

Scouting  America™

Black Hills Area Council

Trail's End®

2024 Unit Leader Training

REGISTER NOW



Powered by Popcorn

Trail's End[®]
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

2023 Top Sellers

Rank	Scout	Unit	Total Sales \$
1	Austin S	Troop 320	7,565.00
2	Jase D	Troop 72	6,462.83
3	Alice P	Pack 54	5,760.00
4	Cotton W	Troop 1187	5,147.50
5	Liam M	Pack 2	4,906.00
6	Kaylynn P	Troop 2020	4,901.50
7	Nicholas C	Troop 320	4,632.50
8	Hudson S	Troop 320	4,625.00
9	Christopher C	Troop 320	4,557.50
10	Logan H	Troop 131	4,316.00

Rank	Unit	Total Sales \$
1	Pack 2	25,082
2	Troop 320	24,876
3	Pack 28	23,781
4	Troop 131	21,034
5	Troop 17	20,609
6	Pack 17	18,247
7	Troop 72	18,055
8	Pack 33	16,302
9	Pack 16	10,171
10	Troop 88	9,231

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,
use, or activity



Ideal Year of Scouting

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!

Enjoy the Year!



Ideal Year of Scouting

Fund Your Scouting Year

	Activities / Program Items	Cost	
✓	Pack Dues	\$60	
✓	Summer Camp	\$350	
✓	BSA National Fee	\$85	
✓	Council Program Fee	\$80	
✓	Shirt	\$35	
✓	Pants or Skorts	\$35	
✓	Hat	\$23	
✓	Belt	\$15	
✓	Neckerchief	\$13	
✓	Neckerchief Slide	\$8	
✓	Socks	\$8	
✓	Belt Buckle	\$7	
✓	Patches	\$6	
✓	Handbook	\$20	
✓	Other	\$0	
		\$745	Total Cost
		35%	Unit Commission
		\$2,129	Sales Goal

Available for download in training section of the Unit Portal!

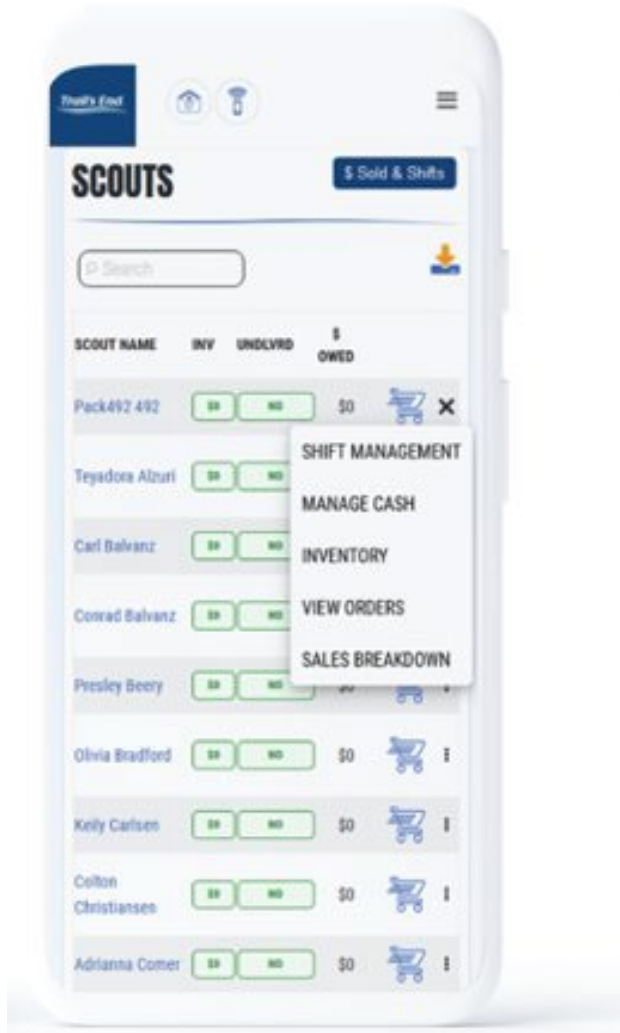
2024-2025 Program Planner						Trail's End [®]	
1. Enter your Unit's activities and costs under each month.						Pack/Troop	
2. Enter your number of Scouts and unit commission %.						Number of Scouts in Unit	
3. Fill in the five shaded fields at the bottom of the sheet.						Unit Commission %	
September		October		November			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
December		January		February			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
March		April		May			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
June		July		August			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
Enter Cost per Scout							
	Pack Dues			Total Activity Cost & Expenses		\$0	
	Scout Life Magazine			Other Unit Expenses		\$0	
	Advancements			Unit Sales Goal		#DIV/0!	
	BSA National & Council Program Fee			Scout Sales Goal		#DIV/0!	
	Total Expenses			Unit Commission		#DIV/0!	

