

# 2021 Online Direct – Start today!

We have some great news! You can now participate in a new spring sale running **January 1 thru June 30**.

New products being added, fan favorites still available, discounted prices and FREE shipping on all orders \$30 and more.

If you have never sold or want to continue in 2021, please commit to the sale so we know to include you in our communications. Get started today!

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## Top Selling Scouts and Units in 2020

2020 was a tough year for all of our units to fundraise. Our Scouts and units reached record sales for online selling earning money for their Scouting adventures. Congratulations!

One unit who never sold before challenged their Scouts to sell online. Those Scouts rose to the challenge and sold over \$18,000.00 online in just a few short weeks.

Top Selling Scouts  
Top Selling Units

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# Our Scouts Continue To Shatter Records

**Over \$121,000 sold online!** Mayflower Council Scouts are doing amazing! Let's keep this total growing.

Trail's End is launching new incentives to help Scouts hit their goals before the holidays. Your unit will receive an additional \$25 Amazon.com Gift Card for every \$750 in Online Direct Sales between Thursday, November 5 (8 PM EST) through Thursday, November 26 (8 PM EST).

Scouts will earn bonus Amazon.com Gift Cards, and 15 Scouts will win their choice of an Xbox Series X or PlayStation 5!

## **If You're Not Registered To Sell Popcorn Online:**

- There's no better time than now to start! Sale ends on December 31!
- Free shipping on orders \$30 or more directly to your customers.
- Easy to use and share via social media, text and email with family, friends and neighbors.
- Download and use the Trail's End App for contactless ordering and payment.
- Participate in the sale even if your unit is not selling.
- Generate revenue for your unit without ever handling product or inventory.
- Scouts can sell virtually from anywhere.

**Text APP to 62771 to get a link to download**

Make Popcorn Work For You

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

**How to Sell \$1,000 While  
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, twitter, etc.).

**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 your 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.

## **STEP 7: Have Fun!**

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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 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.



## CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

*Trail's End pays for all credit card fees!*

- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
- Safer – Scouts don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

# 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  
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Sell for 8 hours, fund your  
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- 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](http://www.trails-end.com/onlineacademy) for more tips, and FAQ.

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## 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.

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## ONLINE DIRECT

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*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.

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## HOW IT WORKS

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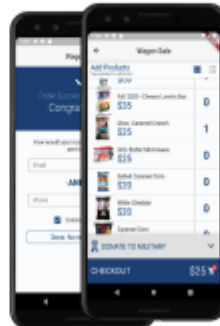
### TWO WAYS TO SELL ONLINE

#### 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 to your customers

#### TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

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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 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!

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## **Trail's End Popcorn – Online Direct Selling**



# 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!



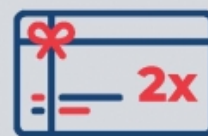
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**BUILD YOUR PLAN TO SELL \$1,000 SOCIAL DISTANCING**  
**Text MYPLAN to 62771 to learn more!**

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# 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