

THE BENEFITS OF TRAIL'S END POPCORN FUNDRAISER

- ❖ 4 great ways to sell – Show and Sell, Take Order, Online Ordering and Sell at Work.
- ❖ No risk ordering with convenient delivery locations. Your Unit is only responsible to pay for what you sell and you can return unsold Show & Sell popcorn or apply it to your Take Order Sale.
- ❖ Great customer service from fellow volunteers and Council staff.
- ❖ With 70% of the purchase price going back into Scouting, Trail's End offers the highest return of any fundraiser.
- ❖ Last year the average unit in Westchester-Putnam Council sold \$4,418 in Popcorn.
- ❖ Prize Program for all Scouts earning gift cards redeemable for virtually anything the Scout desires!
- ❖ Unit profit in 2010 earned nearly \$200,000.
- ❖ Our Council was one of the nationwide leaders in Military Sales with over \$48,000 in Popcorn sent to our Troops in addition to the commission earned by our units.
- ❖ The average dollars per container sold grew from \$16.65 to \$17.79.
- ❖ Proven Product Quality – research has proven that 2 out of 3 people when asked will buy Trail's End Popcorn to help support the Scouting program; 92% of consumers will buy product again each season.