

DISCOVER NEW ADVENTURES

Scout Guide



Welcome to the **Trail's End Popcorn Sale!** Trail's End has supported Scouts like you for over 35 years. We were the first national fundraising partner with the Boy Scouts of America®, and have helped Scouts and their units raise more than \$4 billion to support their adventures. Are you ready to fund your Scouting adventures? Let's get started!

SELL ONLINE!

Raise More Money in Less Time with Less Effort

Online Prize Programs

- Scouts earn 5% back on Amazon e-gift card, once \$300 in online sales is recorded

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

- Register an online account and personalize it with your fundraising bio, Scouting photos + videos, and more
- Your personalized webpage can easily be shared with family and friends via email, text message, and social media



NEW in 2017!

- Sales notifications delivered by email, web, and text message
- Sales leaderboard so you can see where you rank compared to Scouts around the country
- Additional Scout dashboard and account enhancements made to help you hit your goal
- Exciting products and promotions added throughout the year

Start your adventure by registering today at Trails-End.com!

Text **SCOUT** 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



Paid for by Trail's End.



TRAILS' END



SCOLARSHIP 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



SAFETY FIRST

- **Buddy System:** Always have a buddy or adult with you when selling
- **House Rules:** Politely decline to enter a stranger's house unless an adult is with you
- **Money Matters:** Keep checks and cash in a Trail's End sale envelope with your name on it
- **Road Rules:** Walk on the sidewalk whenever possible and always look both ways when crossing the street
- **Curfew:** Never sell after dark

TOP SELLING TIPS

- **ALWAYS** wear your uniform
- **ALWAYS** smile and introduce yourself
- **ALWAYS** ask your customers if they would like to support Scouting
- **ALWAYS** know the popcorn flavors you are selling
- **ALWAYS** say "Thank You!"



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

DO YOU KNOW?

Scouts that set a goal are twice as likely to fund their entire year of Scouting. What's your goal?

HAVE THE BEST SALE EVER!

For more information, videos or helpful tips, visit us at Sell.Trails-End.com. You can also find us on social media and share your adventures with us!



[/TrailsEndPopcorn](https://www.facebook.com/TrailsEndPopcorn)

[@TrailsEndSnacks](https://twitter.com/TrailsEndSnacks)

[TrailsEndSnacks](https://www.snapchat.com/add/TrailsEndSnacks)

[@TrailsEndPopcorn](https://www.instagram.com/TrailsEndPopcorn)

[/TrailsEndSnacks](https://www.pinterest.com/TrailsEndSnacks)

