Free Square Reader

If you are a Scout who sold at least $1,000 in 2019, congratulations!

Trail's End is awarding you a FREE square reader to help you with your sales in 2020. Be sure to redeem your FREE square reader on your Trail's End App beginning July 1.

- Scouts who sold $1,000 – $3,499 in 2019 will receive a Square reader (headphone or lightning).
- Scouts who sold $3,500 or more in 2019 you will receive a FREE contactless Bluetooth reader.



Scout Entrepreneur Challenge

The first 200 Scouts to hit the goal of $2,500 in online direct sales from July 1 – August 15 will receive an

additional $200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling online Direct and think outside the box, Scouts selling in July and August will receive exclusive access exclusive access to training and webinars from experts in business, marketing, and e-commerce.

How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

STEP 1: Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP 2: Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3: Draft your Scout's sales pitch.

- Example: Hi **customer's name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4: Build your Scout's personalized fundraising page.

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your Scout smiling, preferably in their Class A uniform.
- Paste your sales pitch into the About Me section.
- Select your Favorite Product.

STEP 5: Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online
- Direct cart sharing feature so you customer can complete the purchase.
- Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6: Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!
Visit www.trails-end.com/onlineacademy for more tips, and FAQ.

July 1 – August 15 Promotion – Earn 5%

To qualify your unit must be registered.

REGISTER HERE

All Trail's End online direct purchases made during July 1 thru August 15 will earn an additional 5% as an Amazon.com gift card for your unit!

Contact all of your Scouts now and ensure they have created their online account.

Online Fundraising: How it works:

1. Create Your Online Fundraising Page – It takes less than 10 minutes to register, personalize your Scout page, and start selling.
2. Share with Family and Friends – Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
3. Receive Support – Family and friends visit your fundraising page, where the average order value is $65, and place orders on your behalf.
4. Track Your Online Fundraising Orders – See who's supported your fundraiser, send them thank you emails, and request additional support.



Free Shipping Weekend

Orders placed from July 3 – July 5 2020 will receive free shipping!

Scouts share your fundraising page with friends and family or take Online Direct orders in the app to have Trail's End products shipped to your customers. Scouts, you don't have to collect money or deliver products. No hassle fundraising!

Scouts who shared their fundraising page during FREE Shipping Weekend in 2019 saw 60% more sales!

New England Scout Shops Opening Soon!

That’s right! We’re happy to announce the **New England Scout Shop** in the Brickyard Square Plaza located in Southborough has reopened with modified operating hours to help further your Scouting adventure! Over the last several weeks, we have been working hard to implement enhanced safety measures that make yours and our team members safety the top priority!

Effective today, you’ll notice the following changes upon entering our location:

- Hand sanitizer is available for customer use in all Scout Shops.
- We’ve implemented rigorous cleaning routines throughout the day and have temporarily closed fitting rooms.
- Prior to beginning every shift, all team members must complete an Employee Health Screening to ensure they are ready and able to work safely.
- Every team member is provided with facial coverings to use during their shifts and are asked to frequently wash their hands.
- Social distancing markers are placed in every Scout Shop.
- All product returns are being disinfected or quarantined for five business days before returning to the salesfloor.
- We have updated our payment systems to need fewer

signatures and to accept contactless pay to include Apple Pay, Google Pay, and Samsung Pay.
- Plexiglass sneeze guards are installed at checkout points, in areas of the country where required.
- Limited occupancy regulations will be in place in compliance with state and local requirements.

While not mandatory in every Scout Shop, we respectfully request you to follow social distancing and safety protocols recommended by public health officials, including wearing a facial covering when visiting our stores to help protect yourself and our team members.

There's a new way to shop in our stores.
Now that we have re-opened, we are very excited to announce that we've redesigned our in-store shopping experience with your safety and convenience as our main goal.

Effective today, you can purchase any of our 600 Cub Scouts and Scouts BSA Advancement related products online, and have the order gathered, bagged, and set aside for you to either pickup in-store, contactless curbside, or have the items shipped directly to you!

Click on the image below to check it out.



Looking ahead, we will continue to evaluate and modify our safety measures and in-store experience with you and our team members in mind. In the meantime, we're taking this seriously so we can get it right. We cannot wait to welcome you and our Scouting community back to our Scout Shop!

New England Scout Shop

23 Turnpike Road

Southborough, MA 01772

Days/Hours of Operation

Monday:	CLOSED
Tuesday:	10:00 – 6:00
Wednesday:	10:00 – 6:00
Thursday:	10:00 – 6:00
Friday:	10:00 – 6:00
Saturday:	10:00 – 1:00

And finally, to help reignite your Scouting adventures, we are working on a one-of-a-kind, **special offer to celebrate our re-opening**. We hope to be able to announce the details in the next day or two. So be sure to check your email and follow us on Facebook for the announcement!



