



SUPER BONUS SALE

November 5, 2023-December 15, 2023

WHY A SUPER BONUS SALE?

- In order to give units an opportunity to continue selling that need one to meet goals or got a late start or want to give it a try.
- We have new Scouts that want a great program but didn't get a chance to sell because they just joined, this allows for them to help in achieve that.
- To give units and Youth the opportunity to take advantage of some Super incentives and offers from Trails End and Council.



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WHO and HOW?

- 1. Unit Bump Up.** Any unit that sells \$5,000 in product between 11/5-12/15 will receive a \$500 bonus commission on top of their regular commission.
 - 2. Sales per Scout.** Every \$100 in sales (online/wagon/storefront) between 11/5 and 12/15 The Scout will be added to drawing for bonus prizes.
 - 3. Storefront Opportunities** –Trails End is coordinating additional high traffic/sales stores to be reserved. Open date on reservations TBA
- * Units feel free to make own store reservations



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MARKETING

- **Product of the Week and sales tip emails** – each week we will highlight an online product and give ideas to get more sales.
- **Direct Emails to Leaders and Parents**
- **Social Media Posts and Kernel Journals**
- **Emails from District Kernels**
- **District Roundtable Meetings**



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INCENTIVES

- **Weekly Sales Incentives**- Every \$100 of any sale type a Scout does, gets their name entered into the weekly drawing for weekly prizes.
 - Gaming System, Gift Cards, Uniform, etc.
- **Welcome to the Movies** – Scouts can earn free Spider Man movie tickets for their individual sales (Based on individual scout sales, not whole unit sales) Movie is releasing in 2024
 - \$500 in sales beginning 11/5-12/15 receives 2 movies tickets, popcorn, and drinks to Spider Man.
 - \$700 in sales beginning 11/5-12/15 receives 3 movies tickets, popcorn and drinks to Spider Man.
 - \$1,000 in sales beginning 11/5-12/15 receives 4 movies tickets, popcorn and drinks to Spider Man.
- **Bonus Unit Commission** – For every \$5000 a unit sells between 11/5 and 12/15, they will receive an additional \$500 bonus commission.



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ADDITIONAL DETAILS

- Trails End will create a separate order opportunity for those units that would like product. Units encouraged to use Facebook page to get product as well. Date TBA
- Product Pickup to be determined based on unit participation in the Super Bonus Sale. Location and Time TBA
- Units will receive regular commission on additional sales based on their entire sale amount. If next level is achieved, it will count towards previous sales
- To confirm participation, must send email to Kathy McLean
Kathy.McLean@scouting.org by 11/4
- Contact your District Kernel with questions!



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