

The Middle Tennessee Council

Trail's End®

2024 Unit Leader Training

REGISTER NOW



Council Key Dates

August

- **August 9 – All Unit Show & Sell Orders Due into Trails-End system.**
- **August 12 – Popcorn Sale Starts**
- **August 23 & 24 – Show & Sell Popcorn Distribution**

September

- **September 14-15 – Kroger Selling Locations Weekend #1**
- **September 9-23 - \$450 Sales Blitz Club**
- **September 21-22 – Kroger Selling Locations Weekend #2**
- **September 28-29 – Kroger Selling Locations Weekend #3**

October

- **October 11 – Popcorn Sale Ends**
- **October 11 – All Show & Sell Monies Due**
- **October 11 – All Take Orders and Prize Orders Due into Trails-End system**

November

- **November 1 – Take Order Popcorn Distribution (Depending on location)**
- **November 2 – Take Order Popcorn Distribution (Depending on location)**

December

- **December 2 – All popcorn monies are due if you owe anything**
- **December 2 - Popcorn Online Sales Period Ends**

Council Sale Dates

Order Due Dates

- August 9 – All Unit Show & Sell Orders Due into Trails-End system.
- October 11 – All Take Orders and Prize Orders Due into Trails-End system

Distribution

- **Popcorn Distribution:**
 - August 23 & 24 (Show & Sell)
 - November 1 & 2 (Take Order)
- **Pickup Location(s)**
 - Nashville South
 - Clarksville
 - Franklin/Columbia/Pulaski
 - Cookeville/McMinnville



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.

Register your unit on TRAILS END

Trail's End[®]
Scout Fundraising



Powered by Popcorn

Trail's End[®]
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

2024 COMMISSION

No Prizes

33% Base Commission
4% BONUS COMMISSION
Total-37%

Trails-End Prize Program

28% Base Commission
4% BONUS Commission
Total – 32%

In order to meet the 4% Bonus Commission, a unit must meet all payment and order deadlines as well as participate in Popcorn Kickoff.

2024 PRIZE CLUB

\$450 CLUB



\$750 CLUB



Ideal Year of Scouting

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!

Enjoy the Year!



Ideal Year of Scouting

Help Units (or Scouts) Set Their Budget!

- Total Program Costs \div Unit Commission = Sales Goal
- Hit Sales Goal = **100% PROGRAM FUNDED**

Ways to Sell

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



Storefront Settings & Reservations

The **BEST SPLIT** method for highest sales per hour is One Scout / One Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts credited for each sale recorded.
 - Safest and sales won't go down with splits.
 - **Scouts sell \$244 more than other splits.**
 - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

Reservations

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

How it Works

- Trails End is booking the best times at premium locations.
- We integrate and plan with data on storefront sales. With TE popcorn, but also based on merchandise being sold inside the store as well as foot traffic.
- Our goal is to provide locations that will generate 1 sale every 3 minutes.



Storefront Best Practices

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Place products highest to lowest
- NEVER put prices on the table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

Storefront Claiming

**Trail's End has booked top retailers
Reservations Rules**

- Saturday, July 20 - \$20k + Units, 4 reservation blocks**
- Sunday, July 21 - \$15k+ Units, 3 reservation blocks**
- Monday, July 22 - \$10k+ Units, 2 reservation blocks**
- Tuesday July 23 – All Units, unlimited reservation blocks**



Storefront Program

STOREFRONTS

14 Number Reserved ∞ Current Available 2 Upcoming Available

Manage Reserve Create New

Date Order Testing District Search

Show Reserved Show Processing Past Reservations Clear Filters

Displaying 57 Reservations (use filters above to narrow results)

<p>Saturday August 24, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 24, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</p>
<p>Saturday September 7, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 7, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</p>

Saturday August 24, 2024

Lowe's Home Improvement

Lowe's

14598 Lowes Wy
Carmel, IN

[View on Map](#)

Start Time: 8:00 am End Time: 2:00 pm

[Reserve](#)



