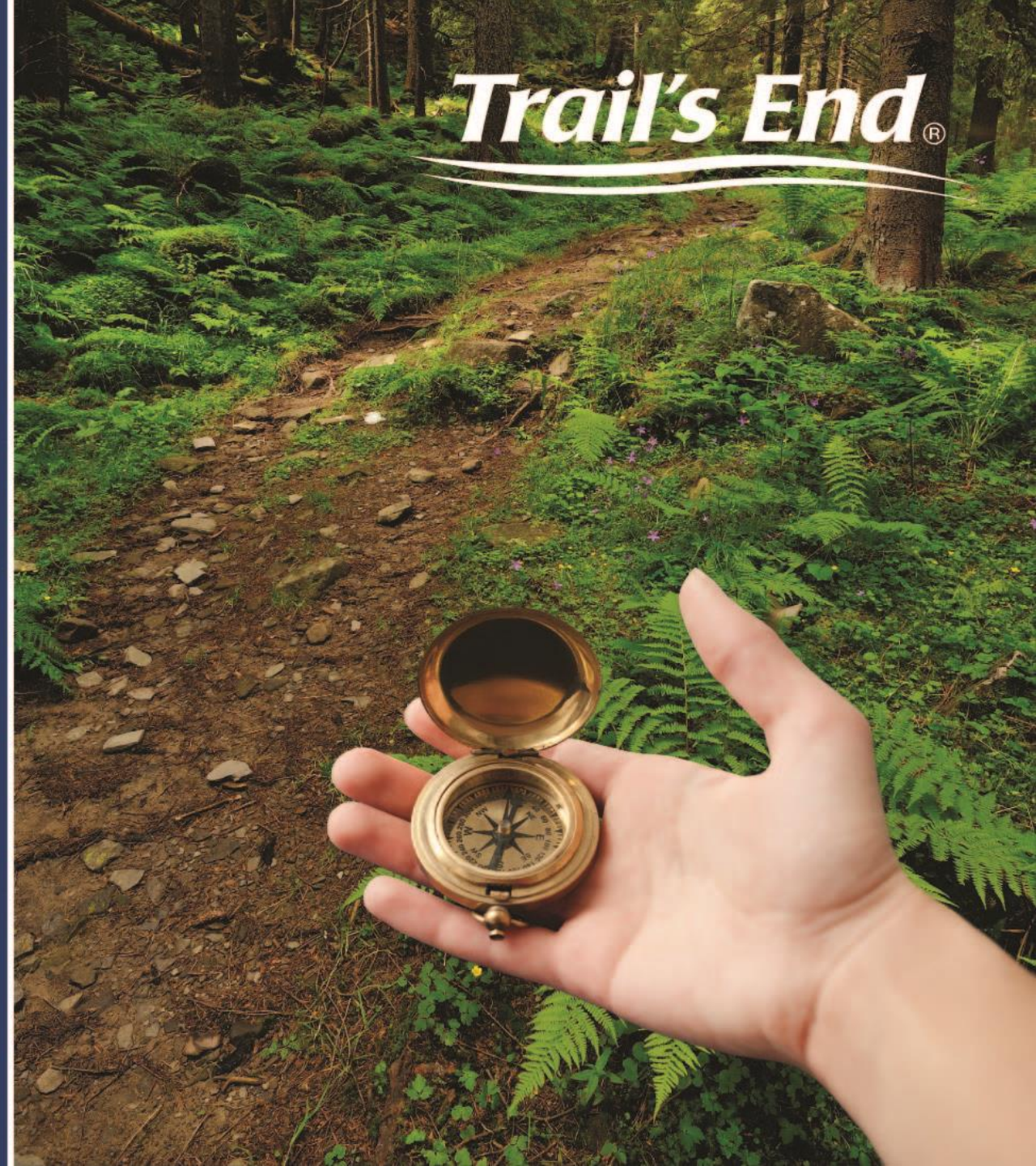
**Pack 3157 - #44 in Central Region and #118 in Nation \$23,434**

Feedback Time!



# 2021 Trail's End Program

## Sneak Peek



*Trail's End*®

# Why Popcorn?



- Builds confidence.
- Present themselves in a professional / respectful manner to adults.
- Bonding experience for the parent and son or daughter.
- Takes away from screen time addictions.
- Exercise – physically active.
- Time outside / sun.
- Pride in earning money for their unit and Scout Rewards.
- Pride in earning money for their council.
- Fun weekly prizes.
  - 50 no's challenge to stay positive.





# Best Partner for Sagamore



... making life easier for you!

