Welcome!





Please Mute Your Microphone

On the bottom of your screen locate this toolbar, you will see three large circular buttons in the middle. To turn off (mute) your microphone, click or tap on the button that looks like a small microphone icon.



The microphone icon will turn red, showing that your microphone has been now muted.



To Ask A Question

Ask questions at the link at the top of the page and we will answer them at the end of the presentation. The link is case sensitive.



Mayflower Council June 2020

Text FACEBOOK to 62771 to join our community today!

Join Scout leaders across the country to share best practices and new ideas!



Why Do We Sell Popcorn?







- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Improve our camps and council resources

OVER \$4 BILLION Returned to SCOUTING SINCE 1980!

Agenda





- Recognize our Top Sellers
- Trail's End App Feedback, Updates, & Discussion
- Trail's End Rewards NEW Levels in 2020!
- Trail's End Online
- Trail's End Communities have you joined?
- Product Enhancements in 2020
- All the Other Sale Details

2019 Sale Highlights



- 1,305 Scouts sold popcorn bringing in an average of \$575 per Scout.
- 157 Scouts sold \$1,150+ to earn an evening with the Providence Bruins
- 103 youth sold \$1,500+ to earn a day of play at Dave & Buster's
- 25 youth sold over \$2,500 earning a Trail's End College Scholarship
- The top seller sold \$7,837.00! Way to go Kevin, Pack 31 Marlborough!
- Pack 60 Sudbury had the biggest unit sale, \$50,205.00

\$10K Plus Unit Sales





District	Unit	Traditional Sales	Online Sales	Total Sales	District	Unit	Traditional Sales	Online Sales	Total Sales
Post Road	Pack 60 Sudbury	43,256	<mark>6,949</mark>	<mark>50,205</mark>	Post Road	Pack 140 Wellesley	14,210	3,131	17,341
Head Waters	Pack 31 Marlborough	40,220	1,005	41,225	Metacomet	Pack 49 Norwood	13,720	3,590	17,310
Head Waters	Pack 3104 Hudson	30,028	1,730	31,758	Post Road	Pack 157 Weston	13,025	2,800	15,825
Cranberry Harbors	Pack 7 Scituate	21,772	9,823	31,595	Cranberry Harbors	Pack 49 Kingston	13,965	1,500	15,465
Metacomet	Pack 200 Medfield	24,115	3,281	27,396	Cranberry Harbors	Troop 1 Hingham	13,775	<mark>1,640</mark>	<mark>15,415</mark>
Cranberry Harbors	Pack 105 Pembroke	21,919	3,190	25,109	Metacomet	Pack 748 Medway	11,295	1,170	12,465
Metacomet	Pack 113 Medfield	17,986	6,405	24,391	Head Waters	Pack 126 Franklin	12,080	340	12,420
Post Road	Pack 355 Newton	15,270	5,685	20,955	Head Waters	Troop 29 Franklin	11,090	970	12,060
Head Waters	Pack 55 Northborough	19,097	1,480	20,577	Metacomet	Troop 14 Holliston	11,753	270	12,023
Post Road	Pack 39 Stow	16,165	4,040	20,205	Metacomet	Troop 49 Norwood	10,215	925	11,140
Head Waters	Pack 42 Marlborough	17,910	675	18,585	Post Road	Pack 208 Newton	9,702	1,355	11,057
Head Waters	Pack 67 Milford	18,236	315	18,551	Metacomet	Pack 80 Norfolk	10,020	870	10,890
Cranberry Harbors	Pack 97 Marshfield	16,175	2,110	18,285	Head Waters	Troop 100 Westborough	9,365	810	10,175

