



Trail's End[®]

**NEW
IN 2021**

Scouts can earn
a **FREE** week of
summer camp!

Details Page 20

BLACK SWAMP AREA COUNCIL

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 the choice to have your unit fund its Scouting 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 Scouting program. Less out-of-pocket expenses for families equals better equipped Scouts and more Scout participation.

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

KEY CONTACTS

Arrowwood District

District Kernel: Ted Blum
(419) 306-4153
TWB@blumcounty.com

District Executive:
(567) 208-5286

Chinquapin District

District Kernel: Laura Vasko
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laura.vasko91@gmail.com

District Executive: Erika Dutcher
(567) 226-4962
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Exploring/LFL District

District Executive: Colin Earl
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Great Oaks

District Kernel:
Kari Mickle, (419) 943-2549
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District Executive:
(567) 208-5903

Old Sycamore

District Kernel: Julie Becker
(419) 905-9756
julie.r.becker@gmail.com

District Executive:
(567) 226-4964

Council

Council Kernel: Rodney Blackburn
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Staff Advisor: Jim Mason
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Support Staff: Kim Davis
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Contact Trail's End Support

Visit our website:

www.trails-end.com

Email us:

support@trails-end.com

Join our Facebook

Group:

[Trail's End](#)

[Popcorn Community](#)

Message us on Twitter:

[@trailsendsnacks](#)

Need Help? Visit FAQs:

support.trails-end.com

POPCORN HELPS YOUR SCOUTS



**Become
Decision Makers**



**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

Benefits for Scouts...

- Over 73% supports our local Scouts*
- Personal growth program with direct correlations to rank advancement and merit badges.
- Earn Amazon.com Gift Cards selling *
 - Millions of prize choices
 - Scouts buy the prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skill

**Average return to local councils, units and Scouts based on all Trail's End product sales. **Participating Councils only, including Black Swamp Area Council*

IMPORTANT DATES & SALE OVERVIEW

Year round	Online Direct sale - more info at www.trails-end.com/online-direct
July 29	Chinquapin District Kickoff – featuring a popcorn sale breakout
Aug. 1	Local Sale underway with Take Order, App & Online Direct sale
Aug. 2	New Unit Kernel Popcorn Virtual conversation - questions & answers - Zoom (Additional details soon)
Aug. 10	Old Sycamore District Kickoff – featuring a popcorn sale breakout
Aug. 12	Arrowwood & Great Oaks District Kickoffs – featuring a popcorn sale breakout at both
Aug. 12	First Order due: Take Order #1 & Show & Sell orders submitted on Trail's End website via unit portal
Aug. 27 & 28	First Order distribution: Take Order #1 & Show & Sell pickup at district warehouses
Oct. 16 or 17	Popcorn Return Date (Units may return up to 10% of unsold product; only full cases accepted)
Oct. 18	First Payment Due to Council (40% Current amount "Due to Council")*
Oct. 18	Second Order due: Take Order #2 submitted on Trail's End website via unit portal
Nov. 5 & 6	Second Order distribution at district warehouses
Nov. 19	Final Payment Due (Balance amount "Due to Council")*
Dec. 11	Seller's Club Event
Dec. 15	Unit bonus commissions deposited into unit accounts

*Note: Unit commission reduced by 2% if unit's first payment not made by Oct. 18; An additional 2% reduction if final payment not made by Nov. 19; an additional 2% reduction if final payment balance is not made by Dec. 1; An additional 2% reduction if final is not made by Dec. 15; All additional commission forfeited if final payment is not made by Dec. 31.

WHAT CAN POPCORN DO FOR YOUR UNIT?



Highest Profit Return - Over 73% Returned to Local Scouting*

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

** Average return to local councils, units and Scouts based on all Trail's End product sales.*



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 materials, 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

- "Recruit a Scout" is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?



AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. 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

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 Scout 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 Scout 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 Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from Scouts for the cashowed

ONLINE DIRECT

- SAFE for Scouts - 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 GiftCards
 - 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 for Scouts. Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the Scout
- 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

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 image shows a screenshot of the Trail's End website interface. On the left, there is a sidebar menu under the heading "UNIT INFO" with options: Roster, Storefront Settings, Unit Team Members (circled in red), About My Unit, Manage Unit W9 Infor, and Manage Unit Bank Acc. A red box highlights the "Unit Team Members" option, and a red arrow points from it to a dropdown menu containing "Set Primary", "Edit Leader", "DeleteLeader" (circled in red), and "Resend Login". Below this, an "Actions" section shows "Delete Leader" with a dropdown arrow and a blue "GO" button. On the right, the "Editing a Unit Leader" form is displayed with fields for Leader Title, First Name, Last Name, Username, Email, Confirm Email, Primary Phone, Address Line 1, Address Line 2, City, State (Michigan), Zip (48000), and Country Code (United States). There are "SAVE" and "CANCEL" buttons at the bottom of the form.

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.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:
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 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

A screenshot of the Facebook page for the Trail's End Popcorn Community. At the top left is the Facebook logo. To the right are input fields for 'Email or Phone' and 'Password', a 'Log In' button, and a 'Forgot Account?' link. Below this is a large banner image. The left side of the banner shows a winter scene with a campfire, a wooden bench, and a lake. The right side of the banner is blue with the text 'TRAIL'S END POPCORN COMMUNITY' and a profile picture of Sean Stanford, labeled 'SEAN STANFORD TE ADMIN'. Below the banner, the text reads 'Trail's End Popcorn Community' and 'Private group · 13.5K members'.

HOW MUCH DO YOU NEED TO SELL?

The average Scouting program costs \$350 per Scout for the entire year. On average, Scouts can sell \$1,000 popcorn in 8-10 hours and fund their entire year of Scouting. Review your units Scouting Program calendar and budget for the year to determine how much popcorn you will need to sell to fund your Ideal Year of Scouting. Use the worksheet below to calculate your Scout Sales Goal.

BUDGET WORKSHEET EXAMPLE

<input type="text" value="\$ 9,800"/>	/	<input type="text" value="28"/>	=	<input type="text" value="\$ 350"/>
Annual Budget		Number of Scouts		Budget Per Scout
<input type="text" value="\$ 350"/>	/	<input type="text" value="35%"/>	=	<input type="text" value="\$ 1,000"/>
Budget Per Scout		Average Commission		Scout Sales Goal

Scouts can fund their entire year of Scouting 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 Scout 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 Scouts 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 FOR SCOUTS TO SELL

<p>ONLINE DIRECT</p>	<p>Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts 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 Scouts can fundraise year- round!</p>
<p>WAGON SALES Take Order</p>	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.</p>
<p>WAGON SALES/SHOW & SELL Door to Door with Product</p>	<p>Involves the Scout 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 Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
<p>STOREFRONT SALES</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 Scout 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 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 sales team - the Scouts!
3. Review the year's Scouting 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 Scout's 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 Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts 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 Scouts 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 DO SCOUTS 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
- Camp Upkeep

EARN A FREE WEEK OF SUMMER CAMP Scout selling \$1,800 or more receives a free Summer Camp 2022 experience at one of Black Swamp Area Council's summer experiences. See details on Page 20.

The popcorn fundraiser has also enabled Scouts to fund their Eagle and other service projects in their community!

#PoweredByPopcorn



SCOUT 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 in Scouting."
 - c. Close the sale.
"Can I count on your support?"
4. Credit card sales are best for Scouts. 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 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 IN SCOUTING AND HOW YOU'RE HELPING OTHERS THROUGH SCOUTING!



TRAIL'S END REWARDS

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



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 SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts 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 Scouts 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 Scouts 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 Scouts through the App.
- Leaders can wrap up the fundraiser and get back to Scouting faster!