# Trail's End Scout App



## SAVE TIME MANAGING YOUR SALE!

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and schedule Scouts for storefronts.

## FREE CREDIT CARD PROCESSING

### Powered by Square | Paid by Trail's End

- Every Scout, every sale will receive free payment processing.
- Square is the leading credit card solution for units.
- Compatible with all Square Readers (not required to take credit cards).



## SIMPLER AND SMOOTHER INTERFACE

- NEW and IMPROVED in 2020!
- Storefront and shift management.
- NEW 'text order/cart' feature for socially distant payments.
- Scout families can turn in cash payments via credit card.



## **SAVE TIME MANAGING YOUR SALE!**

- Manage your unit's sale ALL in one place!
- Order Popcorn; easy prize submission; set your unit/Scout goal
- Invite your Scouts to register; manage Scout roster
- View real-time sales, inventory, and cash management
- UNIT to UNIT product transfers
- Create, schedule, and manage storefront sites and shifts



# Trail's End Rewards



## **SCOUTS BUY THE PRIZES THEY WANT WITH AN AMAZON.COM GIFT CARD**

Amazon.com Gift Cards are claimed on the Rewards page within the Scout's account in the app and Trails-End.com when certain sales levels are reached and approved by a unit leader.

### **BENEFITS FOR LEADERS**

- **Save time** by not collecting prize orders from your Scouts
- **Save effort** by no longer distributing physical prizes
- **Happier Scouts** because they get the prizes THEY want

### **BENEFITS FOR SCOUTS**

- **Higher prize value** than other fundraisers
- **Millions of prizes** to choose on Amazon.com
- **Prizes delivered directly to your door** faster than ever before



# Council Rewards



## Top 100 Sellers Receive a Council Shoulder Patch

### Top Sellers (number to be determined at date TBD)

On field recognition at Purdue Football Scout Night on Nov. 6  
2 Free Tickets to Purdue Football Scout Night on Nov. 6

### Free Camp

Cub Scout Camp: \$1500 in gross sales  
Scouts BSA Camp/National Youth Leadership Training: \$2500 in gross sales

Webelos that will be crossing over into a Troop in late 2021 or Spring of 2022 that will be going to Scouts BSA Camp must hit the \$2500 level to get free camp.

*2019 and 2020 Free Camp Incentive recipients can't redeem them past Summer of 2021.*

2020 Version



## TE Online Sales Details:

- As many **traditional products at traditional prices** as possible.
- **Free Shipping** for qualifying orders (AOV: 2020 = \$64, 2019 = \$67).
  - Shipping rates: \$8.99 first item, \$.99 each additional item.
- Virtual Fundraising - **safe for Scouts**, leaders, and consumers; no handling of product.
- **NEW App Online Direct** mode ships products directly to the customer. No return trip required.
- Scouts can share their **fundraising page** from the app.
- **NEW Autoshare, Monthly donation, Prior Customer Ask** features to simplify online selling.
- Damage Claim = 0.9%. **Replacement** shipped upon damage reported.



# Facebook Communities



## Real-time Best Practices and Answers from Experts:

- Over 20,000 unit leaders and Scout parents.
- During the sale, over 1,300 comments and over 3,600 reactions made each day.
- 6 BSA Adult Leaders moderating and providing content, in addition to Trail's End customer service staff. Unit leaders and Scout parents get real-time best practices and answers from peers and TE experts 24/7.