Top Selling Scouts





Kevin	Pack	31	Marlborough
Travis K	Troop	100	Westborough
Alex M	Pack	60	Sudbury
Mimi T	Pack	31	Marlborough
Mason A	Pack	113	Medfield
Owen B	Pack	55	Northborough
Parker C	Troop	199	Kingston
Matthew C	Pack	67	Milford
Quinn M	Pack	1620	Plymouth
Shea R	Pack	55	Northborough
Ryan H	Pack	43	Pembroke
Justin Y	Pack	60	Sudbury
Jacob K	Pack	105	Pembroke
Jamie H	Pack	60	Sudbury
Jayden H	Pack	60	Sudbury
Colton C	Troop	1	Hingham
Carl L	Pack	60	Sudbury
Jacoby R	Pack	42	Marlborough
Zack L	Troop	1	Hingham
Mason Z	Pack	105	Pembroke
Colin B	Pack	31	Marlborough
Kyle R	Pack	60	Sudbury
Thomas S	Troop	49	Norwood
Cole W	Pack	31	Marlborough
Dexter H	Troop	100	Westborough

TylerB	Pack	12	Rockland
Ephraim A	Troop	29	Franklin
Jonathan L	Pack	7	Scituate
George E	Pack	60	Sudbury
Addison R	Pack	67	Milford
Connor R	Pack	67	Milford
Owen J	Pack	355	Newton
Joseph D	Troop	100	Westborough
Jake T	Pack	60	Sudbury
Jordan A	Pack	200	Medfield
Ethan M	Pack	60	Sudbury
Damon O	Pack	105	Pembroke
Ronan D	Pack	355	Newton
Danny M	Pack	208	Newton
Cade H	Pack	3101	Wayland
John N	Pack	126	Franklin
Logan D	Pack	49	Norwood
Collin R	Pack	3104	Hudson
Evan H	Pack	126	Franklin
Dylan F	Troop	205	Newton
Ryan R	Pack	3104	Hudson
Noah S	Pack	42	Marlborough
Gary D	Pack	3033	Westborough
Milo K	Pack	157	Weston

Aaron L	Pack	12	Framingham
Huck S	Pack	27	Hingham
Benjamin M	Pack	105	Pembroke
Bobby T	Pack	31	Marlborough
Joshua A	Pack	40	Natick
Jax G	Pack	1620	Plymouth
Paxton H	Pack	43	Pembroke
Jack B	Pack	208	Newton
Andrew B	Troop	1	Hingham
Colt E	Pack	3104	Hudson
Ethan F	Pack	208	Newton
Tommy R	Pack	157	Weston
Liam J	Troop	151	Plymouth
Gabriel Y	Pack	42	Marlborough
Hunter M	Pack	126	Franklin
TYLER P	Pack	355	Newton
Marco S	Pack	78	Framingham
Pack 200 M	Pack	200	Medfield
August A	Pack	7	Scituate
Ross D	Pack	105	Pembroke
Connor C	Pack	22	Natick
Tate P	Pack	355	Newton
Evan F	Pack	31	Marlborough
Trevor A	Pack	39	Stow
Riley C	Pack	55	Northborough

ack A	Pack	60	Sudbury
Kyle E	Troop	2	Marlborough
Benjamin G	Pack	76	Easton
Patrick S	Pack	42	Marlborough
Drew V	Troop	1	Hingham
Drew H	Pack	3104	Hudson
uke B	Pack	1620	Plymouth
Benjamin M	Pack	140	Wellesley
Conor G	Pack	60	Sudbury
Daniel G	Pack	105	Pembroke
achary A	Pack	27	Hingham
than P	Pack	3104	Hudson
Kahlil A	Pack	39	Stow
onathan S	Pack	3501	Mendon
Ben C	Pack	60	Sudbury
Nicholas T	Pack	60	Sudbury
ackson C	Troop	29	Franklin
ackson A	Pack	60	Sudbury
TAMIR S	Pack	31	Marlborough
Cameron H	Pack	3104	Hudson
Zachary C	Pack	31	Marlborough
ackson N	Pack	748	Medway
Carl H	Pack	3104	Hudson
ackson M	Pack	31	Marlborough
Aaron B	Pack	31	Marlborough

District Sales





	2019 Campaign				2018 Campaign					YOY
District	Traditional Sales	Online Sales	Total Sales	# of Units	Traditional Sales	Online Sales	Total Sales	# of Units		Retail Difference
Headwaters	204,857	12,978	217,835	18	226,910	25,352	252,262	20		-34,427
Post Road	156,370	28,380	184,750	18	162,880	34,864	197,744	14		-12,994
Cranberry Harbors	139,720	23,448	163,168	20	137,690	20,980	158,670	18		4,498
Metacomet	114,757	18,126	132,883	11	131,065	8,041	139,106	15		-6,223
Sachem	48,394	4,996	53,390	14	47,480	4,865	52,345	13		1,045

Trail's End Programs













Text FACEBOOK to 62771 to join our community today!