Ideal Year of Scouting

Help Units (or Scouts) Set Their Budget!

- Total Program Costs \div Unit Commission = Sales Goal
- Hit Sales Goal = **100% PROGRAM FUNDED**

Leader Portal



Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

Trail's End App

Trail's End[®]
Scout Fundraising

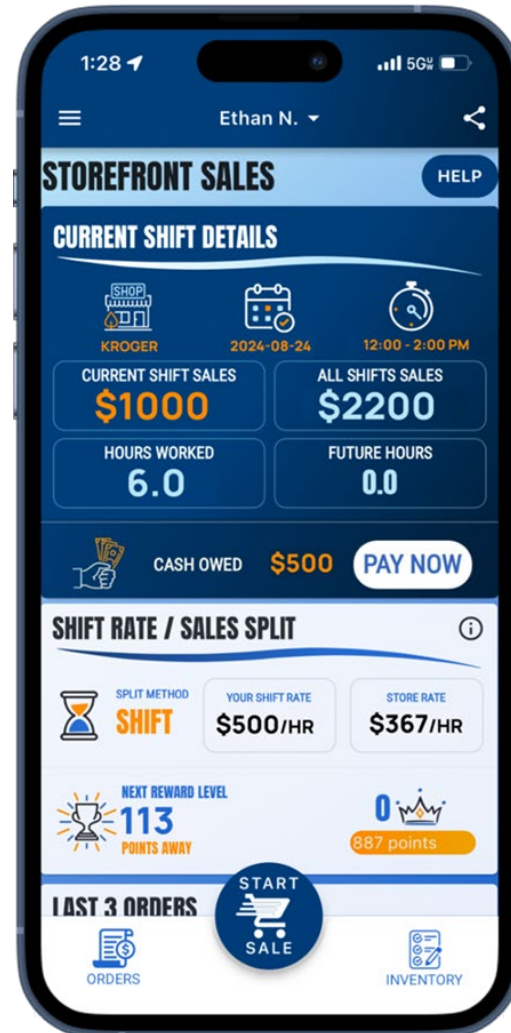
Save Time Managing Your Sale!

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
- schedule Scouts for storefronts.

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register.

Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

Scout Rewards

Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Trail's End®

Scout Fundraising

How it Works

- TE is booking the best times at premium locations.
- We integrate and plan with data on storefront sales. With TE popcorn, but also based on merchandise being sold inside the store as well as foot traffic.
- Our goal is to provide locations that will generate 1 sale every 3 minutes.