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

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts 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 Customer Order Online Direct
 - Virtual Store – Scouts share their fundraising page via email, text or social media.
 - Scout 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 Scouts' Goals

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

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 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.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips! Text SCOUTFB to 62771

STEP

3

For Scouts: 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 Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

***Online Direct commission varies by council.*



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 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).

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 for more tips, and FAQ.

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.

ONLINE DIRECT

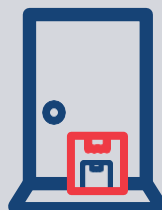
The safest way of fundraising for Scouts!



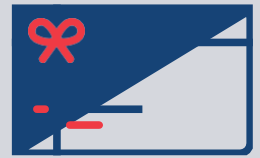
Safe for Scouts
Fundraise from the safety of home.



Product Variety
Even MORE products to choose from.



No Handling
Products ship to your customers and all sales are credit.



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

*Council participation in Trail's End Rewards may vary.
**Subject to change.

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 EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Scouts 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 "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities 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 the warehouses listed below. Orders should be pre-sorted at pickup 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 unit's behalf.

Arrowwood District (Hancock/Seneca Counties): Ohio Logistics, 6000 Fostoria Ave., Findlay OH 45840 (aka State Route 12).

Chinquapin District (Fulton/Henry/Defiance/Paulding/Williams Counties): Keller Warehousing & Distribution, 24862 Elliott Road, Defiance OH 43512

Great Oaks & Old Sycamore Districts (Allen/Auglaize/Hardin/Mercer/Putnam/Van Wert Counties): Lane's Records & Storage, 245 E. Murphy St., Lima OH 45801

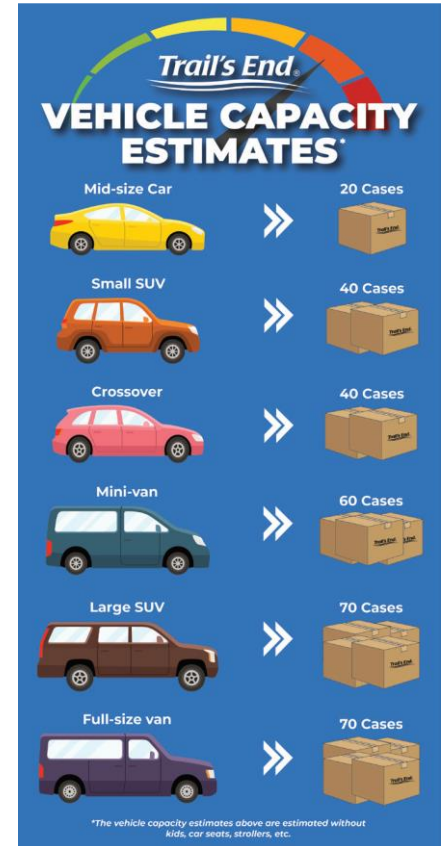
- Please note "Additional Pickups" will only occur at the Scout Service Center in Findlay. Limited popcorn will be transferred to Camp Lakota in Defiance & Lima Service Center, as needed.

SHOW & SELL ORDER

- **Units should use caution when placing their Show & Sell order and know they can always place an additional order themselves via online direct and have it delivered to the unit kernel's residence or other in the unit to help restock the unit inventory.**
- For new units interested in Show & Sell, consider the following items: 1 case of caramel corn, 1 case of popping corn and 1 case of white cheddar popcorn. Out of the line-up this year, these tend to be the most popular. Contact Kim Davis at the council office, she can work to help new units with this process.

PRODUCT RETURNS

- Black Swamp Area Council will only accept up to 10 percent of a unit's popcorn as a return this year. Only full cases of same product in case will be accepted on Oct. 16 or Oct. 17, at designated locations to be determined, or prior at the Findlay Scout Office during business hours. To schedule a product return time at the Findlay Scout Office, contact Kim Davis at (419) 422-4356, ext. 116.
- Units can also use the unit-to-unit transfer option – please see Page 19 for details.



