Who is Trail’s End Popcorn

• Started with Buffalo Trails Council in Evansville, IN in 1980

• Today we serve 170+ Councils in the U.S. and Canada

• Nearly 80% of the Scouting Market chooses to work with us

• Over $100 Million Returned to Scouting each year

• Over $4 Billion Returned to Scouting since 1980
What did your unit do?

WHY POPCORN?
$170,000 back to units

What did your unit do with that money?

Over 70% goes to LOCAL SCOUTING!
<table>
<thead>
<tr>
<th>Unit</th>
<th>Pack</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Salle</td>
<td>Pack 364</td>
<td>$54,290.00</td>
</tr>
<tr>
<td>Brush Country</td>
<td>Pack 65</td>
<td>$31,130.00</td>
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<td>La Salle</td>
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<td>Coastal Plains</td>
<td>Pack 5</td>
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<td>Pack 52</td>
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<tr>
<td>Coastal Plains</td>
<td>Pack 165</td>
<td>$15,850.00</td>
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</table>
Today’s Agenda

- Important Dates
- Products
- Prizes Incentives
- Support
# Contact Information

District Popcorn Kernels Support You

<table>
<thead>
<tr>
<th>DISTRICT EXECUTIVES</th>
<th>PHONE</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aztec</td>
<td>956-286-6173</td>
<td><a href="mailto:Alexandra.Manrique@Scouting.org">Alexandra.Manrique@Scouting.org</a></td>
</tr>
<tr>
<td>Brush Country</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
<tr>
<td>Coastal Plains</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
<tr>
<td>Redfish</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
<tr>
<td>LaSalle</td>
<td>361-816-3845</td>
<td><a href="mailto:Luis.Sepulveda@Scouting.org">Luis.Sepulveda@Scouting.org</a></td>
</tr>
<tr>
<td>Pawnee</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
<tr>
<td>Venado</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
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<table>
<thead>
<tr>
<th>POPCORN KERNELS</th>
<th>PHONE</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aztec</td>
<td>956-237-3136</td>
<td><a href="mailto:abromcastro@ibc.com">abromcastro@ibc.com</a></td>
</tr>
<tr>
<td>Brush Country</td>
<td>361-756-9636</td>
<td><a href="mailto:Mr.msszarate@gmail.com">Mr.msszarate@gmail.com</a></td>
</tr>
<tr>
<td>Coastal Plains</td>
<td>361-549-4850</td>
<td><a href="mailto:rga0806@aol.com">rga0806@aol.com</a></td>
</tr>
<tr>
<td>Redfish</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
<tr>
<td>LaSalle</td>
<td>361-816-3845</td>
<td><a href="mailto:Luis.Sepulveda@scouting.org">Luis.Sepulveda@scouting.org</a></td>
</tr>
<tr>
<td>Pawnee</td>
<td>361-816-3843</td>
<td><a href="mailto:James.rangel@scouting.org">James.rangel@scouting.org</a></td>
</tr>
<tr>
<td>Venado</td>
<td>931.216.1320</td>
<td><a href="mailto:sdwru70@yahoo.com">sdwru70@yahoo.com</a></td>
</tr>
</tbody>
</table>

Council Popcorn Staff Support

**Luis Sepulveda**
District Executive
361 816 3845
Luis.se pulveda@Scouting.org

**Carolyn Koenning**
Finance Assistant
361 814 4300 Ext. 130
CarolynKoenning@Scouting.org
## Popcorn Sale Calendar

### Popcorn Pickup

**July**
- **Online Popcorn Sale Begins**  
  7/01

**AUGUST**
- **Popcorn Kick offs and Training**  
  7/30-8/1
- **Take Order/Online Sale Begins**  
  8/1
- **Unit Popcorn Kickoff Events – Scheduled by Units**

**SEPTEMBER**
- **Show and sell, online and take order sale**
- **Show & Sell Popcorn Orders Due Online**  
  9/28

**OCTOBER**
- **Show & Sell Order Pick-up (by district)**  
  10/14-16

**NOVEMBER**
- **Take Order Popcorn Due Online**  
  11/10
- **Show & Sell Payment Due**  
  11/13

**DECEMBER**
- **Take Order Popcorn Pick up (by district)**  
  12/2-4
- **Prize orders due**  
  12/8
- **Take Order Popcorn Payment Due**  
  12/16
Trail’s End App

SAVE TIME AND MONEY MANAGING YOUR SALE!
Reports/tracks real-time storefront, door to door and online sales, in order to reduce excess inventory.
Accepts cash and credit cards and schedules Scouts for storefronts.

