

LONGHORN COUNCIL

2023
COUNCIL KICKOFF

Trail's End™



WHY POPCORN?



Fund Unit Adventures

- [Insert your Unit Leader Planner Adventures & Expenses here]

Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn Rewards

- Amazon e-gift cards
- Millions of rewards to choose from

WAYS TO SELL



WAYS TO SELL



ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

WAGON SALES

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

ONLINE SALES



Via the Trail's End App
No Cash or Product Handling
\$65 Average Order Value



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 directly to your customer's home.



DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October*, Black Friday & Cyber Monday

*Subject to Change

ONLINE ASSORTMENT

www.trails-end.com



\$27



\$34



\$20

IMPROVED FLAVOR



\$25



\$25

NEW



NEW

\$50



\$72

NEW



\$42

NEW



\$47



\$62



\$54



\$45

NEW

Road Trip Variety Pack

Movie Night Bundle

Picnic Bundle

Let's Go Hiking Bundle

Ultimate Snack Pack

Game Night Bundle



\$27



\$35



\$30



\$55

LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*Products & Pricing are subject to change

ONLINE SALES

www.trails-end.com

Trail's End®

Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
 - Microwave, Popping, Sea Salt Snack Pack (new)



MAKE YOUR SALE EASY!



Trail's End App for Scouts

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- www.trails-end.com/leader
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
 - Track progress toward goals
 - Inventory monitoring
 - Oversee storefront sign-ups
 - Storefront setups
 - Split sales
 - Manage accounting and more!

TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP

CREDIT CARDS



- Many consumers prefer credit or debit card transactions
 - “Advise your customers we prefer credit or debit payments”
- Trail’s End covers credit card fees for transactions recorded via the APP*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail’s End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen**

**TIP: Recording sales via the Trail’s End app is required for credit card fees to be covered (Square app not required)*

***NOTE: Using Pay Now does not qualify as a credit card sale towards Trail’s End rewards points*

A SUCCESSFUL SALE



A SUCCESSFUL SALE



Unit Leader Preparation

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

Prepare your Scouts & Families

- New Scout? Download the app
 - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

BUDGET & GOAL



- Plan your adventures for the year
- Determine Unit expenses
 - Dues
 - Advancements
 - Supplies
 - Etc.
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

Obtain Kernel Guide for planning

UNIT KICKOFF



Make it fun

- Create excitement with food, games, and prizes

Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

2023 TRAINING & LIVE SUPPORT



Attend Live Moderated Webinars

- Register at www.trails-end.com/webinars
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 6 – Sept 9

Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

GET READY TO SELL

Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

“Hello, I’m [Your First Name] from [Pack#]”

- Let people know your goals

“I’m earning my way to [adventure or summer camp]”

- Close your sale

“Can I count on your support today?”

- Thank your customer and end your sale

“Thank you, we prefer credit / debit payment”

Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

Trail's End Storefronts



Trail's End

Jared Shepherd

Pack 15
Timpanogos
Crossroads of the West Council

▼

- Dashboard
- Unit Info
- Training
- Storefront Management**
- Storefront Reservations

Invite Your Scouts



ORDER POPCORN

GOAL PROGRESS



\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SCOUTS



Trail's End Storefront Scheduling



In 2022, TE secured almost 19K storefront hours in LC. Just over half of those hours were claimed by units...

<u>Booked</u>	18,730
<u>Unit Claimed</u>	9,817 (52%)
<u>Scout Hours Worked</u> *	11,399
<u>Sales per Hour</u>	\$170

* Not all Scout Hours Worked were booked by TE

Trail's End Storefront Scheduling



STOREFRONTS HELP STATS

Manage Reserve Create New

Use the calendar view to find stores Defaults to UL District Search for Storefronts [Click here to see reserve stats](#)

Show Reserved Show Processing Past Reservations [Clear Filters](#) New filters

<p>Monday June 12, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>	<p>Wednesday June 14, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>	<p>Monday June 19, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>	<p>Tuesday June 20, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>
<p>Wednesday June 21, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>	<p>Thursday June 22, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>	<p>Monday June 26, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>	<p>Tuesday June 27, 2023 Ace Hardware</p> <p>100 NW 20th PI Portland, OR Order Testing District</p> <p>View on Map</p> <p>Start Time End Time 04:00 pm 08:00 pm</p> <p>Reserve</p>

Complete redesign

When landing on the “Reserve” tab, it will default to their District.