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 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 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.

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

UNIT INCENTIVES

For 2021, the Unit commission structure is the following:

	Pct.
Basic Commission & Training Bonus	
Base Commission	25
Successfully complete the following:	
1. Attend August Kickoff/Roundtable	4
2. Unit sells \$1,000 or more during the Fall Popcorn Sale	
Base Commission Maximum	29
Performance Bonus Commission (PBC)*	
Unit recruits 5 or more Scouts and 2 new Den Leaders or 2 new registered adult Scouts BSA leaders during the Fall membership drive	1
\$350 per Scout sales average	2
\$500 per Scout sales average	2
Increase your unit sales over 2019-2020 best unit sale	2
Performance Bonus Commission Maximum	7
TOTAL COMMISSION Maximum (max for base plus bonus)	36

*NOTES: **1.)** To be eligible for all PBC, unit's orders must be submitted by due dates and all payments made to council by due dates. **3.)** Unit Scout membership total, as of March 1.

Unit commission reduced by 2% if units' first payment not made by Oct. 18; An additional 2% reduction if final payment not made by Nov. 19; Additional 2% reduction if final payment balance is not made by Dec. 1; Additional 2% reduction if final is not made by Dec. 15; All additional commission forfeited if final payment is not made by Dec. 31.

INDIVIDUAL SELLERS

PARTICIPATING SCOUTS: Every Scout earns a patch for selling one item in the popcorn sale.

SELLER'S CLUB (\$1,000 or more): For 2021, a Seller's Club event is planned for Saturday, Dec. 11. Tentative plans are for a special showing of a movie at a local movie theater. Details will be released soon. All Scouts selling \$1,000 or more will qualify for a ticket for themselves and one for a parent/guardian.

FREE WEEK OF SUMMER CAMP (\$1,800 or more) Scout selling \$1,800 or more receives a free Summer Camp 2022 experience at one of the following Black Swamp Area Council events: Scouts BSA camp, NYLT, day camp, Adventure Camp, or a council family weekend event. Only registration will be fee covered (additional fees are not covered like merit badge fees, Slushie mug, etc.). This is a one-time voucher and there is no cash value. Only one Scout per voucher. Transferable only within the same household. A Webelos Arrow of Light Scout can qualify this year and apply toward a Scout BSA camp next summer. Offer Expires Dec. 31, 2022.

SCHOLARSHIP PROGRAM: Scouts in the Scholarship Program on or before December 31, 2019 will have **6%** of their Qualified Sales count towards their own Trail's End Scholarship. Scouts accepted into the Scholarship Program for any calendar year* ending on or before December 31, 2019 will be eligible to have **4%** of their Qualified Sales in calendar years* 2021 and 2022 count towards their own Trail's End Scholarship Reporting of sales is not automatic, and forms must be submitted to Trail's End each year. For further details, go to www.trails-end.com/scholarship.

WRAPPING UP THE SALE

STEPS TO FOLLOW:

