



*Trail's End*®

# POPCORN KERNEL GUIDEBOOK

*Everything You Need to Know About the 2021 Popcorn Sale*

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## LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your unit fund its program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better equipped kids and more participation.

Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!

## Contact Trail's End Support

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

Email us:  
[support@trails-end.com](mailto:support@trails-end.com)

Join our Facebook  
Group:  
[Trail's End  
Popcorn Community](#)

Need Help? Visit our  
FAQs:  
[support.trails-end.com](http://support.trails-end.com)



# POPCORN HELPS KIDS



Become  
Decision Makers



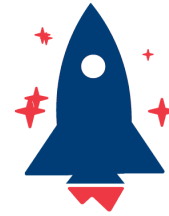
Learn Money  
Management



Become  
Goal Setters



Develop  
Business Ethics



Become Future  
Entrepreneurs



Learn People  
Skills

## Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

## They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger



# WHAT CAN POPCORN DO FOR YOUR UNIT?



## Highest Profit Return

- You can earn enough money to fund your unit's program for the entire year!
- The council uses part of the proceeds for Camping Programming, Camp Maintenance, leader training, Camporees, etc.



## Turn-Key Program

- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE and council), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.



## Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year



## Recruitment

- The recruitment feature in the Trail's End App allows kids in your unit to collect contact information from families interested in joining the program while selling popcorn.
- When the form is completed, an email goes to the leader of your unit, your council contact, and the recruited party gets a link for more info.
- Increase membership while out in your local community!



# WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



## AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion of the purchase goes back to local kids and Trail's End sends delicious treats to first responders, military men and women, their families, and veteran organizations. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

**NEW in 2021:** In addition to a one-time donation, customers now have the option to sign up for a monthly donation amount (minimum \$5)!

# POPCORN YOUR CUSTOMERS WILL LOVE!

The most popular popcorn products your customers love to buy every day, and provide the highest return for your fundraiser.



## Proven Product Quality

- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive products, such as jerky, coffee, and nuts!
- Traditional product offering and pricing will vary by council.

**ONLINE PRODUCTS AVAILABLE YEAR-ROUND:** [www.trails-end.com/store](http://www.trails-end.com/store)

## OUR TECHNOLOGY MAKES FUNDRAISING EASIER



### THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated sales for easy Trail's End Rewards ordering
- Text-to-Pay feature for all selling methods to support socially distant payments



### UNIT LEADER PORTAL

- Invite families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual kids
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from families for the cash owed



### ONLINE DIRECT

- SAFE for kids - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards\* - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units

\*Council participation in Trail's End Rewards may vary



### TRAIL'S END REWARDS

- Bigger prizes! Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the family
- Earn MORE with Online Direct and debit/credit sales



### It's important to register your unit for the Fall 2021 Sale.

Even if you aren't sure who the popcorn kernel will be, register now and you can add them as a team member later on. Register today so you don't miss out on important promotions, communications, and sale updates!

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

After you register, if you do not have a TE account, a request to create one will be sent to your council for review and approval. Once signed in, make sure your unit's information is up to date for 2021.

**Update Unit Info:** This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.

**Unit Team Members:** View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'

Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system. Do NOT use Unit Type/Number as username.

The screenshot shows the 'UNIT INFO' sidebar on the left with the following menu items: Roster, Storefront Settings, Unit Team Members (circled in red), About My Unit, Manage Unit W9 Information, and Manage Unit Bank Account. A dropdown menu is open for 'Unit Team Members', showing options: Set Primary, Edit Leader, Delete Leader (circled in red), and Resend Login. Below this is an 'Actions' section with a 'Delete Leader' dropdown and a 'GO' button (circled in red). The main content area is titled 'Editing a Unit Leader' and contains a form with the following fields: Leader Title (dropdown), First Name (text), Last Name (text), Username (text), Email (text), Confirm Email (text), Primary Phone (text), Address Line 1 (text), Address Line 2 (text), City (text), State (dropdown), Zip (text), and Country Code (dropdown). At the bottom right are 'SAVE' and 'CANCEL' buttons.