Also defaults to reservations on today’s date forward.

Trail's End Storefront Scheduling



STOREFRONTS HELP STATS

Manage Reserve Create New

Date Search

Trail's End Past Storefronts Clear Filters

Wednesday Jun 7, 2023
Ace Hardware
100 NW 20th Pl
Portland, OR 97209

2 / 3 - \$1,500 \$1,500 \$1,500
04:00 pm - 08:00 pm Trail's End

4:00 pm 6:00 pm 7:00 pm
8:00 pm 7:00 pm 8:00 pm
0 / 1 1 / 1 1 / 1

Order + Add Shift Release

Thursday Jun 8, 2023
Ace Hardware
100 NW 20th Pl
Portland, OR 97209

4:00 pm 5:00 pm
8:00 pm 6:00 pm
0 / 1 0 / 1

Thursday Jun 8, 2023
Game Stop - Morris S
7760 W Morris St
Indianapolis, IN 46231

STOREFRONTS HELP STATS

Manage Reserve Create New

Date Search

Trail's End Past Storefronts Clear Filters

Wednesday Jun 7, 2023
Ace Hardware
100 NW 20th Pl
Portland, OR 97209

2 / 3 - \$1,500 \$1,500 \$1,500
04:00 pm - 08:00 pm Trail's End

4:00 pm 6:00 pm 7:00 pm
8:00 pm 7:00 pm 8:00 pm
0 / 1 1 / 1 1 / 1

Order + Add Shift Release

Event Details
Sale Date Wednesday Jun 7, 2023 Reservation Time 04:00 pm - 08:00 pm Text Trail's End

Storefront Name
Organization Ace Hardware Site Name Ace Hardware

Storefront Location
Address 100 NW 20th Pl Portland, OR 97209 View on Map

Storefront Details
Please contact us with any questions or concerns regarding this location.
Instructions
Can sell at both the north and south doors.

SITE INFO
SHIFT MANAGEMENT
MANAGE CASH
INVENTORY
VIEW ORDERS
REPORTING
AGREEMENTS

Hover to see Scouts that have claimed
Aidan O (773) 619-9911 karen.omalley@weaverfundraising.com
Austin T (317) 289-4901 amcvic@protonmail.com

See full/empty shifts

Expand or collapse for storefront details

More information on the site reservation block:

- Scouts claimed
- Empty/full shifts
- Site address

Hover to see Scout information

Expand/collapse for more information

Search by date or search text box

TRAIL'S END MANAGED STOREFRONTS



Prime hours and prime locations booked by Trail's End

Reservation Rules:

- Aug 1st: 2 picks \$10k and up (district)
- Aug 2nd: 2 picks everyone (district)
- Aug 3rd: 2 picks everyone (district)
- Aug 4th: open all picks (council-wide)

Benefits

- Saves Unit Leaders time
- Provides more opportunities for all Scouts to earn their way
- Improves relationships with store managers

Trail's End Storefront Scheduling



2023 hours booked by district:

District	Goal	Hours Booked
Frontier Trails	1,500	1,781
Orion	2,000	2,086
Mustang	750	770
Brazos Valley	800	944
Pathfinder	650	658
Arrowhead	500	553
Trinity Trails	1,500	1,921
Lone Star	250	212
Santa Fe	1,000	1,222
Heart of Texas	250	313
Leon Valley	1,000	1,058
Chisholm	250	434
Totals	10,450	11,952

Best practices when booking your own storefronts:

- Determine high foot traffic days, times, and locations (Google Analytics)
- Book one to two months in advance
- Visit the store in your Uniform with one or more Scouts
- Shop the store, then request to speak with the manager
- If permission is granted, ask for and notate expectations and follow the rules
- Always say "Thank you!"

REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!*



POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



**EARN MORE!
EASIER!**



Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees. Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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REWARDS

- Longhorn Council offering a special rewards level for Scouts that reach 250 points...
- Qualify for \$5 Amazon gift card.
- Will be fulfilled by Longhorn Council outside of the TE system.



TRADITIONAL PRODUCTS



70% BACK TO FUTURE LEADERS*



**SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!**

Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels: \$50 \$30 \$1 Custom amount
For details visit trails-end.com/terms

NEW!
28PK SNACK PACK
SEA SALT POPCORN
\$50



**CHOCOLATEY
PRETZELS**

\$30



NEW!
**S'MORES
POPCORN**

\$30



**SALTED CARAMEL
CORN**

\$30



**UNBELIEVABLE BUTTER
MICROWAVE POPCORN**

\$25



**IMPROVED
FLAVOR!**
**WHITE CHEDDAR
POPCORN**

\$25



POPPING CORN

\$20



**SWEET & SALTY
KETTLE CORN**

\$15



**MORE PRODUCTS
AVAILABLE THROUGH
ONLINE DIRECT**

trails-end.com/store



**ALLERGEN &
NUTRITIONAL FACTS**

trails-end.com/nutrition

S'MORES ORDERING



- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,600 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.

Applies only if your council is offering S'mores Popcorn for Show-N-Sell

S'MORES ORDERING



Auto Test 2023-06-06 Back

How much in RETAIL DOLLAR SALES does your unit need to order?
Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts.

START HERE TO PLACE YOUR ORDER
\$0 Auto Populate Order

*Only use the Auto Populate button on orders of \$3,000 or more.

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button

Your order will be pre-populated for your review. Then, submit your order to your council.

\$0 Auto Populate Order

*Amounts pre-populated are editable suggestions. This feature works best on orders of \$3,000 or more.

Submit

Are You Sure?

By submitting your order, you acknowledge your order fully complies with the [Trail's End Terms and Conditions](#).

Confirm Cancel

START HERE TO PLACE YOUR ORDER
\$15000 Auto Populate Order

*Only use the Auto Populate button on orders of \$3,000 or more.

Product	Units : Case	Order Adj (+ or -)	Final
White Cheddar Cheese Popcorn Bag (9oz, 18 cups)	8:1	cs: 5	cs: 15
Salted Caramel Popcorn Tin (16oz)	6:1	cs: 0	cs: 8
Popping Corn Jar (28oz)	9:1	cs: 3	cs: 9
12oz Salted Virginia Peanuts Can	12:1	cs: -2	cs: 5
Caramel Corn Bag (9oz, 4.5 cups)	12:1	cs: 5	cs: 16
Salted Caramel Popcorn Bag (20oz, 9.5 cups)	12:1	cs: 2	cs: 6
Unbelievable Butter Popcorn (12pk Microwave)	6:1	cs: 5	cs: 15
\$1 Heroes and Helpers Donation	1:1	cs: 0	cs: 1040
Gold Level Heroes and Helpers Donation	1:1	cs: 0	cs: 0
Silver Level Heroes and Helpers Donation	1:1	cs: 0	cs: 0
12oz Chocolatey Pretzels	12:1	cs: 0	cs: 0

