

The background is a dark blue field filled with faint, light blue icons of outdoor gear: tents, trees, a compass, a backpack, and a signpost. A prominent red dashed line winds across the scene, punctuated by several yellow, four-petaled flowers. The text is centered over this path.

Trail's End®

★ **Longhorn Council**

2024 Unit Leader Training

2023 TOP SELLERS: UNITS

Unit	Total Sales	District
1. Pack 1910	\$75,803.00	Mustang
2. Pack 76	\$56,504.00	Brazos Valley
3. Pack 60	\$40,978.00	Frontier Trails
4. Pack 367	\$38,134.00	Orion
5. Pack 931	\$36,191.00	Mustang
6. Troop 437	\$34,063.00	Orion
7. Troop 1225	\$32,784.00	Orion
8. Pack 554	\$31,636.00	Trinity Trails
9. Pack 211	\$30,664.00	Leon Valley
10. Pack 60	\$30,660.00	Frontier Trails

**Top Selling
Unit in
TEXAS!**



Pack 1910 was #34 in the country

2023 TOP SELLERS: SCOUTS

Scout	Total Sales	Unit	District
1. Raymond S.	\$16,240.75	Troop 192-B	Frontier Trails
2. Braden W.	\$12,963.38	Pack 1910	Mustang
3. Nickolas W.	\$12,750.00	Troop 589	Mustang
4. Lucy R.	\$12,500.00	Troop 380-G	Arrowhead
5. Elliott M.	\$10,995.83	Pack 76	Brazos Valley
6. Aaron S.	\$10,105.50	Pack 192	Frontier Trails
7. River W.	\$7,503.67	Pack 76	Brazos Valley
8. Legend L.	\$7,485.00	Pack 367	Orion
9. Grayson K.	\$6,999.00	Troop 60	Frontier Trails
10. Kayleb G.	\$6,785.00	Troop 226-B	Orion

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

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 and .
- Less time fundraising = more time Scouting!

Enjoy the Year!



Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Trail's End

Invite Your Scouts



🔒 READ-ONLY MODE

ORDER POPCORN

Hello, Jacob! ▾

TRAINING VIDEOS & ASSETS

Jacob Dobbs

Pack 250
York
Palmetto Council



TRAINING VIDEOS

Trail's End Sales Pitch - Storefront Training 2024

Trail's End[®]

SALES PITCH
STARRING EVAN

Sales Pitch

SALES PITCH STARRING EVAN	PARENT ROLE WITH MITCH	SCOUT ROLE STARRING EVAN
Sales Pitch	Parent Role	Scout Role
OVERCOMING EXCUSES STARRING EVAN	STOREFRONT PREP WITH MITCH	THE VALUE OF SELLING POPCORN STARRING MITCH AND EVAN
Overcoming Excuses	Storefront Prep	The Value of Selling

Dashboard

Unit Info

Training

Storefront Management

Ideal Year of Scouting

Invite Your Scouts



READ-ONLY MODE

ORDER POPCORN

Hello, Jacob!

Trail's End

Popcorn

Popcorn Orders and Returns

Transfers

Rewards

Acct. Summary

Reports

Join Our Community!

Webinar Registration

Need Help?

Get Support

TRAINING ASSETS

Trail's End App & Rewards

Scout
Rewards

How To Sell

Unit
Program
Planner

Popcorn Kickoff

Leader
Guide

Storefront Sales

Storefront
Vinyl Banner

Table
Payments
Sign

Products

Kettle Corn	Nutritional Facts	Popping Corn
S'mores Popcorn	Salted Caramel Corn	Unbelievable Butter Microwave
White Cheddar Popcorn		

Scout Resources

Scout &
Parent Guide

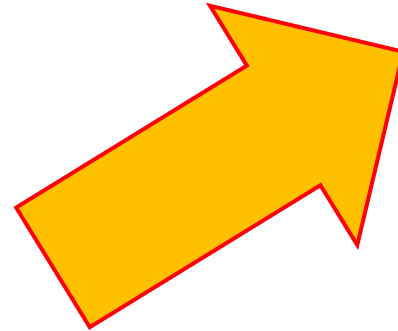
Scout Pitch

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



2024-2025 Program Planner *Trail's End*[®]

1. Enter your Unit's activities and costs under each month.
 2. Enter your number of Scouts and unit commission %.
 3. Fill in the five shaded fields at the bottom of the sheet.

