

# PINE BURR AREA COUNCIL

## 2023 POPCORN KICKOFF

***Trail's End***™



# WHY POPCORN?



## Fund Adventures

### Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

## Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

## Scouts Earn Rewards

- Amazon e-gift cards
- Millions of rewards to choose from
- Free Movie Tickets

# WAYS TO SELL



# WAYS TO SELL



## ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

## STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

## WAGON SALES

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

# ONLINE SALES

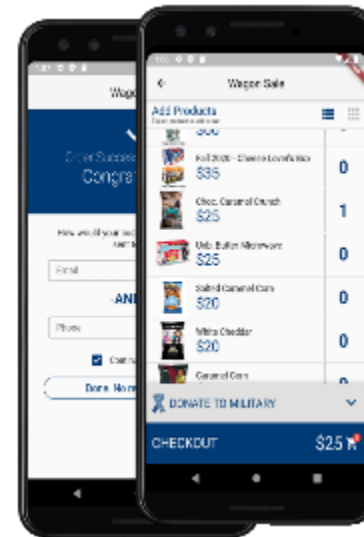


Via the Trail's End App  
No Cash or Product Handling  
\$65 Average Order Value



## SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship directly to your customer's home.



## DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

**TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October\*, Black Friday & Cyber Monday**

\*Subject to Change

# ONLINE ASSORTMENT

[www.trails-end.com](http://www.trails-end.com)



\$27



\$34



\$20

IMPROVED FLAVOR



\$25



\$25

NEW



NEW

\$50



\$72

NEW



\$42

NEW



\$47



\$62



\$54



\$45

NEW

Road Trip Variety Pack

Movie Night Bundle

Picnic Bundle

Let's Go Hiking Bundle

Ultimate Snack Pack

Game Night Bundle



\$27



\$35



\$30



\$55

## LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

\*Products & Pricing are subject to change

# ONLINE SALES

[www.trails-end.com](http://www.trails-end.com)



## Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
  - Microwave, Popping, Sea Salt Snack Pack (new)



# MAKE YOUR SALE EASY!



## Trail's End App for Scouts

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

## Unit Leader Portal

- [www.trails-end.com/leader](http://www.trails-end.com/leader)
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
  - Track progress toward goals
  - Inventory monitoring
  - Oversee storefront sign-ups
  - Storefront setups
  - Split sales
  - Manage accounting and more!

**TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP**



# CREDIT CARDS



- Many consumers prefer credit or debit card transactions
  - “Advise your customers we prefer credit or debit payments”
- Trail’s End covers credit card fees for transactions recorded via the APP\*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail’s End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen\*\*

*\*TIP: Recording sales via the Trail’s End app is required for credit card fees to be covered (Square app not required)*

*\*\*NOTE: Using Pay Now does not qualify as a credit card sale towards Trail’s End rewards points*

**PRIZE TIME!!!**



# STORE FRONT LOCATION SELECTION



## Reservation Rules:

- August 7 - \$10,000+ Units: 3 picks (within district)
- August 8 - \$10,000+ Units: 3 picks (within district)
- August 9 - ALL Units: 3 picks (within district)
- August 10 - ALL Units: 3 picks (within district)
- August 11 – ALL Units: 3 picks (Council wide)
- August 12 – ALL Units: Unlimited (Council wide)

## Reservation Tips:

- Have a Plan
  - Review the Dates and Locations prior to Selection day.
- Have a Backup Date and Location
- Reserve your Dates Early

# S'MORES ORDERING INFORMATION



- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.

TRAIL'S END 2023

# TRADITIONAL PRODUCTS



Sweet and Salty  
Kettle Corn

**\$15**



Popping Corn

**\$17**



White Cheddar  
Popcorn

**\$20**



S'mores  
Popcorn

**\$25**



Unbelievable  
Butter Microwave  
Popcorn

**\$25**



Salted  
Caramel Corn

**\$25**



Chocolatey  
Pretzels

**\$30**



Sea Salt  
Popcorn

**\$50**



# REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!\*



POINTS	GIFT CARD
17,500	10% of total sale
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



**EARN MORE!  
EASIER!**



Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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\*Based on average Council program. May vary in your Council.