QTY: 1114 Base Commission: 35% Earnings: \$5434.45 Total: \$15527.00

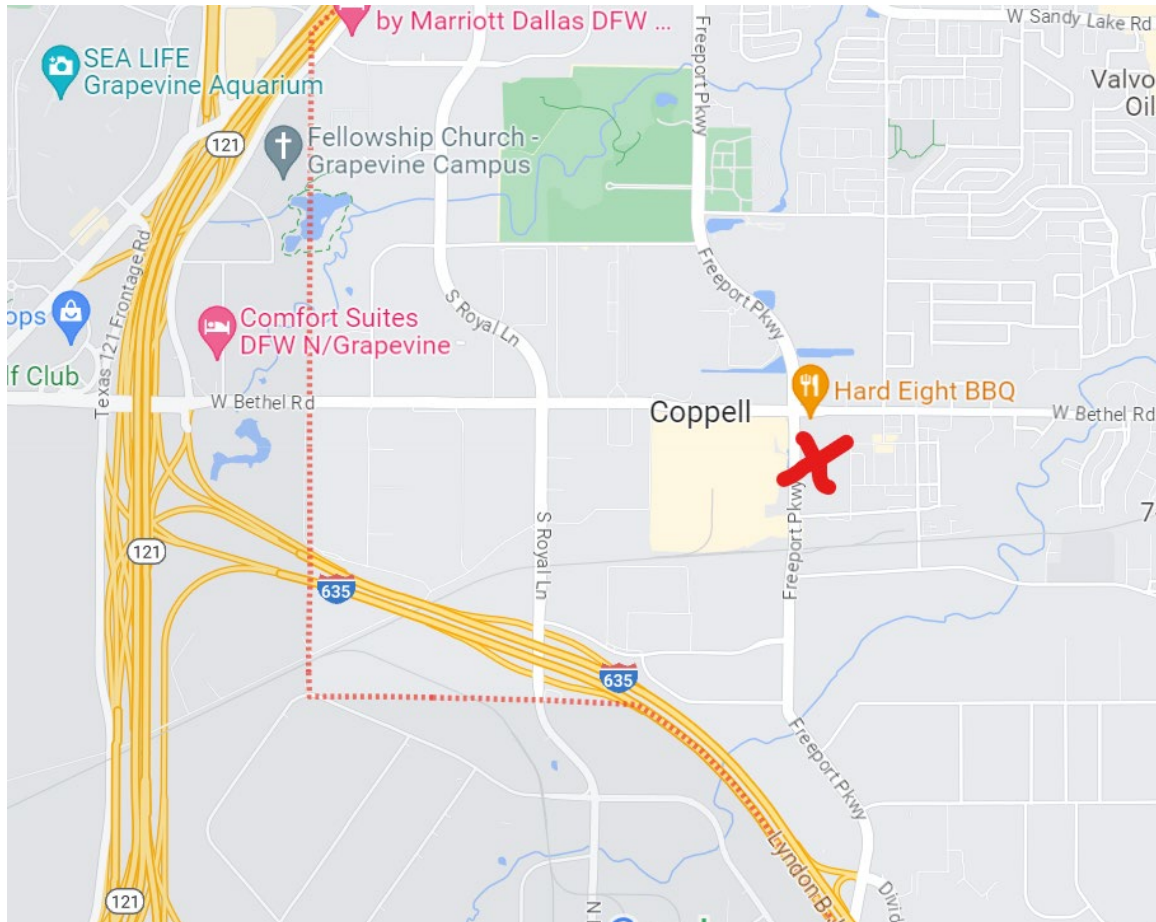














Please, please, please follow the system recommendation for the S'mores Popcorn when you place your SNS order with the council

DISTRIBUTION



Northern units will be at Driveline Retail Merchandising, 700 Freeport Pkwy, Coppell, TX 75019.



	>>	
Mid-Size Car		20 Cases
	>>	
Small SUV		40 Cases
	>>	
Crossover		40 Cases
	>>	
Mini-Van		60 Cases
	>>	
Large SUV		70 Cases
	>>	
Full-Size Van		70 Cases