Trail's End App

Trail's End[®]
Scout Fundraising

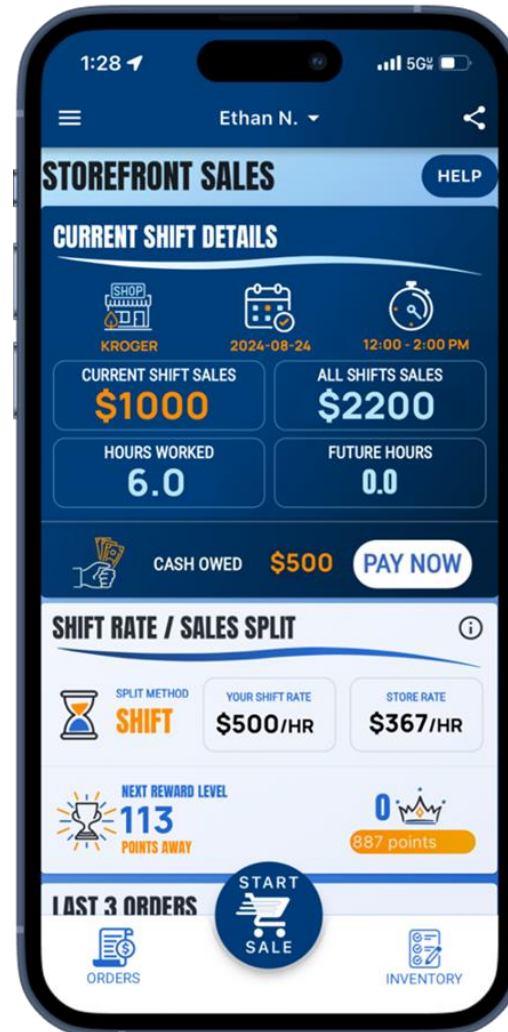
Save Time Managing Your Sale!

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
- schedule Scouts for storefronts.

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register.

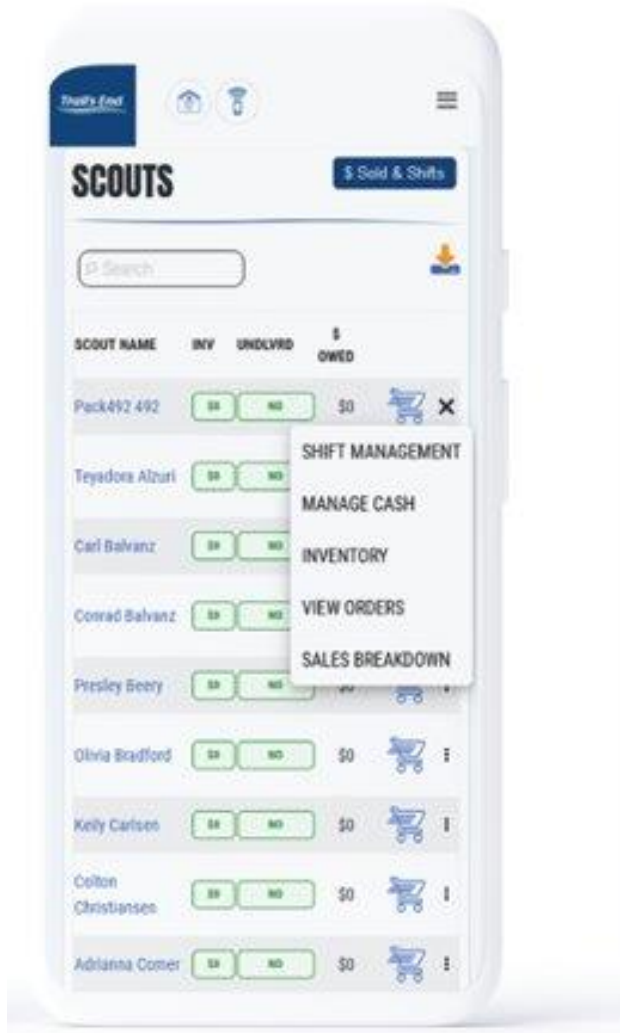
Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