Pack/Troop _____
 Number of Scouts in Unit _____
 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		Total Activity Cost & Expenses	
	Pack Dues		\$0
	Scout Life Magazine		Other Unit Expenses
	Advancements		Unit Sales Goal
	BSA National & Council Program Fee		Scout Sales Goal
\$0	Total Expenses		Unit Commission

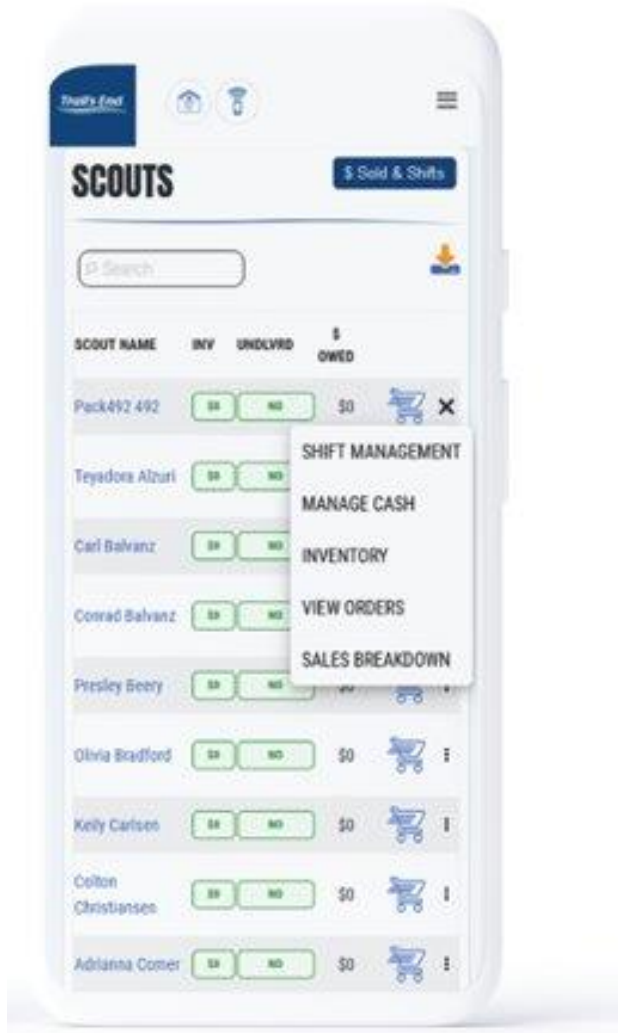
Ideal Year of Scouting

Help Units (or Scouts) Set Their Budget!

- Total Program Costs \div Unit Commission $=$ Unit Sales Goal
- Unit Sales Goal \div Number of Kids in Unit $=$ Scout Sales Goal
- Hit Scout Sales Goal $=$ **100% PROGRAM FUNDED !!**

Leader Portal

Trail's End[®]
Scout Fundraising



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.

Storefront Program

How it Works

- TE is booking the best times at premium locations.
- We have data on storefront sales, not only on TE popcorn, but on merchandise being sold inside the store as well as foot traffic.
- Intent is to provide locations that will generate 1 sale every 3 minutes.



Storefront Program

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.

**** All Bass Pro / Cabela's blocks will be made available on July 23 for all units**



Storefront Program

STOREFRONTS

Number Reserved: 14 | Current Available: ∞ | Upcoming Available: 2

Manage | **Reserve** | Create New

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

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

Displaying 57 Reservations (use filters above to narrow results)

Date	Store	Address	Start Time	End Time	Action
Saturday August 24, 2024	Lowe's Home Improvement	14598 Lowes Wy, Carmel, IN	8:00 am	2:00 pm	Reserve
Saturday August 24, 2024	Kroger - 116th	9799 E 116th St, Fishers, IN	8:00 am	2:00 pm	Reserve
Saturday August 31, 2024	Lowe's Home Improvement	14598 Lowes Wy, Carmel, IN	8:00 am	2:00 pm	Reserve
Saturday September 7, 2024	Lowe's Home Improvement	14598 Lowes Wy, Carmel, IN	8:00 am	2:00 pm	Reserve
Saturday September 7, 2024	Kroger - 116th	9799 E 116th St, Fishers, IN	8:00 am	2:00 pm	Reserve
Saturday September 14, 2024	Lowe's Home Improvement	14598 Lowes Wy, Carmel, IN	8:00 am	2:00 pm	Reserve
Saturday September 14, 2024	Kroger - 116th	9799 E 116th St, Fishers, IN	8:00 am	2:00 pm	Reserve