**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

DISTRIBUTION



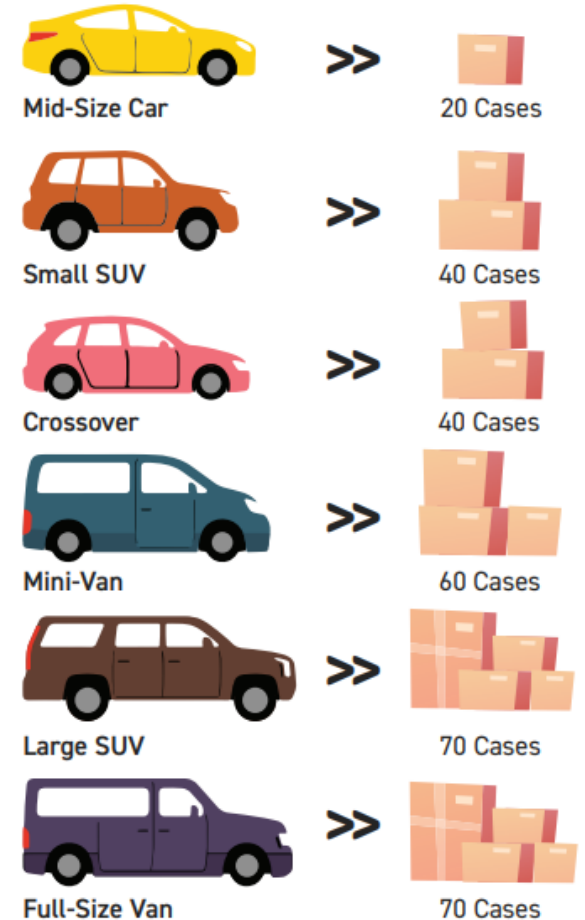
Your District's Initial Show-N-Sell Pick-Up at Driveline:

August 24 (Thursday)

- 46-Arrowhead
- 47-Trinity Trails
- 48-Lone Star
- 49-Santa Fe
- 44-Brazos Valley

August 25 (Friday)

- 41-Frontier Trails
- 42-Orion
- 43-Mustang
- 45-Pathfinder



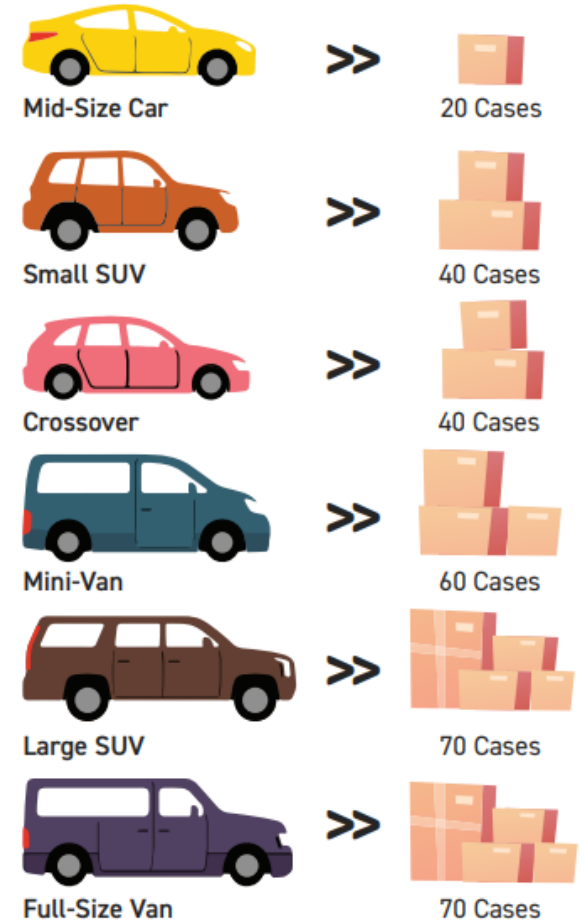
*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

* Pick-up window times to be announced no later than Aug 21.