Storefront Claiming

**Saturday, July 20: \$20k + Units, 4
reservation blocks**

**Sunday, July 21: \$15k+ Units, 3
reservation blocks**

**Monday, July 22: \$10k+ Units, 2
reservation blocks**

**Tuesday July 23: All Units, unlimited
reservation blocks.**



Storefront Settings & Reservations

The **BEST SPLIT** method for highest sales per hour is One Scout / One Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts credited for each sale recorded.
 - Safest and sales won't go down with splits.
 - **Scouts sell \$244 more than other splits.**
 - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

Reservations

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

Storefront Program

STOREFRONTS

14 Number Reserved | ∞ Current Available | 2 Upcoming Available

Manage | **Reserve** | Create New

Date: [Calendar Icon] | Order Testing District: [Dropdown] | Search: [Input]

Show Reserved | Show Processing | Past Reservations | [Clear Filters](#)

Displaying 57 Reservations (use filters above to narrow results)

<p>Saturday August 24, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 24, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>
<p>Saturday September 7, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 7, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Lowe's Home Improvement</p> <p>Lowe's</p> <p>14598 Lowes Wy Carmel, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Kroger - 116th</p> <p>Kroger</p> <p>9799 E 116th St Fishers, IN</p> <p>View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>

Saturday August 24, 2024

Lowe's Home Improvement

Lowe's

14598 Lowes Wy
Carmel, IN

[View on Map](#)

Start Time: 8:00 am | End Time: 2:00 pm

[Reserve](#)



Leader Training

Videos

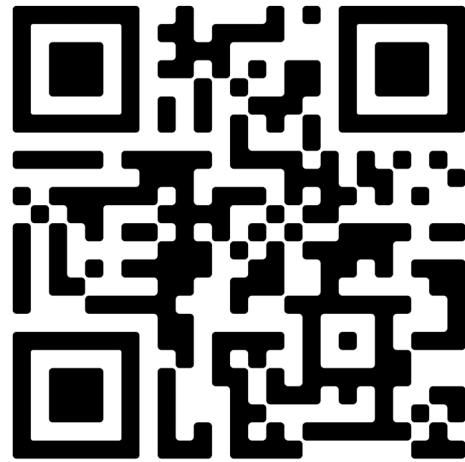
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



Ways to Sell

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



Scout Sales Pitch

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?

My favorite flavor is _____. If you don’t
(pick one!)

have cash, don’t worry, we prefer credit card!”

NEVER, NEVER, NEVER ask customers to buy popcorn.
It’s to support You!

★ If you cannot remember your sales pitch, say,
“Will you help me go to Camp?”

Even if the customer says no, always say,
“Thank you” and “Have a good day.”



Storefront Best Practices

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Place products highest to lowest
- NEVER put prices on the table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

Credit Card

Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!

NEW

Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift (more details to come)
- Scouts earn more Rewards.

NEW

Leader Pay Now

- Leaders use their card and keep the cash.
- Storefront enabled
- Scouts earn more Rewards.



NEW



Product Mix

Trail's End®

**SALTED CARAMEL
CORN**

\$25



**NEW!
S'MORES
POPCORN**

\$25



**UNBELIEVABLE BUTTER
MICROWAVE POPCORN**

\$25



**WHITE CHEDDAR
POPCORN**

\$20



POPPING CORN

\$15



**SWEET & SALTY
KETTLE CORN**

\$15



Trail's End®

Online Products

Trail's End®



Online Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products available online.

Customize Page

- Create a description with why you're fundraising and what you're planning for the year.
- Select your favorite product.
- Make the bio page your own!

Share

- Share on social media platforms and send to family and friends
- Create a fun special text or video to make your ask personal
- Encourage Scouts and parents to share throughout the campaign, Online is year-round!