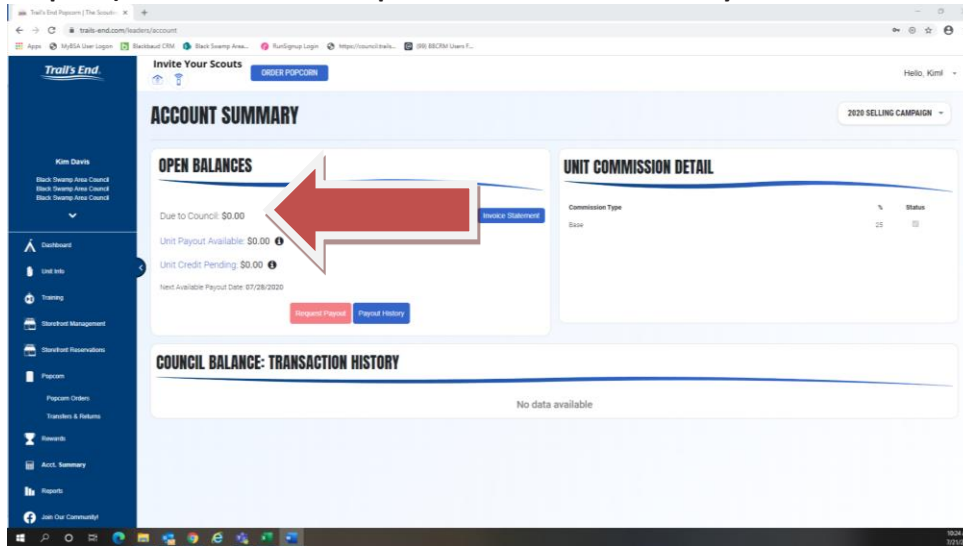
- Run Undelivered report, collect and add together all popcorn orders from your Scouts.
- Use the Scout table in the Unit Leader Portal to track sales by Scout. This is how Trail's End will verify how much Scouts sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to Scouts for delivery and payment collection.
- 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 (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 Scout's Trail's End account approximately 5 days after submitting your Scout totals unless flagged for review.
- Hold a unit celebration for a job well-done--have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

The last product order accepted by council to be processed is due by **Monday, Oct. 18, 2021.**

PAYMENT DETAILS

There are 2 payment dates this year: Oct. 18 & Nov. 19. For the first, units are only required to pay 40% of amount “Due to Council” as posted on unit dashboard. For Nov. 19 payment, the entire “Balance Due to Council,” if applicable, is due at this time.

Check is payable to Black Swamp Area Council - units paying by check must send ONE check (checks made out to units cannot be accepted.) Council will not accept checks from individual buyers of unit sell efforts.



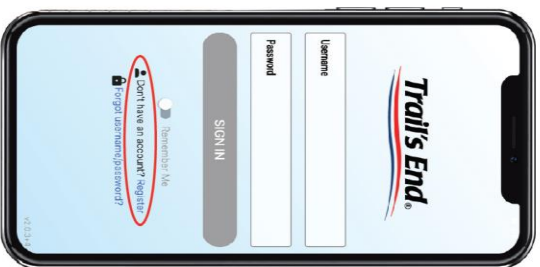
Late Payments

Unit commission reduced by 2% if units’ first payment not made by Oct. 18; An additional 2% reduction if final payment not made by Nov. 19; an additional 2% reduction if final payment balance is not made by Dec. 1; An additional 2% reduction if final is not made by Dec. 15; All additional commission forfeited if final payment is not made by Dec. 31.

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:

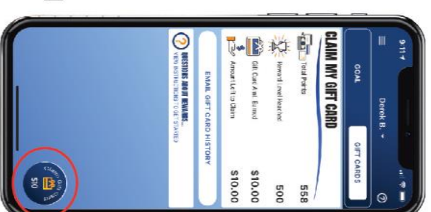
Scroll up or down and tap to select prizes at different levels or manually enter your goal.

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 Recorded: 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 parent's 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.

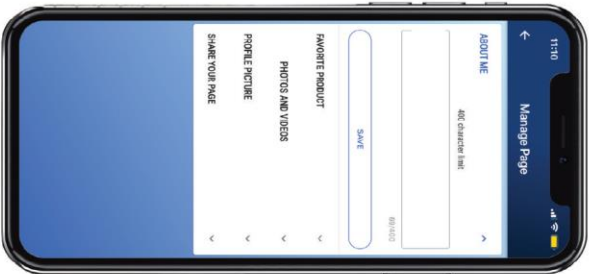
• Email support@trails-end.com

• Visit the Support Portal of FAQs at support.trails-end.com

• Get peer support 24/7 in the Trails End Parent Facebook Group
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.