DISTRIBUTION



- Southern units will have access to the “Popcorn Warehouse on Wheels” on Fridays.
- Central Transportation in Killen will be the pickup location on Aug 25.
4800 Roy J Smith Dr
Killeen, TX 76543



**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

2023 COUNCIL SALE SPECIFICS



COMMISSION



Traditional (Wagon/Storefront)

- 34%

Online Sales Commission

- 30%

BONUS COMMISSION



- 36% Commission for units with total sales of \$10,000-\$17,499
- 38% Commission for units with total sales of \$17,500+
- Bonus commission only applies for traditional sales (Storefront / Wagon). Online sales will not count towards reaching the bonus levels.
- Must sell \$10K or \$17.5K traditionally to qualify for the bonus 2% or 4% respectively

BONUS COMMISSION



- We encourage units moving their unsold, excess product to neighboring units.
- Please keep in mind that unit-to-unit product transfers in the TE Popcorn System will alter commissions and payments once the transfer is accepted by the inbound unit.

FINAL ORDER



Trail's End

Invite Your Scouts

READ-ONLY MODE

ORDER POPCORN

Hello, Amber!

PRODUCTS

Dollars Show Old View

Search

PRODUCT	QTY ORDERED	ORDERED AMT	SOLD QTY	QTY AT SITE/SCOUT	QTY AT UNIT	TOTAL SALES	ORDERED %	SALES %
Sea Salt Popcorn - Snack Box	0	\$0	0	0	0	\$0	0%	>
Chocolately Pretzels	0	\$0	0	0	0	\$0	0%	>
Unbelievable Butter Microwave	48	\$1,200	0	0	48	\$0	14%	>
S'mores Popcorn	24	\$720	0	0	24	\$0	7%	>
Salted Caramel Corn	72	\$2,160	0	0	72	\$0	21%	>
White Cheddar Popcorn	72	\$1,800	0	0	72	\$0	21%	>
Popping Corn	27	\$540	0	0	27	\$0	8%	>
Kettle Corn	96	\$1,440	0	0	96	\$0	28%	>
TOTALS	339	\$7,860	0	0	339	\$0	100%	
DONATIONS	QTY ORDERED	ORDERED AMT	SOLD QTY	QTY AT SITE/SCOUT	QTY AT UNIT	TOTAL SALES	ORDERED %	SALES %
Gold Level Heroes and Helpers Donation	0	\$0	0	0	0	\$0	0%	>
Silver Level Heroes and Helpers Donation	0	\$0	0	0	0	\$0	0%	>
\$1 Heroes and Helpers Donation	0	\$0	0	0	0	\$0	0%	>
TOTALS	0	\$0	0	0	0	\$0	0%	0%
GRAND TOTALS	339	\$7,860	0	0	339	\$0	99%	100%

KEY DATES



- Sunday, August 6th
 - August 24th & 25th
 - August 27th- October 1st each
 - Sept 1st- Oct 6th
 - October 6th
 - Sunday, October 15th
 - November 3rd
 - Monday, Nov 13th
- Initial Show-N- Sell Orders due by 11:59 PM
- Show-N-Sell Distribution (Thur & Fri)
- Weekly Replenishment Orders due by 11:59 Sunday
- Weekly Popcorn Replenishment Pick-up
- Popcorn Return*
- Take Orders due by 11:59 PM
- Take Order Distribution
- Popcorn Money Due (Prizes when the account is \$0)

KERNEL CHECKLIST



July/August

1. Determine your budget & set your goals
2. Place an initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's Cub Scout recruiting season! Register their account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit; progress toward goals, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e., incentives and reminders of what funds do for your unit & Scouts.

October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

COMMIT YOUR UNIT!



If you have not registered your unit for the Popcorn Sale, please do so today!

www.trails-end.com/unit-registration



HAVE QUESTIONS? GET ANSWERS



Council Contacts

- Joe Macy, Longhorn Council Popcorn Kernel
Joe.Macy@gmail.com
940-293-7513
- Bryant Butler, Director of Annual Giving
817-231-8516
Bryant.Butler@Scouting.org
- Kathy McLean, Popcorn Admin & Finance
817-231-8561
Kathy.McLean@Scouting.org

Trail's End Support

Join Unit Leader Popcorn Community Group

- Text FACEBOOK to 62771

Join Scout Parent Facebook Group

- Text PARENTFB to 62771

Visit our FAQ's

<https://support.trails-end.com>

THANK YOU!

Trail's End®