Leader Portal



Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

Leader Training

Videos

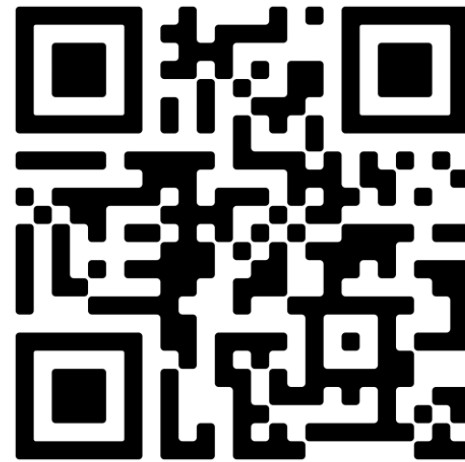
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



Scout Sales Pitch

“Hi, my name is _____ and I’m earning my way
(first name only!)
to _____! Can I count on your support?
My favorite flavor is _____. If you don’t
(pick one!)
have cash, don’t worry, we prefer credit card!”



NEVER, NEVER, NEVER ask customers to buy popcorn.
It's to support You!

If you cannot remember your sales pitch, say,
“Will you help me go to Camp?”

Even if the customer says no, always say,
“Thank you” and “Have a good day.”

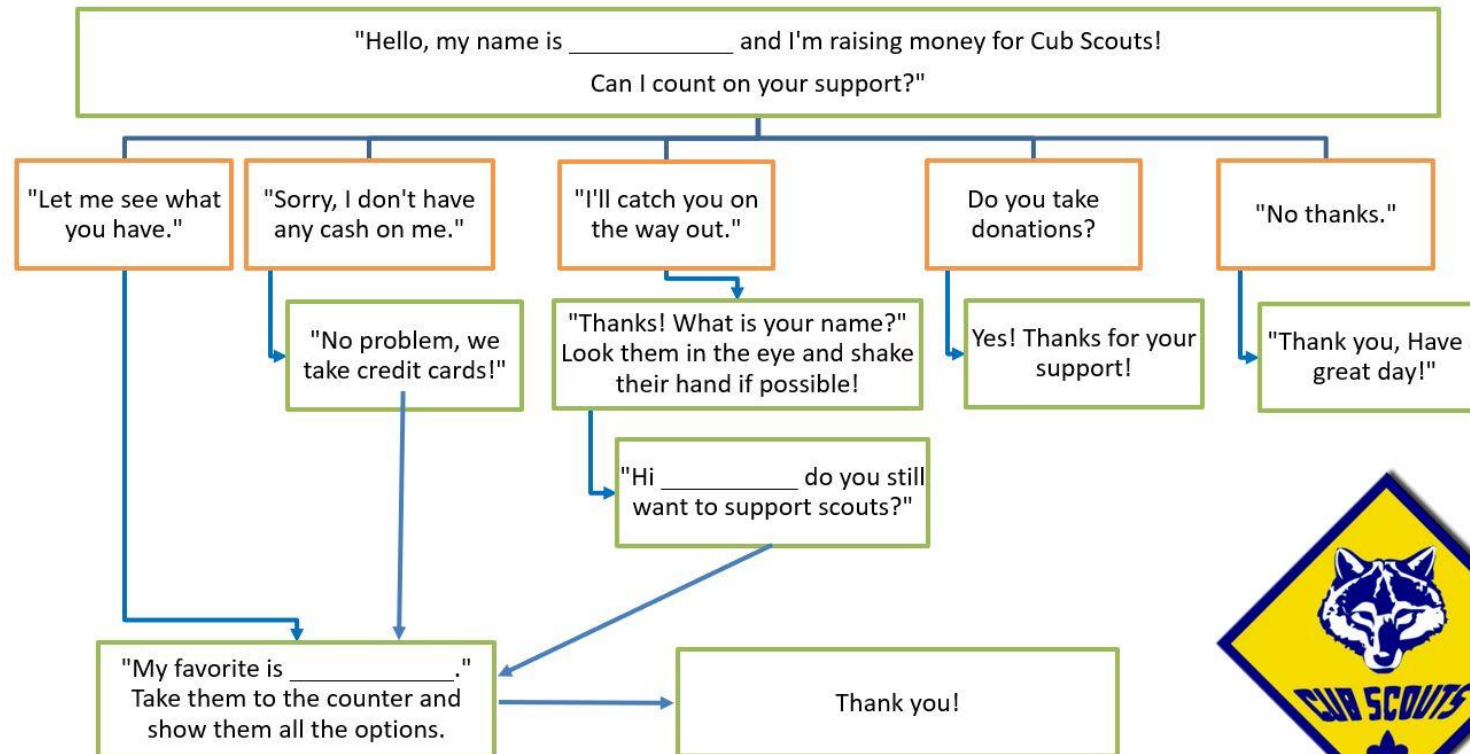


Pack 404 Sales Pitch

Cub Scout Pack 404 – Popcorn Sales Pitch

Parents: It's your job to watch for potential customers, and point them out to your scout. Do not let them block the doors, and keep them from accidentally wandering into the parking lot. Also, be ready to help them remember the names of people that tell them they will stop by on their way out. Ensure they have the Credit Card reader ready!

Scouts: Learn your speech, and the different ways to respond to the customers.



Cub Scout Sales Game!

Roll a die (x3 No Thanks, x2 Sale, x1 Donation) as many times as possible in 1 min.

Each row gets one mark per roll. Total the Sales and Donation.

Show the scouts that the more times they roll in a minute, the more the sales and donations they will get!

#	No Thanks (1,3,5)	Sale (2,4)	Donation (6)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			

#	No Thanks (1,3,5)	Sale (2,4)	Donation (6)
1			
2			
3			
4			
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38			
39			
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34			
35			
36			
37			
38			
39			
40			
Total			

Product Mix

Trail's End®