NEW

Heroes & Helpers Donations

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Council Key Dates

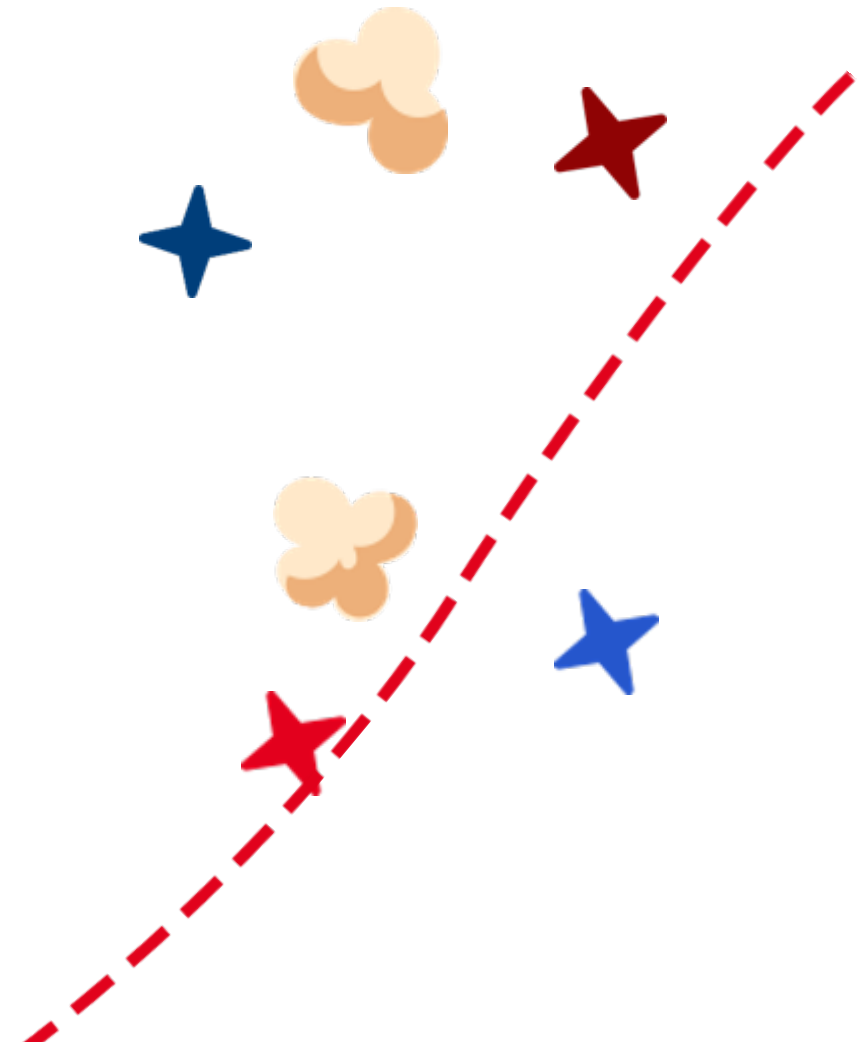
[Date] Storefront sign-ups begin 7/20/2024

[Date] Sturgis Rally Sale: 8/2 - 8/11

[Date] Blitz Sale: 8/23 - 9/6

[Date] Wagon & SF Sales Start: 9/13

[Date] Final Paperwork and Returns Due: 11/4



Council Sale Dates

Order Due Dates

- Initial Order: **[8/30]**
- Replenishment Order: **[9/22]**
- Final Order: **[10/31]**

Distribution

- Initial Order: **[9/13] @ Fisher Beverage**
- Replenishment Order: **[10/4] @ Scout Office**
- Final Order: **[11/15] @ Scout Office**



