

Popcorn Sales

Welcome to the 2020 Trail's End Popcorn Fundraiser!

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 fundraiser?
Are you a new unit looking for ideas on how to earn funds?

If you answered yes to any of these questions, then please contact 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!

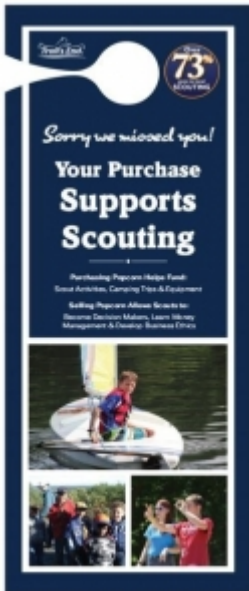
We've got a way so simple, you don't even need to touch the product to earn money for your unit.

[Sign Up Today](#)

Once you have committed to the sale, let us know how many door hangers you would like. We will ship them to your unit popcorn kernel.

To help you further reach your goal, custom door hangers have been created just for your Scouts. Scouts should knock on a neighbors door and tell them who they are and that they are raising money to support their Scouting adventures. Hand them the door hanger (or leave it on their door) with all of the Scouts information on how they can place an order thru On-line Direct or they can place an order using their Trail's End App.

We hope that this will help your sale grow.



[Order Your Door Hangers Today](#)

Trail's End is offering FREE webinars for all Units. Units who participated in these webinars last season grew an average of 11%. Their goal this year is to host over 150 of them. There is plenty of opportunity to participate for leaders and Scout families. They will be hosted by volunteers who can share best practices and tips. It will be a great resource...EVERY QUESTION ASKED, EVERY QUESTION ANSWERED.

Sign up now for one of Trail's End webinars.

[Trail's End Training Webinars](#)

How It Works

There is minimal work for a unit leader and your unit will reap the rewards.

- Let us know you would like to participate in this fantastic opportunity! Click the button below to register.
- Share the information flyer with your Scouts.
- Log into the leader portal and email your registered Scouts anytime and see exactly who is selling.

Your unit earns 35% of all online sales. Request funds twice a month from Trail's End.

[Register and Commit To The Sale](#)

If your Scouts do not currently have an account, please share these 3 easy steps to get started!

- 1. Register:** Create a Scout account in the app or [Trails-End.com](#) to begin your Scout's online popcorn fundraiser.
- 2. Personalize Page:** Scout's build their own digital storefront and make it personal for customers to see.
- 3. Share It:** Reach friends and family faster by spreading the word on social media, email, and text message.

We would love to hear from you! We have created this short survey to understand your needs. Whether you participate in this sale or not, please take a moment and share your thoughts.

Have a question or need to learn more? Email: popcorn@mayflowerbsa.org.



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How To Sell \$1,000 While Social Distancing!

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 [...]



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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 [...]

The logo for an Amazon.com Gift Card. It features the text "amazon.com" in white lowercase letters with a yellow curved arrow underneath the "a". To the right, the words "Gift Card" are written in a yellow sans-serif font. The entire logo is centered on a black rounded rectangular background.

amazon.com
Gift Card

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 [...]



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 [...]



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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 [...]

It's Popcorn Time



Trail's End Popcorn – Online Direct Selling



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 [...]

Do you have questions about the app? Trail's End has a great [FAQ](#). For more app information and training resources, go to app.trails-end.com, or reach out to Trails End at teappsupport@trails-end.com.

[Top Selling Scouts in 2019](#)

[Top 40 Selling Scouts in 2018](#)

What is the Annual Popcorn Sale:

Each fall, Scouts hit the streets selling popcorn in front of grocery stores, in their neighborhood and to friends and family as part of our Annual Popcorn Sale. This program is a Council administered fundraiser designed to engage Scouts in the process of raising the funds that will support their unit's program needs for the entire year. It also gives Scouts pride knowing they earned their own way!

Methods of Selling

73% of the proceeds from Popcorn sales stay within the local council. The individual unit can earn between 30%-35% of the retail value of the popcorn for every bag sold.

- ***Show and Sell***

This sale is designed to sell popcorn that your unit popcorn kernel signs out and picks up at a council pickup location. Then, at a location of your choice, you and the Scouts from your unit sell the popcorn directly to the public.

- ***Show and Deliver:***

This is the best way to increase popcorn sales. The

Scouts in your unit take an order form and product door to door. The Scout sells the product, delivers the product, and collects the money all in one trip.

▪ *Online Sale:*

Your Scout can sell online to help earn his or her own way and fund their Scouting adventures. On-line sales earns 35% directly back to your unit. Your unit must have an account set up. Please email popcorn@mayflowerbsa.org and we will be happy to set one up for you.

▪ *Military Sale:*

Trail's End partners with Soldiers' Angels to deploy all military popcorn sales to various bases, VA hospitals, and National Guard units.