FREE CREDIT CARD PROCESSING
Powered by Square | Paid by Trail’s End
• Every Scout, every sale will receive free payment processing.
• Compatible with all Square Readers (not required to take credit cards).

PROVEN RESULTS
• Over 14,500+ Units and 160,000+ Scouts sold with the app.
• Credit Card sales averaged 20% higher than cash transactions.
• Over 9% growth for units that recorded more than 75% of sales in the app in 2019!
• Increase since 30% of Americans do not carry cash and half of those who do have less than $20.
• Over 40,000 Square readers given to unit leaders and Scouts.
Trail’s End App

**Point of Sale**

- **Wagon Sale**
  - Add Products
  - $1 Misc. Military Donation $1
  - Chocolate Lover’s Tin $60
  - Fall 2020 - Cheese Lover’s Box $35
  - Choc. Caramel Crunch $25
  - Ubt. Butter Microwave $25
  - Salted Caramel Corn $20
  - White Cheddar $20
  - Caramel Corn $10

- **Order Summary**
  - Caramel Corn $10 each
  - Qty 1
  - Subtotal (1 Items) $10

- **Payment**
  - DONATE TO MILITARY
  - CASH | CREDIT

- **Storefront Scheduling**
  - Demo S.
  - April 2020
  - Walmart
  - Thursday, April 9
    - 4:00 AM - 6:00 AM
    - 6:00 AM - 8:00 AM
    - 8:00 AM - 10:00 AM
    - 10:00 AM - 12:00 PM
    - 12:00 PM - 2:00 PM
    - 2:00 PM - 4:00 PM
    - 4:00 PM - 6:00 PM

- **Sale Tracking**
  - Dashboard
  - Storefront
  - Online Direct
Trail’s End App

Improvements Based Upon Leader Feedback
Faster... Easier... Simpler... Time Saver!

• Rebuilt in Google Flutter.
• Faster Scout registration; Takes less than 1 minute.
• Checkout … 9 clicks to 4 by streamlining and eliminating extra steps.
• New **Online Direct to Consumer** in TE App.
  • Sell face-to-face, swipe a card, ship online products directly to consumer.
• Consolidated Scout and storefront views, reporting and actions.
  • Fewer clicks to find information and take action.
  • Simpler inventory views by storefront and by Scout.
• Providing more Square readers to your Scouts and units.
  • 30% of Americans do not carry cash; half have less than $20.
• Trail’s End will continue to pay all cc fees.
Trail’s End Online Direct

The Traditional Products Now Available Online!

**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 tracked through the app for accurate accounting.

**BENEFITS FOR SCOUTS**
- No handling of cash or products
- 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.
  - No need for face to face contact
- Sales count for Trail's End Rewards
- Exclusive promotions and incentives

*Consumers pay shipping for direct delivery
ONLINE DIRECT

Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn **Double Points** for TE Rewards
- Traditional products and prices
  - $10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
  - Take Online Direct orders in the TE App
  - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer.

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

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk
- White Cheddar Popcorn
- Blazin’ Hot Popcorn
Comes in a gift box.

Salted Caramel Popcorn
Over $17 to local Scouts*
Contains Milk and Soy

Blazin’ Hot Popcorn
Over $14 to local Scouts*

White Cheddar Popcorn
Over $14 to local Scouts*
Contains Milk

Unbelievable Butter™
Over $10 to local Scouts*

Popping Corn Jar
Over $10 to local Scouts*
Contains Salt

Caramel Corn
Over $7 to local Scouts*
Contains Salt

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
$50 $30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
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
- Last year consumers purchased over 129,000 Military Donations
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states
### Bundle Options

**Show and Sell Bundle 1**

<table>
<thead>
<tr>
<th>Item</th>
<th>(Cont per Case)</th>
<th>Retail / Container</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
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<tbody>
<tr>
<td>Cheese Lovers Box (1:1)</td>
<td>$35</td>
<td>42</td>
<td>$1,470</td>
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<td>42</td>
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<tr>
<td>Salted Caramel (12:1)</td>
<td>$25</td>
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<td>$2,700</td>
<td>16%</td>
<td>108</td>
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<tr>
<td>White Cheddar (8:1)</td>
<td>$20</td>
<td>16</td>
<td>$2,560</td>
<td>15%</td>
<td>128</td>
</tr>
<tr>
<td>Blazin' Hot (8:1)</td>
<td>$20</td>
<td>12</td>
<td>$1,920</td>
<td>12%</td>
<td>96</td>
</tr>
<tr>
<td>Unb. Butter RTE (8:1)</td>
<td>$15</td>
<td>14</td>
<td>$1,680</td>
<td>10%</td>
<td>112</td>
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<tr>
<td>Popping Corn (9:1)</td>
<td>$15</td>
<td>6</td>
<td>$810</td>
<td>5%</td>
<td>54</td>
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<tr>
<td>Classic Caramel (12:1)</td>
<td>$10</td>
<td>46</td>
<td>$5,520</td>
<td>33%</td>
<td>552</td>
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<td>$16,660</td>
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<td><strong>30% Standard Unit Commission</strong></td>
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<td>$4,998</td>
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## Bundle Options