# ONLINE POPCORN KERNEL TRAININGS

WHETHER A SEASONED KERNEL OR BRAND NEW TO THE POPCORN SALE, EVERY UNIT WILL BENEFIT FROM ATTENDING A WEBINAR!



## Two Types to Choose From:

- *New Kernels - 45 Minute Training + Q&A*
  - An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Unit Leader Portal, App and Best Practices to help get you started on the right foot!
- *Returning Kernels - 30 Minute Training + Q&A*
  - Training on updates to the Unit Leader Portal, App and Best Practices for 2021.

VIEW THE FULL SCHEDULE & REGISTER AT  
[www.trails-end.com/webinars](http://www.trails-end.com/webinars)

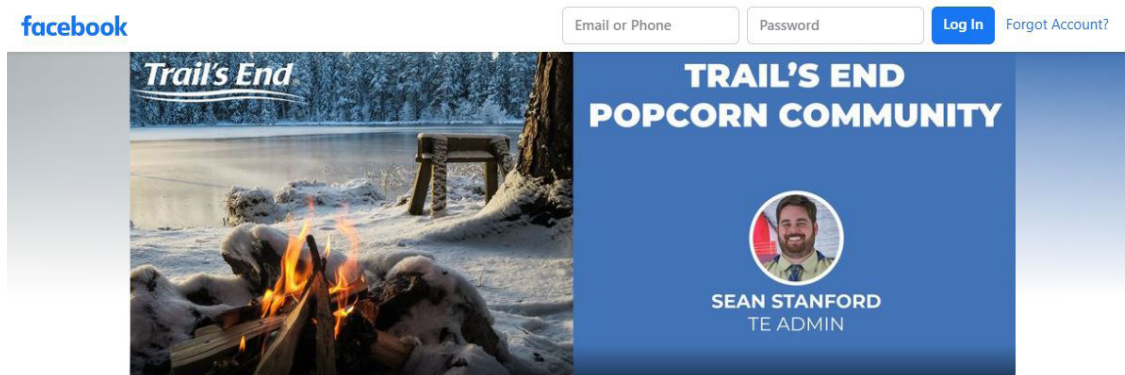
## FACEBOOK COMMUNITIES

A COMMUNITY OF SUPPORT FOR LEADERS

Get your questions answered and share ideas between Unit Leaders across the country about the program and the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community .

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

JOIN TODAY AT [www.facebook.com/groups/TEPopcornCommunity](http://www.facebook.com/groups/TEPopcornCommunity)



Trail's End Popcorn Community

Private group · 13.5K members

# HOW MUCH DO YOU NEED TO SELL?

The average program costs \$350 per child for the entire year. On average, kids can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals. Example: Per Kid Sales Goal x Number of Kids = Unit Goal

## BUDGET WORKSHEET EXAMPLE

$$\begin{array}{rcccl} \$ 9,800 & / & 28 & = & \$ 350 \\ \text{Annual Budget} & & \text{Number of Kids} & & \text{Budget} \\ & & & & \text{Per Kid} \end{array}$$
  
$$\begin{array}{rcccl} \$ 350 & / & 35\% & = & \$ 1,000 \\ \text{Budget} & & \text{Average} & & \text{Per Kid Sales} \\ \text{Per Kid} & & \text{Commission} & & \text{Goal} \end{array}$$

Each kid can fund their entire year in only 8 - 10 hours (on avg).

## BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories:  
**Sales-Minded, Detail-Oriented, and Outgoing Personality.**

The **Sales-Minded** team member is great for training families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating kids and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**

# MULTIPLE WAYS TO SELL

<p><b>ONLINE DIRECT</b></p>	<p>Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit. Families setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and they can fundraise year-round!</p>
<p><b>WAGON SALES</b> Take Order</p>	<p>Each kid collect orders in the app and delivers on hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.</p>
<p><b>WAGON SALES</b> Door to Door with Product</p>	<p>Involves the kid bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p><b>STOREFRONT SALES</b></p>	<p>Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.</p>

## ONLINE DIRECT PROMOTIONS

**BONUS Points, Gamer Giveaways, and MORE!**

Stay up to date on Trail's End promotions via email and our Facebook Groups. You can also visit [www.trails-end.com/rewards](http://www.trails-end.com/rewards) for the latest promotion information.





