2018 POPCORN FUNDRAISER
www.Trails-End.com
WHY TRAIL’S END

OVER $4 BILLION RAISED FOR SCOUTING SINCE 1980

We have partnered with Boy Scouts of America Councils and Units to raise the funds needed to deliver the promise of Scouting for over 37 years.

Thank you!
IT’S FOR THE SCOUTS

2017 POPCORN UNIT COMMISSIONS $110,000

• Scouts fundraise to earn their own way in Scouting. Provides them the opportunity to fund their entire year in Scouting.
• Provides Units the funding needed to execute a successful program year.
SET YOUR GOAL

YOUR UNIT GOAL SHOULD BE BASED ON EVERY SCOUT EARNING THEIR IDEAL YEAR OF SCOUTING.

Q: What is the Ideal Year of Scouting?

A: It’s your Unit’s calendar of Adventures and Events, such as Campouts, Day Trips, Blue & Gold, Pinewood Derby, and more!

Provide your Scouts with the experience of a lifetime.
SET YOUR GOAL

• What is your *Ideal Year of Scouting*?
• Popcorn fundraising goals should be based on your budget to fund your unit’s Program Plan with **one fundraiser**.
• How much popcorn will each Scout sell to **earn their way**?

### SALES GOAL WORKSHEET

**Fund Your Ideal Year of Scouting with Popcorn!**

<table>
<thead>
<tr>
<th>SCOUT GOAL</th>
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<tbody>
<tr>
<td>$330 ÷ 33% = $1,000</td>
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<tr>
<td>Ideal Year Cost Per Scout</td>
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<table>
<thead>
<tr>
<th>UNIT GOAL</th>
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<tbody>
<tr>
<td>$1,000 × 30 = $30,000</td>
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<tr>
<td>Scout Sales Goal</td>
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</table>
Your Scouts should sell $1,000 and **earn an entire year of fun filled Scouting programs** with only three easy steps:

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Goal Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Scouts work four 2-hour solo Show n Sell shifts. Scouts average $100/hr.</td>
<td>$800</td>
</tr>
<tr>
<td>2.</td>
<td>Scouts sell door-to-door to their neighbors for about an hour.</td>
<td>$100</td>
</tr>
<tr>
<td>3.</td>
<td>Scouts record online orders from family and friends, where on average, Scouts recorded $165 in 2017!</td>
<td>$165</td>
</tr>
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</table>
A Unit with 30 Scouts **should sell $30,000** in Popcorn.

1. Book two stores for Show n Sells Friday’s, Saturday’s, and Sunday’s throughout your sale. This will provide more shifts than you need, allowing some Scouts to be Top Sellers!

2. Scouts each sell door-to-door to their neighbors for about an hour. Tip: Scouts that have popcorn with them (Show & Deliver, or “Wagon sales”) sell more popcorn in less time!

3. Scouts sell to friends and family online. The average online sale is over $65! It only takes two sales per Scout to make a big difference in your sale. There’s new online incentives too!
HOW THEY DID IT

SECRET FOR SUCCESS

HOW DID PACK 2017 SELL $190,000 WITH 85 SCOUTS?
POPCORN TEAM TRAINING

- Videos at Trails-End.com
- Developed by Team that sold $190,000
- Focused on Show n Sell/Show n Deliver
- No login required—watch anytime

24 VIDEOS (40 MINUTES)

- Team Building & Planning
- Ways to sell
- Show n Sell basics
- Booking locations
- Scheduling shifts
- Merchandising a table
- Training Scouts & Parents
- Show n Deliver basics
- Kick-offs
- Logistics of the sale
- Financial best practices
- And much more on Trails-End.com

www.Trails-End.com/training
SHOW N SELL BASICS
FACEBOOK GROUP
• Connect with other Kernel’s
• Share ideas
• Ask questions – get answers!
• Weekly Webinars Available

https://www.facebook.com/groups/86838232032192/

PLANNING SESSION
• The Team from Pack 2017 are committed to your Units success.
• Get one on one help from the Pack 2017 Team. Setup a time now!

https://www.trails-end.com/pack2017
UNIT COMMISSION

BASE COMMISSION: 28%
BONUS COMMISSION: 4% - Attend Kick-off
BONUS COMMISSION: 2% - Return less than 5% of sale
BONUS COMMISSION: 2% - Turn $ in on time (11/6/18)
-2% - Turn $ in late (11/7/18)
BONUS COMMISSION: 1% - Sell over last year ($300 Min)
BONUS COMMISSION: 1% - Sell 10% over last year
2018 PRODUCT MIX