# UNIT LEADER SUPPORT



## Attend Live Moderated Webinars

- Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 6 – Sept 9

## Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

## Trail's End Support

Join Unit Leader Popcorn Community Group

- Text FACEBOOK to 62771

Join Scout Parent Facebook Group

- Text PARENTFB to 62771

Visit our FAQ's

<https://support.trails-end.com>

# A SUCCESSFUL SALE





# A SUCCESSFUL SALE



## Unit Leader Preparation

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
  - Square Readers
  - Storefront supplies
  - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

## Prepare your Scouts & Families

- New Scout? Download the app
  - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

# BUDGET & GOAL



- Plan your adventures for the year
- Determine Unit expenses
  - Dues
  - Advancements
  - Supplies
  - Etc.
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

# UNIT KICKOFF



## Make it fun

- Create excitement with food, games, and prizes

## Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

## Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

## Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- Council & Unit Incentives

## Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

# GET READY TO SELL



## Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

***“Hello, I’m [Your First Name] from [Pack#]”***

- Let people know your goals

***“I’m earning my way to [adventure or summer camp]”***

- Close your sale

***“Can I count on your support today?”***

- Thank your customer and end your sale

***“Thank you, we prefer credit / debit payment”***

## Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

**TIP: Visit the app training section: How to guides, tips, and resources**

**PRIZE TIME!!!**



# ORDERS & DISTRIBUTION



## Order Due Dates













- Initial Order: **August 25**
- Final Order: **October 30**

## Distribution Dates

- Initial Order: **September 14**
- Final Order: **November 16**

## Distribution Locations

- Coast
  - Biloxi PD Warehouse
  - 339 Division St
  - Biloxi, MS 39456
- Pine Belt
  - Brackman's (Old Location)
  - 1504 Country Club Rd
  - Hattiesburg, MS 39401

 Mid-Size Car	>>	 2 Cases
 Small SUV	>>	 4 Cases
 Crossover	>>	 4 Cases
 Mini-Van	>>	 6 Cases
 Large SUV	>>	 7 Cases
 Full-Size Van	>>	 7 Cases

\*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

# COMMISSION



Sales Commission = 30%  
Online Commission = 30%

Units Attending the Kick-Off  
Receive an Additional 2%

# SCOUT BONUSES

*Trail's End*®

- **Sell \$400 of Popcorn and a Scout earns 1 movie ticket.**
- **Sell \$600 of Popcorn and a Scout earns 2 movie tickets.**





# KEY DATES



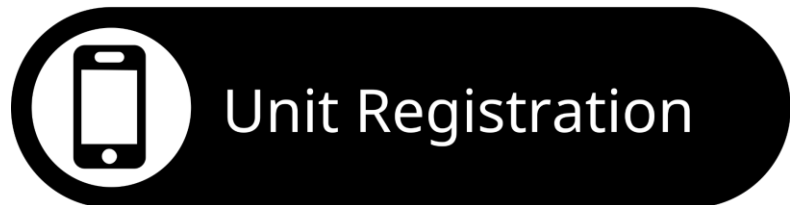
- **July 25-26** Council Kick-offs
- **July 31** Storefronts selection begins
- **August 1** Online Sales begin
- **August 25** Storefront orders due
- **September 11** Popcorn Sale Starts
- **September 14** Storefront Product Distribution
- **September 15** Storefront Sales begin
- **October 29** Popcorn Sale Ends
- **October 30** Storefront Product Returned and Money Due
- **October 30** Final order due
- **November 16** Final order distributed
- **November 17** Prize Orders Due
- **December 1** All Payments Due

# COMMIT YOUR UNIT!



*If you have not registered your unit for the Popcorn Sale, please do so today!*

[www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)



# HAVE QUESTIONS? GET ANSWERS



## Council Contacts

- Bridget Reeves  
Bridget.Reeves@Scouting.org  
601-582-2326
- Micah Huffman  
Micah.Huffman@scouting.org  
601-606-6126
- Zach Ross  
Zach.Ross@Scouting.org  
601-582-2326

## District Contacts

- Chickasawhay
  - Micah Huffman (601) 606-6126
- Singing River
  - Christy Crosby ([christy.crosby@ymail.com](mailto:christy.crosby@ymail.com))
  - Johnny Pearson (228-327-3005)
- Spanish Trail
  - Tim Willis ([eaglescout.timmy@gmail.com](mailto:eaglescout.timmy@gmail.com))
  - Travis Fuentes (662-722-3007)
- Tall Pine
  - Mary Jo Huffman ([Jomary1963@gmail.com](mailto:Jomary1963@gmail.com))
  - Thomas Monceaux (337-991-6409)
- Twin Rivers
  - Jessica Stufflebeam ([jessica.roberts@eagles.usm.edu](mailto:jessica.roberts@eagles.usm.edu))
  - Quincy Dejarnett (769-223-2450)

**THANK YOU!**

*Trail's End*®