Join Scout leaders across the country to share best practices and new ideas!







Key Benefits

- Free Credit Card Processing Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- Calculates Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing
- SAVES TIME!

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash





Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY







ONE MINUTE to register your account!



Accept Debit & Credit Cards for FREE! No Reader Required.



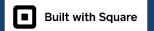






Record ALL of Your Sales in the App, Even Take Order Sales!

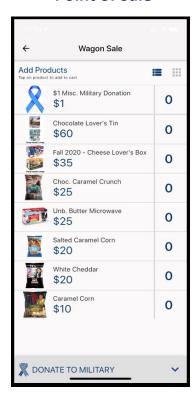








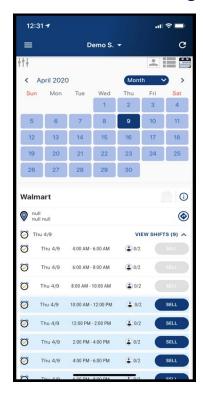
Point of Sale



Payment



Storefront Scheduling

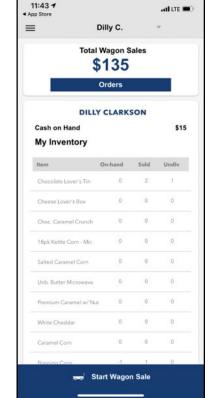


Sale Tracking









2020







Trail's End App Training





Over 200 Webinars in 2020 Every Question Asked...Every Question Answered!



Register at www.trails-end.com/webinars

Trail's End App Demo







SAVE TIME

with the New Trail's End App

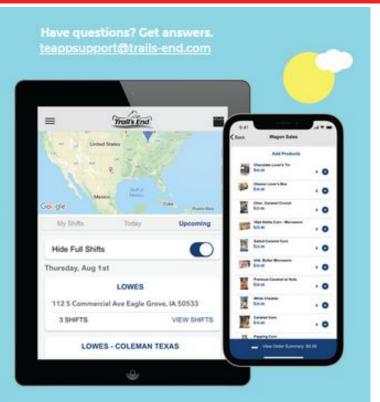
Text APP to 62771 to get a link to download.

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and sign up for storefront shifts.

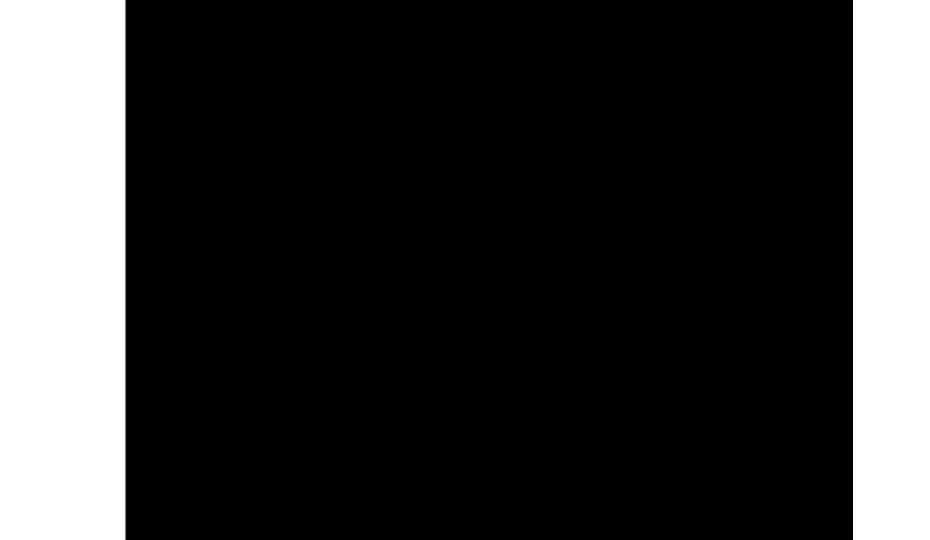








Please check for updates as we will continue to release improvements as we receive feedback.