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

Council Commissions / Incentives

Traditional (Wagon/Storefront) : 30%

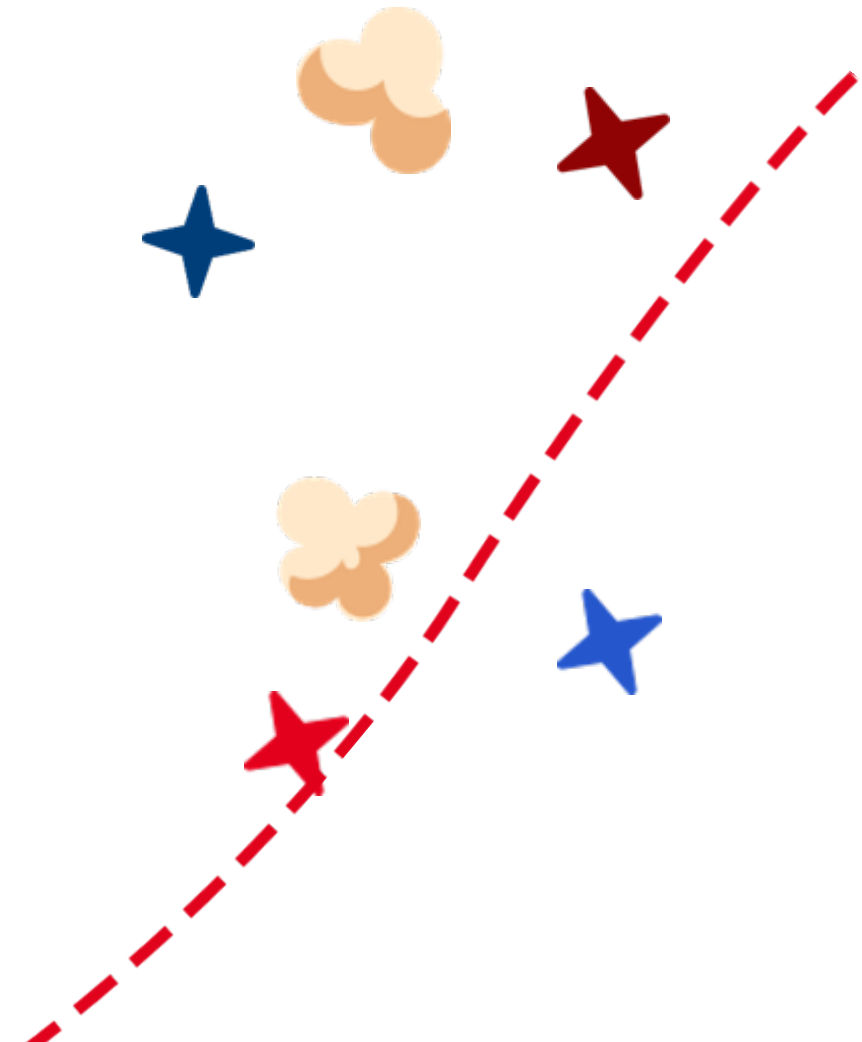
Rally Bonus = +5% (sales between 8/2 - 8/11)

Sale Bonuses (due 6/15)

- Calendar = +2%
- Budget = +2%

Online Sales Commission = 30% Flat

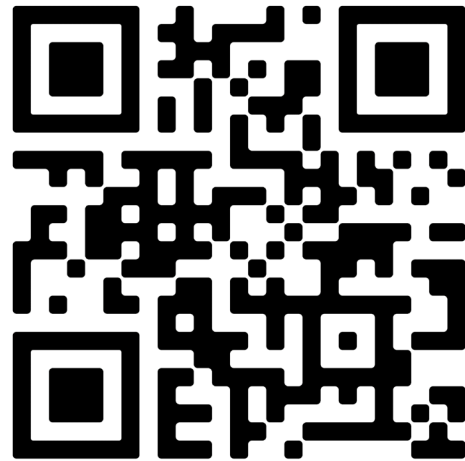
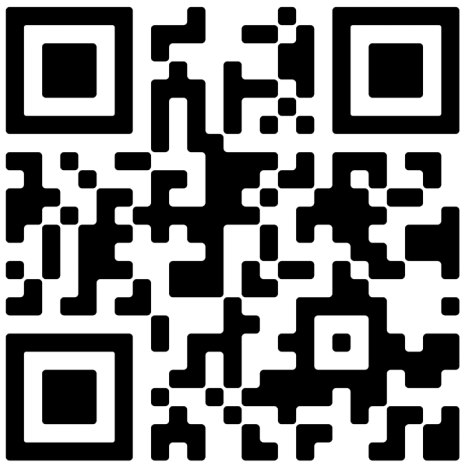
TOTAL COMMISSION POSSIBLE = 34%



Support

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Adam Hough

ahough@scouting.org

Sharon Rendon

simplyrendon@yahoo.com

REGISTER NOW





THANK YOU!

REGISTER NOW



Trail's End[®]