Chocolate Lover’s Tin
Cheese Lover’s Tin
Chocolate Crunch Tin
Salted Caramel Bag
Premium Caramel Bag
Microwave Kettle
Microwave Butter
White Cheddar
Jalapeno Cheddar
Classic Caramel
Popping Corn
SCOUT INCENTIVES

2018 SCOUT BONUS PRIZES

In addition to the prizes from the brochure, qualifying Scouts will earn the additional prizes:

- Sell $650  Metallic Knife
- Sell $1000  Leatherman Squirt
- Sell $1500  Leatherman Leap

2018 SCOUT BONUS PRIZES

Weekly Prize Drawings- Take order fill up sheets

- Week 1: X-Box 1S
- Week 2: BeatsSolo3 Wireless headphones
- Week 3: 32gb Apple IPad
- Week 4: $100 Amazon Gift Card
- Week 5: Camp Chef Explorer 2-Burner Stove
JOIN THE THOUSANDS WHO’VE RAISED OVER $12 MILLION FOR THEIR SCOUTING ADVENTURES

HOW IT WORKS

Step 1: Create Your Online Fundraising Page
It takes less than 10 minutes to register, personalize your Scout page, and start selling.

Step 2: Share with Family and Friends
Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.

Step 3: Receive Support
Family and friends visit your fundraising page, where the average order value is $65, and place orders on your behalf.

Step 4: Track Your Online Fundraising Orders
See who’s supported your fundraiser, send them thank you emails, and request additional support.

Scouts can start their adventure by registering at Trails-End.com
ONLINE FUNDRAISING

DISCOVER THE #1 ONLINE POPCORN FUNDRAISING PLATFORM FOR SCOUTS

BENEFITS
• Reach friends & family outside of your community
• Orders are 4 times greater than face-to-face sales
  o The average online order value is $65
  o The average sales per Scout is $165
• Incentives for Scouts and Units
• Products are delivered directly to the consumer
• Scouts have the ability to fundraise year round

FEATURES:
• Only takes 10 minutes for a Scout/parent to register and start selling
• Personalized Scout webpage
• Built-in sharing capabilities via email, social, and text message
• Mobile friendly and easy to sell on the go
• Scout and Unit sales leaderboard
• Real-time sales reporting for Scouts and Unit Leaders
• It’s easy and convenient to use
• Safe and secure
ONLINE INCENTIVES

INCENTIVES FOR SCOUTS

• **Online Prize Program**: Sell $300 online in a calendar year and earn 5% of every dollar sold as an Amazon.com Gift Card

• **Win a Trip to Walt Disney World® Resort**: Eight Scouts that register an account on Trails-End.com and record online orders will have a chance to win a trip for two

• **Challenges**: Scouts/parents should opt-in to receive email and text messages from Trail’s End to participate in challenges for a chance to win great prizes

INCENTIVES FOR UNIT LEADERS

• **$10 for 10**: Units will earn a $10 Amazon.com Gift Card for every 10 Scouts that register an account and record at least one order
WHAT IT TAKES TO BE A TOP SELLER

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<td>Scout records five to six online orders from family and friends, where the average order value was $65 in 2017!</td>
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Goal Achieved: $2,750
KEY DATES TO REMEMBER

Show-n-Sell orders due: 9/17/2018
Show-n-Sell distribution: 9/29/2018
Take Orders due: 11/5/2018
Popcorn returns: 11/6/2018
Payment due to Council: 11/6/2018
Take Order distribution: 11/17/2018
Prizes due: 12/15/2018
YOUR TEAM

CONTACT INFO

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(520)-750-0385

Kristin Mcfarland: Council Support
Kristin.mcfarland@scouting.org
(520)-750-0385

Sean Stanford: Pack 2017
Sean.Stanford@trails-end.com
714-496-6590
THANK YOU
TRAILS-END.COM – SCOUT

SCOUT’S ACCT. DASHBOARD:

- SHARE YOUR PAGE
- SCOUT SALES LEADERBOARD
- ONLINE SALES STATUS GRAPHS
- ACCOUNT NAVIGATION
TRAILS-END.COM – SCOUT

SCOUT’S CONSUMER-FACING PAGE:

PROFILE PIC

SCOUTING STORY

GOAL PROGRESS

FAVORITE PRODUCT

SCOUTING VIDEO & PHOTOS
UNIT LEADER’S ACCT. DASHBOARD:

INVITE A SCOUT

UNIT SALES LEADERBOARD

UNIT ONLINE SALES PROGRESS GRAPHS

ACCOUNT NAVIGATION