# PLAN YOUR UNIT KICKOFF

1. Text **KICKOFF to 62771** to download the kickoff presentation template.
2. Host your kickoff virtually or in-person & make it exciting for your unit!
3. Review the year's program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771** to download the **Trail's End App**.
  - a. Registration takes less than one minute to create their account.
  - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each person's popcorn sales goal. Have the kids enter their goal in the Trail's End App.
6. Show the kids what prizes they can earn by hitting their sales goal.
  - a. Review Trail's End Rewards.
  - b. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with the kids to train them how to sell.
  - a. Practice their popcorn sales speech.
  - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.  
***Resources are also available in the Training section of the Leader Portal.***

**MAKE IT FUN!!!**



# WHY SELL POPCORN?

## Popcorn Helps Pay For...

- Trail's End Rewards
- Camp Fees
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold
- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

## #PoweredByPopcorn



# SELLING TIPS & TRAINING

1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
  - a. Introduce yourself (first name only) and where you are from.

“Hi Sir, my name is Brian and I am from (local unit).”
  - b. Let people know what you are doing.

“I'm earning my way to Summer Camp. All of the popcorn is delicious and you'll help fund my many adventures.”
  - c. Close the sale.

“Can I count on your support?”
4. Credit card sales are best for the unit. Tell your customers, “We prefer credit/debit!”
5. Be polite and always say “Thank You”, even if the customer does not buy.
6. **Online Direct is the preferred way to sell & can be used for virtual or face-to-face selling. Products ship to the customer, you don't have to handle products or cash.**
7. Always walk on the sidewalk and/or driveway.
8. Check your order history in the Trail's End App each year for repeat customers.
9. Have mom and/or dad take the Trail's End App or order form to work.
10. Plan out how many sales you will need to reach your sales goal.
  - a. Determine whom you will ask to help you reach your goal.
  - b. Remember, two out of three people will buy when asked at their door.

**SHARE WHAT YOU'RE DOING AND HOW YOU'RE HELPING OTHERS THROUGH THE PROGRAM!**





# TRAIL'S END REWARDS\*

**KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS**

## Trail's End<sup>®</sup> REWARDS

LEVEL	POINTS	GIFT CARD
18	17,500 OR MORE	10% OF TOTAL POINTS
17	15,000	\$1,250
16	12,500	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10

### WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
  - The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

**EARN MORE WITH ONLINE DIRECT AND CREDIT CARD**

**1.5PTS** PER EVERY \$1 SOLD  
**ONLINE DIRECT & CREDIT/DEBIT**

**1PT** PER EVERY \$1 SOLD  
**CASH**

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

### WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
  - No collecting orders from families or distributing prizes.
- Simplified Sale Management
  - The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
  - Orders are tracked automatically for leaders when kids sell with the App and online.
  - It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
  - Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

\*Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.



## How to Fund Your Program Social Distancing with Trail's End Online Direct

### Benefits of Trail's End Online Direct

- Safe for Kids - fundraise from the safety of home.
- No handling of products or cash - all credit.
- Kids earn MORE POINTS in Trail's End Rewards.
- Exclusive Online Direct products, such as coffee, nuts and jerky.
- Less work and less of your time.
- Easy to manage with the Trail's End App.

### How Does Online Direct Work?

- Two Ways Customers Order Online Direct
  - Virtual Store - Kids share their fundraising page via email, text or social media.
  - Kid Recorded - Record customer orders directly in the Trail's End App (credit/debit only)
- Trail's End ships products to customers, and unit never handles products or cash.