**CHOCOLATEY
PRETZELS**

\$30



**UNBELIEVABLE
BUTTER
MICROWAVE
POPCORN**

\$25



**SALTED
CARAMEL
CORN**

\$25



**S'MORES
POPCORN**

\$25



**WHITE
CHEDDAR
POPCORN**

\$25



**POPPING
CORN**

\$20



**SWEET &
SALTY
KETTLE
CORN**

\$15



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

ONLINE SCOUT ID:

Trail's End®

Credit Card

Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!

NEW

Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift (more details to come)
- Scouts earn more Rewards.

NEW

Leader Pay Now

- Leaders use their card and keep the cash.
- Storefront enabled
- Scouts earn more Rewards.



NEW



Cash App Pay



Square

Online Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products available online.

Customize Page

- Create a description with why you're fundraising and what you're planning for the year.
- Select your favorite product.
- Make the bio page your own!

Share

- Share on social media platforms and send to family and friends
- Create a fun special text or video to make your ask personal
- Encourage Scouts and parents to share throughout the campaign, Online is year-round!

Scout Rewards

Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
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

Trail's End®

Scout Fundraising

KERNEL CHECKLIST

July/August

1. Determine your budget & set your goals
2. Place 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 recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

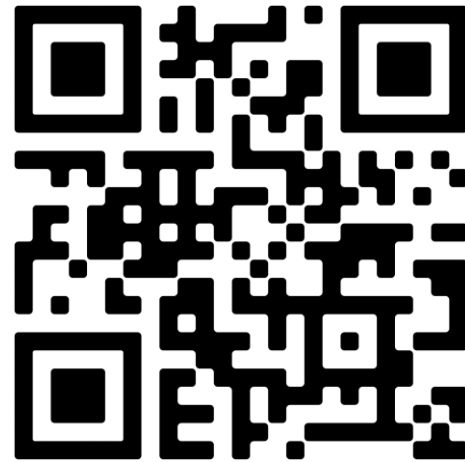
October

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!

Support

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Kevin McMurrian
615-516-9065
Kevin.mcmurrian@scouting.org

Anne Traver
615-383-9724
anne.traver@scouting.org

REGISTER NOW





THANK YOU!

Trail's End[®]