Remember, every purchase made in our store supports the future of local Scouting.

2019 Eagle Scout Recognition Ceremony

Come celebrate Mayflower Council's Class of 2019 Eagles Scouts

Thursday, June 18, 7:00pm!

This event is an opportunity to recognize all of our 2019 Eagle Scout's achievement along with other fellow Eagles. Parents, family & friends are welcome to attend. Join us tonight at 7:00 pm for the first ever virtual Eagle Scout recognition. We will also congratulate our Outstanding Eagle's, VFW Scholarship winner, and announce the Glenn & Melinda Adams National Eagle Scout Association award winner. You can view us live on the the Mayflower Council facebook page or on the Mayflower Council YouTube channel.

Join Virtual on Facebook
Join virtual on YouTube
Click on the image below to down load the event program book.



Eagle Scout Virtual Recognition Event

Thursday, June 18, 2020

BOY SCOUTS OF AMERICA®
MAYFLOWER COUNCIL

Trail’s End Popcorn – Online Direct Selling

Trail's End®

The NEW Online Direct

ONLINE DIRECT PROMOTIONS

- **Free Shipping Weekend - July 3 - 5**
  - Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!

- **Units Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15***
  - *Unit must be registered to sell by no later than August 15, 2020 to qualify.

- **Scout Online Direct Entrepreneur Challenge**
  - The first 200 Scouts to hit the goal of $2,500 in Online Direct sales from July 1 – August 15 will receive an additional $200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling Online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce.



- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
  - Scouts who sold $1,000 - $3,499 in 2019 will receive a Square reader (headphone or lightning)
  - Scouts who sold $3,500+ in 2019 will receive a contactless Bluetooth reader

- **Scouts earn DOUBLE points for Amazon.com Gift Cards**

THE SAFEST WAY OF FUNDRAISING FOR SCOUTS!



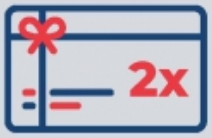
Safe for Scouts
Fundraise from the safety of home.



Product Variety
Traditional products & prices plus more.**



No Handling
Products ship to your customers and all sales are credit.



Trail's End Rewards*
Earn double points for Amazon.com gift cards.

*Council participation in Trail's End Rewards may vary.
**Subject to change.

BUILD YOUR PLAN TO SELL $1,000 SOCIAL DISTANCING
Text MYPLAN to 62771 to learn more!

National Recruiting Webinars

Join the National Recruiting Webinars happening this summer. These regular, one-hour sessions will cover topics important to recruiting in 2020, including geofencing, BeAScout.org, Zoom 101, online registration, and much more. Plus, the hosts will answer your questions. Mark your calendars.

Register today!

Schedule:

June 24 – 8:00 pm: National Recruiting Webinar – Virtual Recruitment Events, Working with Schools

July 9 – 8:00 pm: National Recruiting Webinar, Tech Edition – BeAScout.org, Invitation Manager

July 16 – 8:00 pm: National Recruiting Webinar – Scoutbook 101, “Who’s Zooming Who?”

July 23 – 8:00 pm: National Recruiting Webinar – Geofencing, Search, Social Media, Peer-to-Peer Recruiting

August 6 – 8:00 pm: National Recruiting Webinar – Local PR How-to’s Print, Digital, Video

August 20 – 8:00 pm: National Recruiting Webinar – It’s Not Too Late: Five Things You Should be Doing Now

Last Chance Popcorn Kickoff Meeting

LAST KICKOFF MEETING, ARE YOU SIGNED UP?

Join The Fundraiser That Can Fund Your Scouting Adventures All Year!

Does your unit need to earn funds for events and activities? Was your unit unable to have your scheduled spring fundriaser? Are you a new unit looking for ideas on how to earn funds?

If you answered yes to any of these questions, then please join us and we will show you how your unit can earn enough money in one fundraiser to support your Scouting adventures for the entire year!

We've got a way so simple, you don't even need to touch the product to earn money for your unit.

Registration is required and the link will be emailed to you the morning of the scheduled meeting.

You must attend one of the virtual training sessions for your unit to earn an extra 3% above the base of 30% and pay on-time.

LAST MEETING is scheduled for: Tuesday, June 23rd, 7:00 – 8:30 pm

Sign Up To Attend

Cranberry Harbors June Roundtable Items

CH_June_RT_Slides

CH_June_RT_SafetyMomemt

CH_June_RT_Pack_Leader_Summer_Checklist

CH_June_RT_Recipes

CH_June_RT_Ethnic_Recipes