### Show and Sell Bundle 2

<table>
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<tr>
<th>Item</th>
<th>Retail / Container</th>
<th>Cont per Case</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
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</thead>
<tbody>
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<td>Cheese Lovers Box (1:1)</td>
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<td>(1:1)</td>
<td>22</td>
<td>$ 770</td>
<td>9%</td>
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<td>Salted Caramel (12:1)</td>
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<td>(12:1)</td>
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<td>$ 1,200</td>
<td>14%</td>
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<tr>
<td>White Cheddar (8:1)</td>
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<td>(8:1)</td>
<td>8</td>
<td>$ 1,280</td>
<td>15%</td>
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<tr>
<td>Blazin' Hot (8:1)</td>
<td>$20</td>
<td>(8:1)</td>
<td>5</td>
<td>$ 800</td>
<td>10%</td>
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<td>Unb. Butter RTE (8:1)</td>
<td>$15</td>
<td>(8:1)</td>
<td>8</td>
<td>$ 960</td>
<td>12%</td>
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<tr>
<td>Popping Corn (9:1)</td>
<td>$15</td>
<td>(9:1)</td>
<td>3</td>
<td>$ 405</td>
<td>5%</td>
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<tr>
<td>Classic Caramel (12:1)</td>
<td>$10</td>
<td>(12:1)</td>
<td>24</td>
<td>$ 2,880</td>
<td>35%</td>
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<td><strong>TOTALS</strong></td>
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<td>74</td>
<td><strong>$ 8,295</strong></td>
<td><strong>553</strong></td>
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30% Standard Unit Commission $ 2,489
## Bundle Options

### Show and Sell Bundle 3

<table>
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<th>Item</th>
<th>(Cont per Case)</th>
<th>Retail / Container</th>
<th>Total Cases</th>
<th>Total Retail</th>
<th>Total Containers</th>
</tr>
</thead>
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<tr>
<td>Cheese Lovers Box</td>
<td>(1:1)</td>
<td>$35</td>
<td>8</td>
<td>$280</td>
<td>9%</td>
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<tr>
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<td>$25</td>
<td>2</td>
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<tr>
<td>White Cheddar</td>
<td>(8:1)</td>
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<td>3</td>
<td>$480</td>
<td>15%</td>
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<td>2</td>
<td>$320</td>
<td>10%</td>
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<tr>
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<td>(8:1)</td>
<td>$15</td>
<td>3</td>
<td>$360</td>
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<td>Popping Corn</td>
<td>(9:1)</td>
<td>$15</td>
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<td>$135</td>
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<tr>
<td>Classic Caramel</td>
<td>(12:1)</td>
<td>$10</td>
<td>9</td>
<td>$1,080</td>
<td>33%</td>
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**TOTALS**  
28 $3,255 205

30% Standard Unit Commission  
$977
All Units Receive 32% Unit Commission of Gross Sales

**Keys to Success**

Attends the July/August Council Kickoff

Host a unit kickoff

Pay Show and Sale money by November 13th with one check.

Pay Take Order money by December 16th with one check.

Place Show & Sale and Take Order Popcorn Orders utilizing Trails End Popcorn System

**3% PERFORMANCE BONUS** on Total Gross Sales in 2020 over 2019 Total Gross Sales (Bonus is based on the difference between 2020 and 2019).
Setting the Goal

### Sales Goal Worksheet

<table>
<thead>
<tr>
<th></th>
<th>Budget Goal</th>
<th>Unit Commission</th>
<th>Unit Sales Goal</th>
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<tr>
<td>Total Activities Costs</td>
<td>$5,975</td>
<td>35%</td>
<td>$17,071</td>
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<tr>
<td>Other Unit Expenses</td>
<td>$500</td>
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<tr>
<td><strong>TOTAL BUDGET NEED</strong></td>
<td><strong>$5,975</strong></td>
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<td><strong>$6,149</strong></td>
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<tr>
<td><strong>TOTAL POPCORN SALES GOAL</strong></td>
<td><strong>$5,975</strong></td>
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<td><strong>$16,149</strong></td>
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<tr>
<td>Number of Scouts</td>
<td><strong>50</strong></td>
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</tr>
<tr>
<td>Goal per Scout</td>
<td><strong>$323</strong></td>
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<td></td>
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</tbody>
</table>

- Budget Goal: $17,071
- Unit Sales Goal: $341
- Scout Goal: 20
- Container Goal: 20

Enter Data
Units that Set a Goal and have a Unit Kickoff typically sell & earn 2x as much for their program vs. units that do not.