Trail's End Online Direct





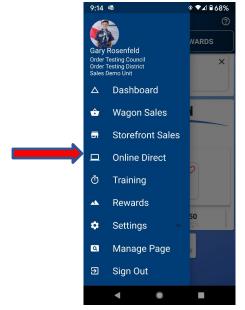
Best & Preferred Way of Selling!

BENEFITS FOR LEADERS

- No handling of products, shipped direct to consumer*
- No risk of excess inventory due to over ordering product up front.
- No collecting cash, all orders processed with a credit card.
- Less work for leaders.
- · Sales tracker through the app for accurate accounting.
- Bonus incentive for units that sell between July 1-Aug 15

BENEFITS FOR SCOUTS

- · No handling of cash or products.
- Scout Earn Double Points for TE Rewards
- Time saver by not having to go back and deliver products.
- Ease of selling through the Trail's End app.
- Share their online webpage to sell to friends and family.
- Text order to customer to complete purchase on their phone





Text **MYPLAN** to 62771 to download: How to Sell \$1,000 Social Distancing

Online Direct





HOW IT WORKS

TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE



- Share your fundraising page via email, text, or social media
- Customers click your link to place online orders
- Products ship to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP



- Pick your products
- Take payment (credit/debit only)
- Products ship to your customers

Accepting Credit/Debit









CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT"

Trail's End pays for all credit card fees!

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

Trail's End Rewards





SCOUTS CAN SELECT FROM MILLIONS OF ITEMS WITH AN AMAZON.COM GIFT CARD

Why do Scouts love Trail's End Rewards?

- Bigger prizes and more value.
- · Millions of choices on Amazon.com.
- Get prizes faster.
- · Delivered to their door.
- Earn double points with Online Direct.
- Scouts select what THEY want!

Why do Leaders love Trail's End Rewards?

- Saves time not have to handle and distribute physical prizes.
 - Leaders have reported saving on average 6 hours of time
- Orders are tracked automatically for leaders when Scouts sell with the app and online.
- Online direct, Storefront, and Wagon sales all count towards rewards.
 - Motivates Scouts to reach their goals.
- Trail's End helps train and motivate Scouts through the App features.



Trail's End Rewards







New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!



Council Scout Bonus Rewards







\$1,150 Seller Club

Sell \$1,150 or more in popcorn & earn 2 tickets to our popcorn night with the Providence Bruins (Date TBD)[Incentive subject to change].



\$1,500 Seller Club

Sell \$1,500 or more in popcorn & earn a \$30.00 GRUBHUB gift card. Enjoy a meal with your family or friends. Order what you want and get it when you want to.

Council Unit Bonus Rewards





\$10K Club: Priority pick up in 2021

\$15K Club: Ice Cream Party for your unit **PLUS \$10K club**

\$20K Club: Pizza Party for your unit PLUS \$10K club

\$40K Club: FREE weekend cabin rental at any Mayflower Council

camp facility PLUS \$10K club, \$15K club, AND \$20K club

\$50K Club: \$250.00 bonus *PLUS* **\$10K, \$15K, \$20K, and \$40K clubs**

\$60K Club: \$500.00 bonus *PLUS* **\$10K, \$15K, \$20K, and \$40K clubs**

Start Selling Early





Reasons to Start Selling in July & August

- Uncertainty of COVID-19 return
- Fund your popcorn order pre-payment
- Trail's End Online Direct unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card Jul 1-Aug 15
 - Unit must be registered by August 15, 2020 to qualify.
- Scout Online Direct Entrepreneur Challenge
 - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card.