#### STEP

1

#### Determine Your Unit and Per Kid Goals

- Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per kid sales goal based on 35% unit commission\*\*.
  - \* On average a unit can provide a year of program for \$350 per kid

#### STEP

2

#### Host a Virtual Kickoff (Zoom or similar software.)

- Text KICKOFF to 62771 to download the presentation template!
- Agenda:
  - Make it fun and play some virtual games
  - How the money raised benefits each family
  - Unit & kid sales goals
  - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
  - Everyone downloads the Trail's End App! Text APP to 62771.
  - Trail's End Rewards
  - Unit specific promotions (optional)
  - Key dates for your sale
- Request they join the Trail's End Parent Facebook Group to get questions answered & selling tips! Text SCOUTFB to 62771

#### STEP

3

#### For Kids: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
  - 4 hours: 15+ orders from friends & family.
  - 4 hours: 15+ orders from their local neighborhood(s).

#### STEP

4

#### Weekly Check-Ins

- Follow up with kids weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep everyone engaged.

*\*\*Online Direct commission varies by council.*



# How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire program year!

## STEP 1

### Create a Trail's End account for your child.

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

## STEP 3

### Draft your child'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. Can I count on your support?

## STEP 4

### Build your child's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
  - Upload a picture of your child smiling.
  - Paste your sales pitch into the **About Me** section.
  - Select your **Favorite Product**.

## STEP 5

### Ask for support.

- Share your fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, kids should make phone or video calls (FaceTime, Zoom). Kids 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 (NextDoor).
- 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 the Training tab in the Trail's End App for more resources.**



# CREDIT SALES ARE BEST

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** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - 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.*

## ONLINE DIRECT

*Virtual Fundraising is safest for kids!*



**Safe for Kids**  
Fundraise from the safety of home.



**Product Variety**  
Even MORE products to choose from.



**No Handling**  
Products ship directly to your customers.



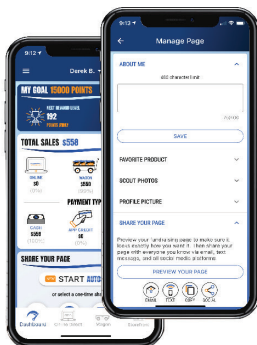
**Trail's End Rewards\***  
Earn MORE when you sell Online Direct.

\*Council participation in Trail's End Rewards may vary.

## HOW IT WORKS

**TWO WAYS CUSTOMERS ORDER ONLINE DIRECT**

### VIRTUAL STORE



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

### KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only) "Text to Pay" feature for socially distant payments!
3. Products ship to your customers

**EVERYTHING YOU NEED TO KNOW ABOUT THE APP!**  
**Text APPGUIDE to 62771 to learn more!**

# START FUNDRAISING EARLY WITH ONLINE DIRECT

## WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards\* year-round

## POPCORN ORDERING & DISTRIBUTION

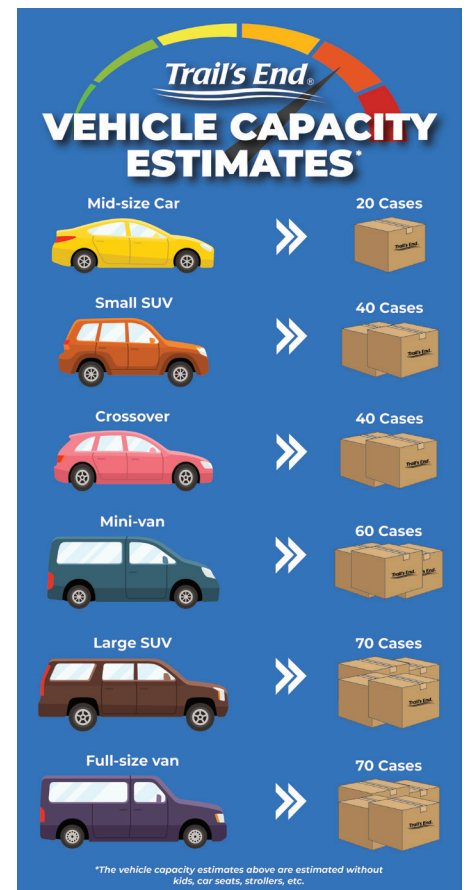
### PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

### GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be pre-sorted or on-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