Scouts that are given a Goal and go to a Unit Kickoff typically sell & earn 2x as much for their program vs. Scouts that do not.
Unit Popcorn Kickoff-Scouts

- Showcase the upcoming Scouting program for 2020-2021
- Highlight prizes at the unit, district, and council levels
- A Scout “Earns his own way” – Per Scout Goal & Unit Goal
- Role play the sales pitch
- Sample the tasty products
- Promote all of the Bonus Incentives & Rewards (TE, Council, District & Unit Level)
Unit Popcorn Kickoff - Parents

- Show parents what’s in it for them
- Illustrate how a Scout “ Earns his own way” through the Ideal Year of Scouting w/$0 out of pocket expenses for families
- Time Savings: ONE fundraiser a year
- Highlight the Trail’s End Scholarship Program
- Healthier products: kosher; 0g of trans fat, whole grain snack, etc.
- Promote all of the Bonus Incentives & Rewards (TE, Council, District & Unit Level)
Why do Scouts love Trail’s End Rewards?

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail’s End Rewards?

- The Trail’s End leader portal is a one-stop shop for everything, including Rewards 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.

New in 2020

- Points based rewards system encouraging Scouts to sell more with Online Direct and with credit/debit cards
- 2 points per every dollar sold with Online Direct
- 1.5 points per every dollar sold with credit/debit card in the App
- 1 point per dollar in cash sales in the App

Points and Gift Card Value Chart:

- Level 19: 17,500 or more points = $1,250
- Level 18: 15,000 = $1,000
- Level 17: 12,500 = $750
- Level 16: 10,000 = $550
- Level 15: 7,500 = $450
- Level 14: 6,000 = $375
- Level 13: 5,000 = $300
- Level 12: 4,000 = $250
- Level 11: 3,500 = $200
- Level 10: 3,000 = $100
- Level 9: 2,500 = $80
- Level 8: 2,000 = $70
- Level 7: 1,750 = $60
- Level 6: 1,500 = $50
- Level 5: 1,250 = $40
- Level 4: 1,000 = $30
- Level 3: 800 = $20
- Level 2: 400 = $10
Scholarship Program Update

• Scouts currently enrolled in the scholarship program will continue to accumulate credit of 4% of sales made in 2020, 2021, and 2022.
  • It was previously 6% credit with a cap of $1000 annually.

• There will be no new scholarship qualifiers in 2020. Only those Scouts that qualified in 2019 or earlier are grandfathered in the scholarship program.

• TE Scholarship ceases to accumulate credit after 2022.
  • Balances in scholarship accounts can still be used for college, trade school, etc. once the program is retired.
Unit- Prize & Rewards

- Units should create & promote their own Prizes & Rewards
- You know your Scouts best and what would motivate them
- “Pie in the Face”, “Top Den/Patrol Pizza Party”, “Special Trip”, etc.
How to place your Show and Sell Order  SELL.TRAILS-END.COM

1. Sign in to your Popcorn System account (login information provided by your council)
2. Click on the Unit Orders menu
3. Click New Unit Order, and select the Campaign (eg. Fall 2020) and the Order from the dropdown menus
4. Enter the quantity of cases needed next to each product (column in red below)
5. Click on Save Changes
6. When your order is complete, click on Submit to Council
Trail’s End Webinars

- Link to register is live: https://www.trails-end.com/webinars
- First webinar on June 17.
- EVERY QUESTION ASKED; EVERY QUESTION ANSWERED!
- Over 100 webinars planned vs. 32 that were held in 2019.
- Units that attended a webinar in 2019 grew their sale over 11%! 
Trail’s End FB Communities

- Get your questions answered faster!
- Over 18,000 Popcorn Kernels and Scout parents, representing over 60% of all popcorn sales, are members.
- During the sale, over 1,300 posts and comments daily.
- Units that participated grew by 5.4%, on average

Text FACEBOOK to 62771 to join our community today!

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

Free Shipping July 4th Weekend!
QUESTIONS/COMMENTS?