**Text FACEBOOK to 62771 to join our community today!**

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

# Traditional Products



\$40  
Sweet & Savory  
Collection Box



\$25  
Milk Chocolate  
Pretzels



\$25  
Salted Caramel  
Popcorn



\$20  
Kettle  
Corn



\$20  
12pk Unbelievable Butter  
Microwave



\$20  
White Cheddar  
Popcorn



\$15  
Popping Corn  
Jar



\$12  
Classic Caramel  
Corn



\$50  
Gold American Heroes  
Donation



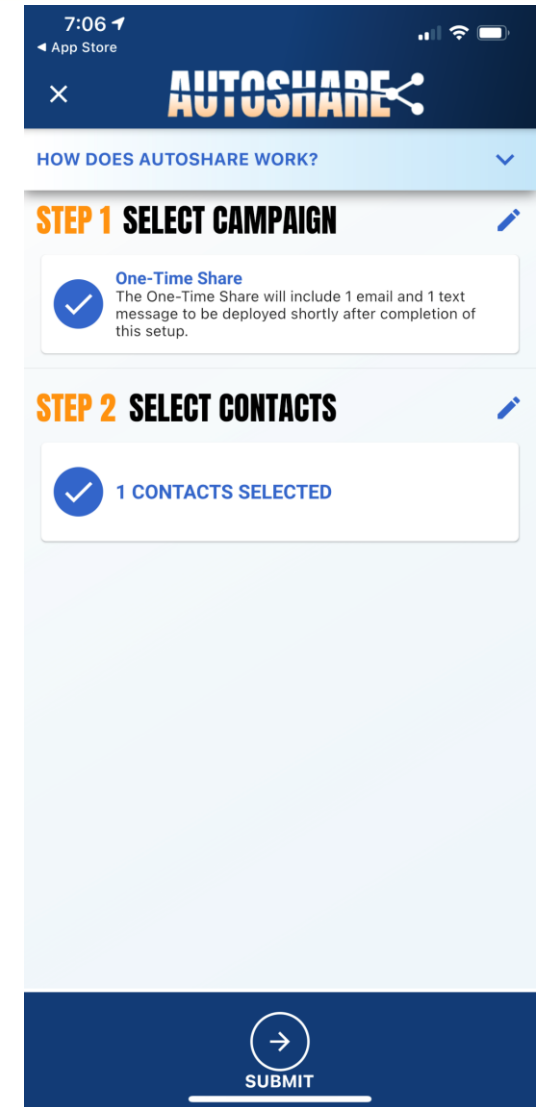
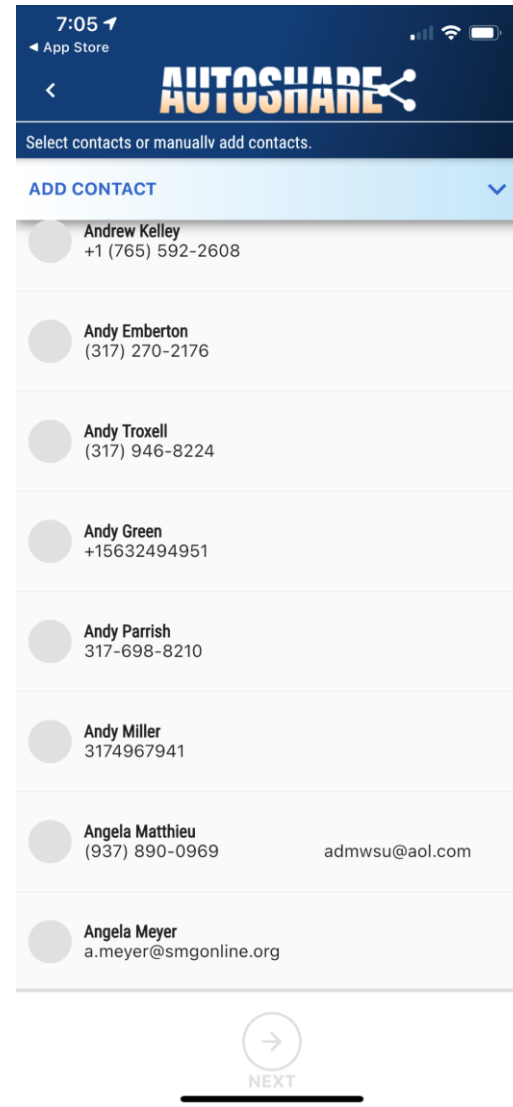
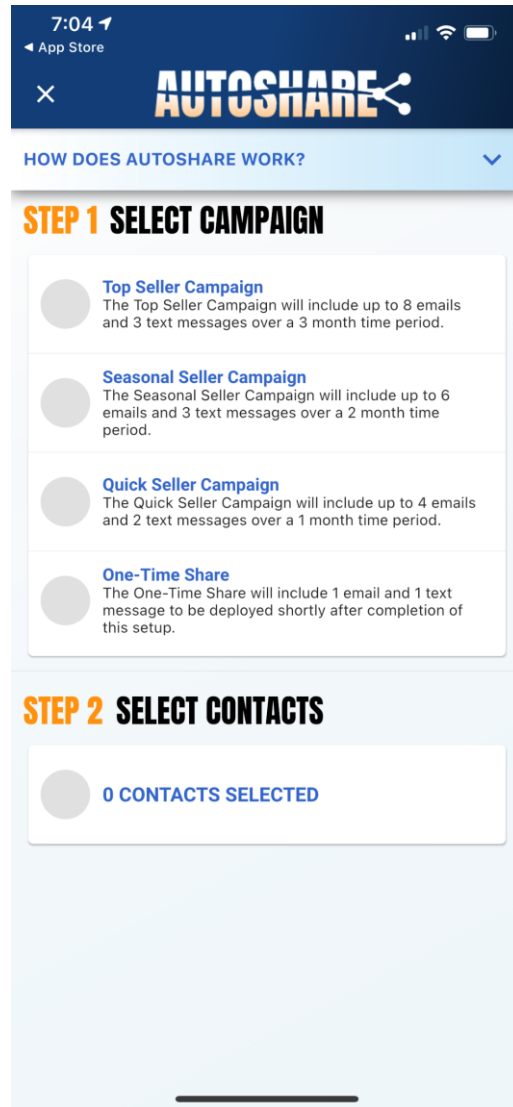
\$1  
American Heroes  
Donation