**Contact your Council for more information on getting your popcorn and replenishment of popcorn.**



*\*Council participation may vary*

# UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

## TRANSFERRING UNIT

1. Log into your [www.trails-end.com](http://www.trails-end.com) account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

## RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your [www.trails-end.com](http://www.trails-end.com) account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

# CAMPAIGN CLOSEOUT CHECKLIST

## STEPS TO FOLLOW:

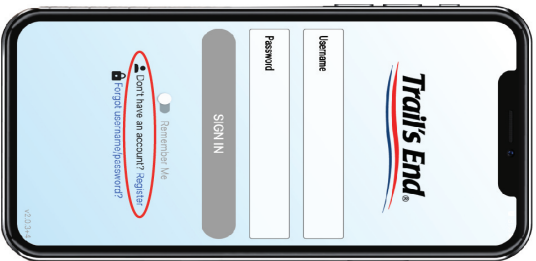
- Run Undelivered report, collect and add together all paper forms/orders (if applicable).
- Use the table in the Unit Leader Portal to track sales by each kid. This is how Trail's End will verify how much kids sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to kids for delivery and payment collection (if applicable).
- Pay the unit's statement. The amount due will be the total sales less the unit's commission - this will be on the statement.
- Units paying by check must send ONE check made out to Council (checks made out to units cannot be accepted.)
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the kid's Trail's End account approximately 5 days after submitting your totals unless flagged for review.
- Hold a unit celebration for a job well-done--have kids bring what they bought on Amazon and thank the kids, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.



# THE TRAIL'S END APP

Available in the Apple and Google Play Store  
Text App to 627771 to download.

Required to register: Council: \_\_\_\_\_ District: \_\_\_\_\_ Unit: \_\_\_\_\_



## 1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

## 2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

### Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

## ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

**Manual Entry (no reader)** - Type in the customer's card information.

**Magstripe Reader (Android)** - Swipe reader plugs into headphone jack.

**Lightning Reader (Apple)** - Swipe reader plugs into lightning jack.

**Bluetooth Reader** - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.



**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.**

## TE REWARDS: SET A GOAL, CLAIM GIFT CARD



## 1 Set Goal:

Scroll up or down and tap to select prizes at different levels or manually enter your goal.

## 2 Track Progress:

Check how close you are to reaching the next rewards level in the app.

## 3 Claim Gift Card:

Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



## HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

### Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers  
**Kid Recorder:** Record customer orders in the Trails End App. Take payment (credit/debit only) and products ship to your customers.

**Wagon** - Face-to-Face, to friends and family, or parents' workplace. Orders can be marked delivered or undelivered if no product on hand.

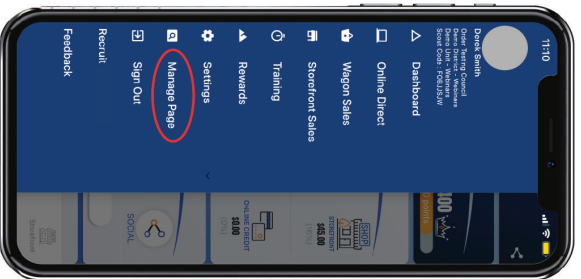
**Storefront** - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

## HAVE QUESTIONS? GET ANSWERS.

- Email [support@trails-end.com](mailto:support@trails-end.com)
- Visit the Support Portal of FAQs at [support.trails-end.com](http://support.trails-end.com)
- Get peer support 24/7 in the Trails End Parent Facebook Group [www.facebook.com/groups/TEParents](http://www.facebook.com/groups/TEParents)

\*Screenshots subject to change

## MANAGE YOUR PAGE



**Tip:** You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

## SHARE YOUR PAGE



### NEW FEATURE - AUTOSHARE:

Fundraising just got easier! Load contacts straight from your device. Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

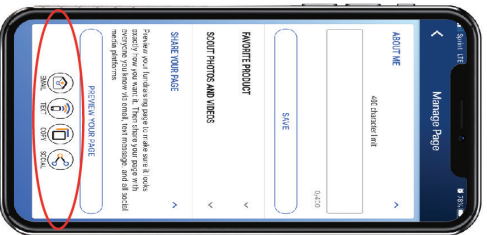
**When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autosshare feature.**



