

LEAD NEW ADVENTURES

Through The Trail's End Popcorn Sale



Leader Guide

Tools For Success

- Plan Your Sale
- Online Selling
- New Piece Patch
- New Trail's End University
- Popcorn System
- Military Donation Program
- Trail's End Scholarship Program



EVERY GREAT ADVENTURE STARTS WITH A PLAN

- 1. Develop A Unit Activity Plan**
 What programs do you want to execute this year?
- 2. Create Or Review Your Unit's Budget**
 How much will the annual programs cost?
- 3. Set Your Unit's Sales Goal**
 Based upon funds needed for your program
- 4. Set A Sales Goal For Each Scout**
 Give Scouts something to aim for
- 5. Host A Fun Kickoff Rally**
 Motivate Scouts, inform parents, and provide selling tools
- 6. Have Fun Selling Trail's End**
 Fund your unit's entire year of Scouting!

For more information and tools for a successful sale, go to Sell.Trails-End.com

SELL ONLINE!

Raise More Money in Less Time with Less Effort

Raise More Money

- Average Online Sale in 2016 was \$62 vs. \$18 selling face-to-face
- Amount Returned to Scouting increased by 49% vs. 2015

Technology Makes Selling Easy

- Scouts register an online account and personalize it with a fundraising bio, photos, videos and more
- Personalized webpages can easily be shared with family and friends via email, text message and social media



Online Prize Programs

- Scouts earn 5% back on an Amazon Gift Card, once \$300 in sales is recorded

NEW in 2017!

- Technology enhancements made to the Scout and Leader accounts
- Online leaderboard showing Scouts where they rank across the country
- Exciting products and promotions added throughout the year

Get your Scouts registered today at Trails-End.com!

Text LEADER to 62771 to join our text message program.



NEW SUPERHERO COLLECTION PATCH

Evil villain robot Mega-Corn the Destroyer has come to planet Earth to eat all of the world's popcorn, so Earth has called upon **The Popcorn Squad**, a group of adventurous Scouts with super powers, to stop Mega-Corn before Earth is eradicated of popcorn!

- **Participation Patch** - Sell at least one product
- **One of Each Patch** - Sell one of each product offered by your council
- **Sellers Club Patch** - Sales goal determined by your council
- **Online Patch** - Sell at least one product online
- **Military Patch** - Sell at least one Military Donation
- **Top Seller Patch** - Sales goal determined by your council



Unit Leaders will order the patch pieces for their unit through their council's prize ordering process.

Paid for by Trail's End

TRAIL'S END SCHOLARSHIP PROGRAM

Scouts that sell at least **\$2,500** of qualifying Trail's End products in a calendar year will have **6%** of their total sales count towards their own Trail's End Scholarship.

- Once enrolled, 6% of any amount of sales thereafter will go towards the scholarship
- Scouts only have to hit the \$2,500 minimum one time
- **Bonus!** Top 5 Scouts in each region will have an additional 6% go towards their account

Visit Sell.Trails-End.com for full details



TRAIL'S END UNIVERSITY

The Scout motto is Be Prepared. Now you can be more prepared than ever before with the all NEW Popcorn Sale Online Training Courses.

- Train whenever & wherever you want!
- Trained leaders sell 50% more than untrained leaders
- Choose courses depending on your level of experience
- Receive a certificate upon completion
- Single sign on link from the Trail's End Popcorn System



Benefits of Selling Popcorn

- Eliminate or reduce out-of-pocket expenses
- Counts toward Scout Advancement & Merit Badges

Fundraising Facts

- For most units, if each Scout sells \$650-\$750 in popcorn, it will fund your unit's annual programming - including Summer Camp!
- Scouts who set a goal are twice as likely to fund their entire year of Scouting

MILITARY DONATION PROGRAM

Your customers can support both you and our military by purchasing a military donation. 70% goes back to Scouting, and a gift of popcorn is sent to military men & women, their families, and veteran organizations.

- To date, more than **\$47 million** in popcorn has been donated to U.S. Troops and veteran organizations
- Over **4,500 tons** of popcorn has been shipped to military bases



MANAGE YOUR ENTIRE SALE THROUGH THE POPCORN SYSTEM

Manage all aspects of your unit's sale in one place! The Trail's End Popcorn System enhanced functionality makes running your popcorn sale easier.

- Place traditional popcorn sale orders for your unit
- Enter and/or track your unit's sales by Scout
- Fully integrated Online Selling System - Single Login
- Order your unit's prizes at the end of the sale (follow links to prize vendor sites)
- Run sales reports as well as your unit's invoice

**Login to the Popcorn System at
Scouting.Trails-End.com**