Welcome!

Please Mute Your Microphone

On the bottom of your screen locate this toolbar, you will see three large circular buttons in the middle. To turn off (mute) your microphone, click or tap on the button that looks like a small microphone icon.

The microphone icon will turn red, showing that your microphone has been now muted.

To Ask A Question

Ask questions at the link at the top of the page and we will answer them at the end of the presentation. The link is case sensitive.
Text FACEBOOK to 62771 to join our community today!
Join Scout leaders across the country to share best practices and new ideas!
Why Do We Sell Popcorn?

• 73% Return to Scouting
• Fund our unit’s Scouting program
• Scout character development
• Improve our camps and council resources

OVER $4 BILLION Returned to SCOUTING SINCE 1980!
Agenda

• Trail’s End App – Feedback, Updates, & Discussion
• Trail’s End Rewards – NEW Levels in 2020!
• Trail’s End Online
• Trail’s End Communities – have you joined?
• Product Enhancements in 2020
• All the Other Sale Details
Text FACEBOOK to 62771 to join our community today!

Join Scout leaders across the country to share best practices and new ideas!
Trail’s End App

Key Benefits
• Free Credit Card Processing - Paid by Trail's End
• Real-time tracking and reporting of sales, inventory and storefront registrations
• Families can turn in cash payments via credit card
• Calculates Scout sales for easy Trail’s End Rewards ordering
• Take Online Direct orders in the app as way to fundraise while social distancing
• **SAVES TIME!**

Proven Results
• Used by over 14,500 units & 160,000 Scouts
• Over 10% growth for units that recorded more than 75% of sales in the app in 2019
• Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download.
Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY
ONE MINUTE to register your account!

Accept Debit & Credit Cards for FREE!
No Reader Required.

Each Scout Must Have a Registered Account. Same Email Can Be Used For Multiple Accounts.

Record ALL of Your Sales in the App, Even Take Order Sales!
Trail’s End App

2019

Dilly C.

Total Wagon Sales
$135

Orders

Dilly Clarkson

Cash on Hand
$15

My Inventory

<table>
<thead>
<tr>
<th>Item</th>
<th>On-hand</th>
<th>Sold</th>
<th>Unused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate Lover's Tin</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Choice Lover's Box</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Choc. Caramel Crunch</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>10pk Kettle Corn Mix</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Salted Caramel Corn</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Urb. Butter Microwave</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Premium Caramel Latte</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Caramel Corn</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Frozen Fruity</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

2020

Total SALES $1,512.50

Payment Type

| Total Sales $1,512.50 | Cash 1,512.50 (100%) | Credit 0.00 (0%) |

Shift Rate / Sales Split

- Kroger: Thu 2/13, 8:00 AM - 10:00 AM, 3/8
- Kroger: Sat 2/15, 8:00 AM - 10:00 AM, 3/8

Orders can only be placed against current day shifts.

*Wagon Sales*

- Total Wagon Sales $8,961
- Cash $8,769
- Credit $182
- Unfulfilled Orders: 9

*Storefront Sales*

- Current Shift Sales $212.00
- All Shift Sales $212.00
- Hours Worked: 12
- Future Hours: 4

*Your Goal* $15,000

Next Reward Tier $469

Last 3 Orders
- Lauren London: 9/6 @ 12PM, $100
- Chris Lavish: 8/16 @ 1PM, $60
Over 200 Webinars in 2020
Every Question Asked...Every Question Answered!

Register at www.trails-end.com/webinars
Save time with the new Trail’s End App

Text APP to 62771 to get a link to download.

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 sign up for storefront shifts.

Have questions? Get answers.
teappsupport@trails-end.com

Please check for updates as we will continue to release improvements as we receive feedback.
Insert the App Demo
Trail’s End Online Direct

Best & Preferred Way of Selling!

BENEFITS FOR LEADERS

• No handling of products, shipped direct to consumer*
• No risk of excess inventory due to over ordering product up front.
• No collecting cash, all orders processed with a credit card.
• Less work for leaders.
• Sales tracker through the app for accurate accounting.
• Bonus incentive for units that sell between July 1-Aug 15

BENEFITS FOR SCOUTS

• No handling of cash or products.
• Scout Earn Double Points for TE Rewards
• Time saver by not having to go back and deliver products.
• Ease of selling through the Trail’s End app.
• Share their online webpage to sell to friends and family.
• Text order to customer to complete purchase on their phone

*Consumers pay shipping for direct delivery

Text MYPLAN to 62771 to download:
How to Sell $1,000 Social Distancing
Online Direct

How It Works

Two Ways to Sell Online

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
CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
Trail’s End pays for all credit card fees!

- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Safer** – Scouts don’t have to handle cash
- **Bigger Rewards** – Earn 1.5pts per $1 sold in the Trail’s End App
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
Why do Scouts love Trail’s End Rewards?
• Bigger prizes and more value.
• Millions of choices on Amazon.com.
• Get prizes faster.
• Delivered to their door.
• Earn double points with Online Direct.
• Scouts select what THEY want!

Why do Leaders love Trail’s End Rewards?
• Saves time not have to handle and distribute physical prizes.
  • Leaders have reported saving on average 6 hours of time
• Orders are tracked automatically for leaders when Scouts sell with the app and online.
• Online direct, Storefront, and Wagon sales all count towards rewards.
  • Motivates Scouts to reach their goals.
• Trail’s End helps train and motivate Scouts through the App features.
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!

SCOUTS EARN DOUBLE ONLINE

2PTS PER EVERY $1 SOLD ONLINE DIRECT

1.5PTS PER EVERY $1 SOLD WITH CREDIT/DEBIT IN THE TRAIL’S END APP

1PT PER EVERY $1 SOLD WITH CASH IN THE TRAIL’S END APP
Start Selling Early

Reasons to Start Selling in July & August

- Uncertainty of COVID-19 return
- Fund your popcorn order pre-payment
- Trail’s End Online Direct unit promotion:
  - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
    - Unit must be registered by August 15, 2020 to qualify.
- Scout Online Direct Entrepreneur Challenge
  - Scouts that will pledge to do their best to sell $2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a $200 Amazon.com Gift Card.
Register Your Unit

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
Facebook Communities

CREATED & MANAGED BY POPCORN KERNELS

FACEBOOK GROUPS

• Over 18,000 members
• 5% growth for units who were on Facebook group
• Scouts & Leaders get fast, accurate answers to their questions 24/7
• Unit leaders and Scout parents get real-time best practices and tips from peers and Trail’s End experts

JOIN TODAY AT www.facebook.com/groups/TEPopcornCommunity

Text FACEBOOK to 62771 to join!
Host A Virtual Kickoff

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.
Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk
• White Cheddar Popcorn
• Blazin’ Hot Popcorn
Comes in a gift box.

Salted Caramel Popcorn
Over $17 to local Scouts*
Contains Milk and Soy

Blazin’ Hot Popcorn
Over $14 to local Scouts*

White Cheddar Popcorn
Over $14 to local Scouts*
Contains Milk

Unbelievable Butter™
Over $10 to local Scouts*

Popping Corn Jar
Over $10 to local Scouts*
Contains Soy

Caramel Corn
Over $7 to local Scouts*

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!
Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Even more products available with online direct!
We are proud of the fact that our council has one of the highest commission rates in the region. It’s simple, if your unit succeeds, the programs offered will too!

Total Unit Commission

Up to 40%

of gross sales!

Base Commission:

• 30% of retail sales
• 5% COVID Relief Bonus
• 5% Sign up by July 30
Payments Due Upon Delivery of Product

Two Deliveries Available

Saturday, September 26th

Saturday, November 21st
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popcorn #1 Due</td>
<td>Wednesday, September 1st</td>
</tr>
<tr>
<td>Popcorn #1 Pick-up</td>
<td>Saturday, September 26th (8:00am-noon)</td>
</tr>
<tr>
<td>Popcorn #2 Due</td>
<td>Sunday, November 1st</td>
</tr>
<tr>
<td>Popcorn #2 Pick-up</td>
<td>Saturday, November 21st (8:00am-noon)</td>
</tr>
</tbody>
</table>
This year we will be unable to accept returns of any popcorn products.

- Units will be able to order products twice
  - September Order (cases only)
  - November Order (cases and containers)

**Scouts can start selling in July and August!**

- We appreciate your cooperation and understanding
Thank You!

Questions & Answers

Remain in the meeting for questions or leave at any time when your questions have been answered.