**Tip:** You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

## ONLINE DIRECT: HOW IT WORKS TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

**Virtual Store:** Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.



**Kid Recorded:** Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

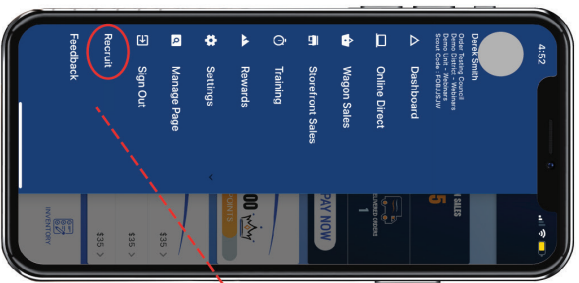


**Text Cart Feature:** Learn more on the next page!

\*Screenshots subject to change



## RECRUITMENT

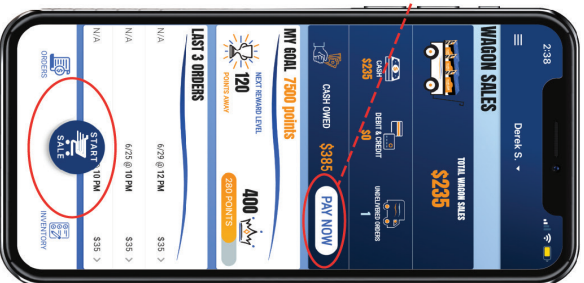


It's an impactful program that's attractive to families and helps you gain membership!

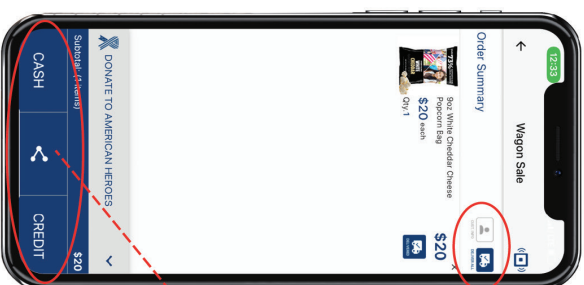
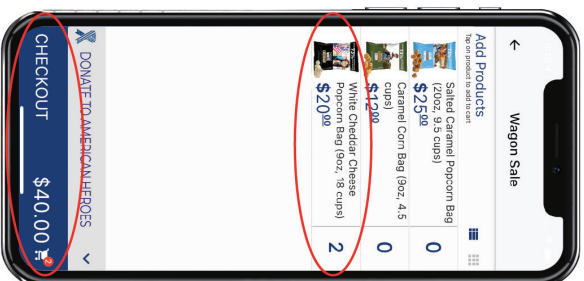
**Tip:** The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

**Tip:** The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

## RECORD A WAGON SALE



**Tip:** Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items so you know where to deliver the product later! Lastly, don't forget to update the status when delivered!

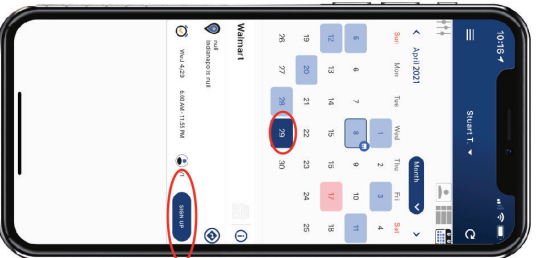


**Tip:** The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for all selling methods. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

## SIGN UP FOR A STOREFRONT SHIFT

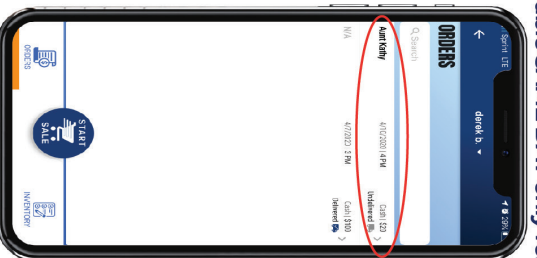


**Tip:** Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.



## ISSUE A REFUND

Available SAME DAY only for kids.