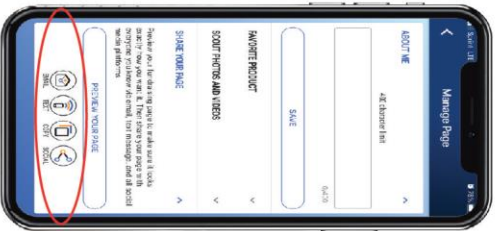
When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autosshare feature.



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.



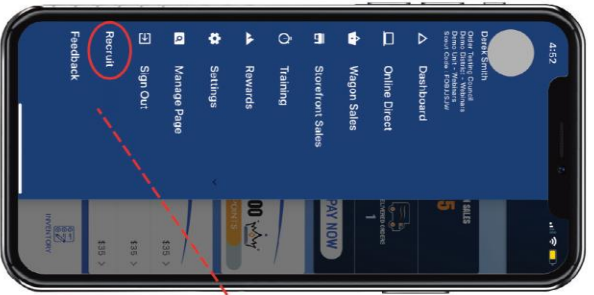
Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature: Learn more on the next page!

*Screenshots subject to change

RECRUITMENT

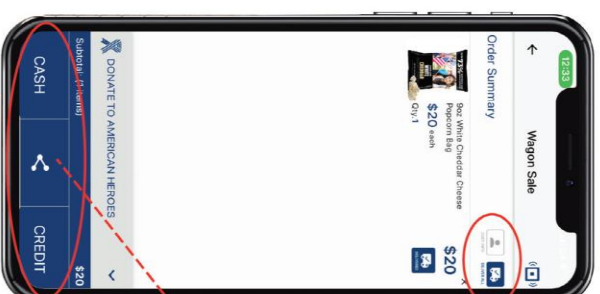
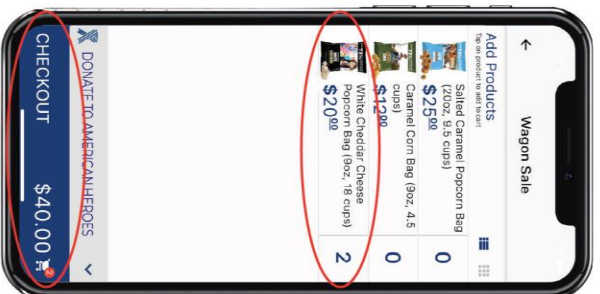


Tip: The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

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.

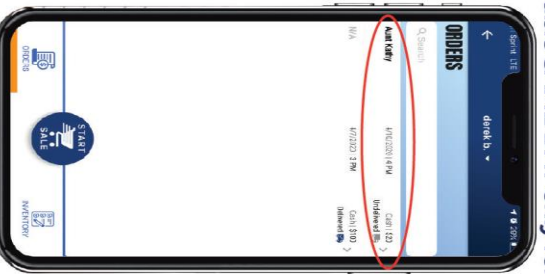
Tip: Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items so you know where to deliver the product later! Lastly, don't forget to update the status when delivered!

RECORD A WAGON SALE



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



ISSUE A REFUND

Available SAME DAY for kids.

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

CAUTION: Use caution when refunding credit/debit card orders! Trails' 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 Gift Cards
and choose the prize **YOU** want!

1.5PTS

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

1PT

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 an **\$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
- 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 Scouts' input in order to have an "Ideal Year of Scouting".
- 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:
 - Budget / # of Scouts = Cost per Scout
- Break the goal down to an individual Scout (family) goal.
 - Cost Per Scout / Commission = Sales Per Scout
- 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 Scouting families.
 - Highlight all the program activities the unit is planning on participating in.
 - Information on the sales goal per Scout 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 Scout families to 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 Scouts 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 Scouts.
 - 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 Scouts to sign up for shifts through the Trail's End App.
 - One Scout 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 Scouts, and ensure deliveries are made to customers.
- Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- Pay council invoice(s).
- Have a post-sale victory celebration.