Register Your Unit







New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration

Facebook Communities





CREATED & MANAGED BY POPCORN KERNELS

FACEBOOK GROUPS

- Over 18,000 members
- 5% growth for units who were on Facebook group
- Scouts & Leaders get fast, accurate answers to their questions 24/7
- Unit leaders and Scout parents get real-time best practices and tips from peers and Trail's End experts

JOIN TODAY AT www.facebook.com/groups/TEPopcornCommunity



Text **FACEBOOK** to 62771 to join!

Host A Virtual Kickoff







Use Zoom (or similar software)

Agenda:

- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
 - Text APP to 62771 to download.
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents
 Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.

Traditional Products





OVER 73% SUPPORTS OUR LOCAL SCOUTS*



Over \$22 to local Scouts*

- White Cheddar Popcorn
- · Blazin' Hot Popcorn Comes in a gift box.



Salted Caramel Popcorn Over \$17 to local Scouts*

Contains Milk and Say



Blazin' Hot Popcorn



White Cheddar Popcorn

Over \$14 to local Scouts*



Unbelievable Butter Over \$10 to local Scouts*



Popping Corn

Over \$10 to local Scouts*



Caramel Corn Over \$7 to local Scouts*

Contains Say

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels

ONLINE DIRECT!

Council Unit Commission





We are proud of the fact that our council has one of the highest commission rates in the region. It's simple, if your unit succeeds, the programs offered will too!

Total Unit Commission

Up to 35% of gross sales!

Base Commission:

- 30% of retail sales (Show N Sell, Show N Deliver and Take Order Sales)
- 35% of online sales

Council Bonus Commission





Bonus Incentive #1

Earn an extra 3%

- Attend one of the council unit kick-off meetings and
- Pay on time on or before December 4, 2020.

Bonus Incentive #2

Earn an extra 2%

- Must reach incentive 1 to quality for this incentive.
- Increase your sale by 2% or \$1,000 whichever is greater from 2019.

Note: Unit Bonus Commission does NOT include online sales (only Show N Sell, Show N Deliver and Take Order totals will be used in the calculation).



Payment Terms



Final Payment Due Date Friday, December 4, 2020

Final payments are due to the council service center and *must* be received by 4:30pm.

Key Dates





Show-N-Sell Popcorn Order Due

Show-N-Sell Popcorn Pick-up

Popcorn Sorting – Cumberland Farms, Westborough

Popcorn Sorting – TBD, Plympton Area

Volunteers needed for sorting at both locations.

Friday, August 21 by 4:30pm

Saturday, September 12 (8:00 – 9:30am)

Wednesday, September 9 (1:00 – 4:00 pm)

Friday, September 11 (1:00 – 4:00pm)

You will be able to take your units popcorn once sorting is complete.

Key Dates





Take Order Popcorn Order Due

Friday, October 30 by 4:30pm

Take Order Popcorn Pick-up

Saturday, November 21 (8:00 – 9:30am)

Popcorn Sorting - Westborough

Wednesday, November 18 (1:00 - 4:00 pm)

Popcorn Sorting – Plympton Area

Friday, November 20 (1:00 – 4:00pm)

locations.

Volunteers needed for sorting at both You will be able to take your units popcorn once sorting is complete.

Returns Process





This year we will be unable to accept returns of any popcorn products.

- Unit orders will be compared to last year to reduce the need for returns
- Units will be able to order product as needed
- We will work to match up units that may have remaining product to units that have a need for the product
- We appreciate your cooperation and understanding

Mayflower Community





- District Popcorn Kernel:
 - Cranberry Harbors Bill Kennaway bkenneway@mac.com
 - Headwaters Collen Knox colleen.s.knox@gmail.com
 - Metacomet Dave Derian davidderian@verizon.net
 - Post Road Jerry Tempesta jtemp5170@gmail.com
 - Sachem Kat Caruso katboston@comcast.net
- Facebook Group: MayflowerPOP
- Website: www.mayflowerbsa.org/popcorn
- Email: popcorn@mayflowerbsa.org
- Kernel Journal Newsletters: Sent to all Popcorn Kernels



Thank You!

Questions & Answers

Remain in the meeting for questions or leave at any time when your questions have been answered.