**CAUTION:** Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone. \*Screenshots subject to change



# Trail's End® REWARDS

Collect points to earn [amazon.com](https://www.amazon.com) Gift Cards and choose the prize **YOU** want!

**1.5PTS**  
**1PT**

PER EVERY \$1 SOLD  
**ONLINE DIRECT & CREDIT/DEBIT**  
PER EVERY \$1 SOLD  
**CASH**

**NO LIMIT!** Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

**VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS**



**7,500 pts**  
Earn a \$550 Amazon.com Gift Card

REWARD IDEAS

**2,000 pts**  
Earn a \$70 Amazon.com Gift Card

REWARD IDEAS

**6,000 pts**  
Earn a \$450 Amazon.com Gift Card

REWARD IDEAS

**1,750 pts**  
Earn a \$60 Amazon.com Gift Card

REWARD IDEAS

**5,000 pts**  
Earn a \$350 Amazon.com Gift Card

REWARD IDEAS

**1,500 pts**  
Earn a \$50 Amazon.com Gift Card

REWARD IDEAS

**4,000 pts**  
Earn a \$250 Amazon.com Gift Card

REWARD IDEAS

**1,250 pts**  
Earn a \$40 Amazon.com Gift Card

REWARD IDEAS

**3,500 pts**  
Earn a \$200 Amazon.com Gift Card

REWARD IDEAS

**1,000 pts**  
Earn a \$30 Amazon.com Gift Card

REWARD IDEAS

**3,000 pts**  
Earn a \$150 Amazon.com Gift Card

REWARD IDEAS

**750 pts**  
Earn a \$20 Amazon.com Gift Card

REWARD IDEAS

**2,500 pts**  
Earn a \$100 Amazon.com Gift Card

REWARD IDEAS

**500 pts**  
Earn a \$10 Amazon.com Gift Card

REWARD IDEAS

**SIGN IN & SET YOUR GOAL**  
Text APP to 62771 to download the app



The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.

# POPCORN SALE CHECKLIST

- Register for the popcorn sale at [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)
- Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
- Complete your unit's program plan for the year. Get the kids' input in order to have an ideal year of programming.
- Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- Calculate the amount of popcorn you need to sell to meet your budget need:
  - $\text{Budget} / \# \text{ of Kids} = \text{Cost per Kid}$
- Break the goal down to an individual kid (family) goal.
  - $\text{Cost Per Kid} / \text{Commission} = \text{Sales Per Kid}$
- Add Important Dates to your units calendar (example: Popcorn Order Due Dates)
- Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year.
  - Make it a fun event; have food, snacks, games, door prizes, etc.
  - Do a virtual kickoff with games and online prizes
- Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for top selling den/patrol, gift cards for high sales amount, etc.
- Create a communication plan developed to reach all families.
  - Highlight all the program activities the unit is planning on participating in.
  - Information on the sales goal per kid so there are "no out of pocket expenses".
  - Best method of communication; email, phone calls, social media, video chats, etc.
  - How often you can plan to send out communication pieces.
  - Selling instructions, how to download the app, key dates for pickup, payment, rewards, who to contact with questions
- Start selling early (July & August) and start with 1) Online Direct and 2) Take Order
- Direct families to [www.trails-end.com](http://www.trails-end.com) for additional information about online selling and additional selling tips.
  - Text APP to 62771 to download the Trail's End App.
- Encourage all kids to also go door-to-door with a parent.
  - Two out of three customers will buy when asked.
  - Set up a sale territory for the kids.
  - Less than 20% of all households have been asked to purchase popcorn.
  - Have a parent(s) take the Trail's End App or order form to work.
- Secure your storefront location(s) several weeks in advance (if applicable).
  - Set up schedule for kids to sign up for shifts through the Trail's End App.
  - One kid per two-hour block is ideal.
  - Remember the rules of two deep leadership.
- Coordinate assistance to pick up popcorn at designated warehouse.
- Distribute popcorn to kids, and ensure deliveries are made to customers.
- Collect money from families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit, not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.