\$30  
Silver American Heroes  
Donation



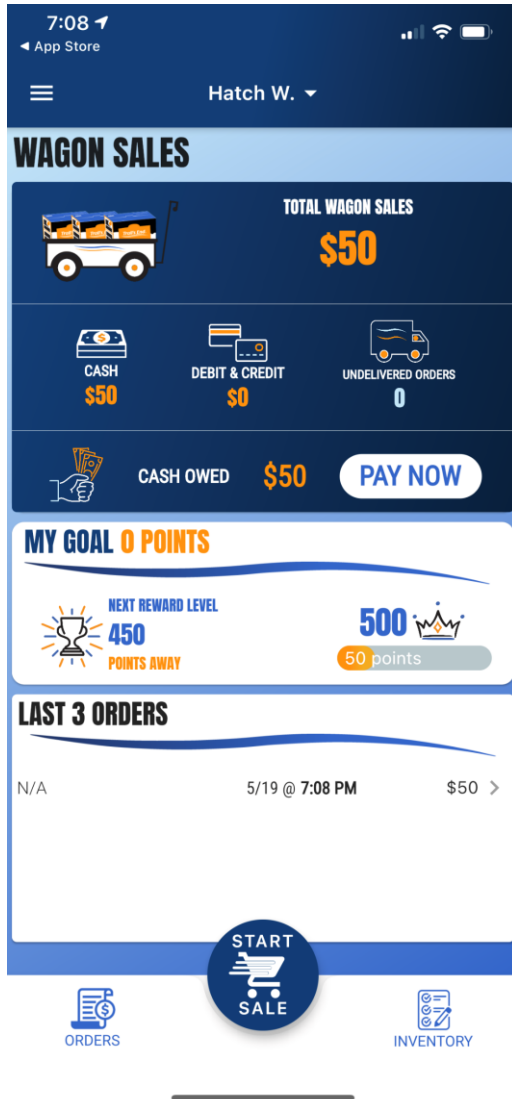
# New Technology



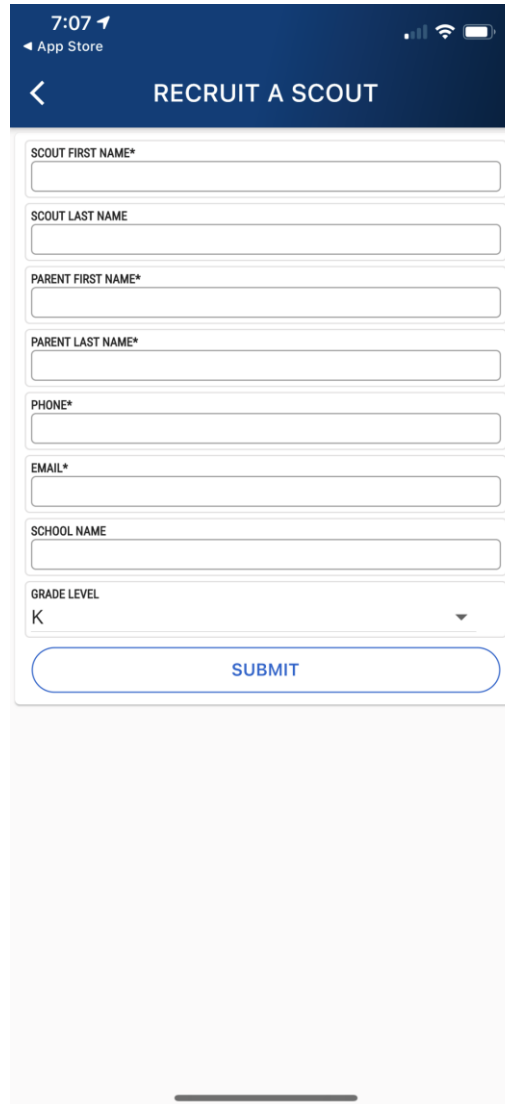
# New Technology



Parent  
Credit  
Payment



Recruit  
A  
Scout



Scout  
QR  
Code



**THANK YOU!**

*Trail's End*®