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



Storefront Claiming

Secured Store Examples:

Ace Hardware

Albertson's

Bass Pro Shops

Brass Tap

Brookshire Brothers

Cabela's

Kohl's

Lowe's Home Improvement

Michael's

North East Mall

REI

Sam's Club

Tractor Supply

Texas Roadhouse

Tom Thumb

Walgreens

Walmart

*** Units can also add their own storefronts sites**



Leader Training

Videos

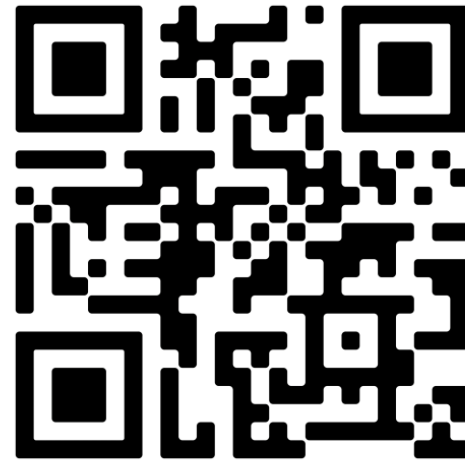
Leader Portal - Training page

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



Leader Training

Invite Your Scouts



🔒 READ-ONLY MODE

ORDER POPCORN

Hello, Jacob! ▾

TRAINING VIDEOS & ASSETS

Jacob Dobbs

Pack 250
York
Palmetto Council

TRAINING VIDEOS

Trail's End Sales Pitch - Storefront Training 2024

Trail's End[®]

SALES PITCH
STARRING EVAN

Sales Pitch

SALES PITCH STARRING EVAN	PARENT ROLE WITH MITCH	SCOUT ROLE STARRING EVAN
Sales Pitch	Parent Role	Scout Role
OVERCOMING EXCUSES STARRING EVAN	STOREFRONT PREP WITH MITCH	THE VALUE OF SELLING POPCORN STARRING MITCH AND EVAN
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Dashboard

Unit Info

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Trail's End App

Trail's End[®]
Scout Fundraising

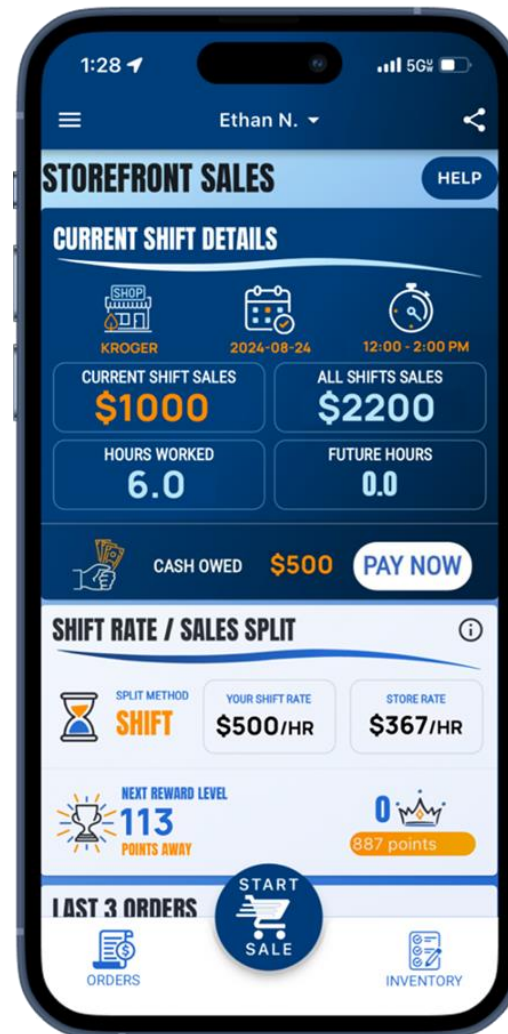
Save Time Managing Your Sale!

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.

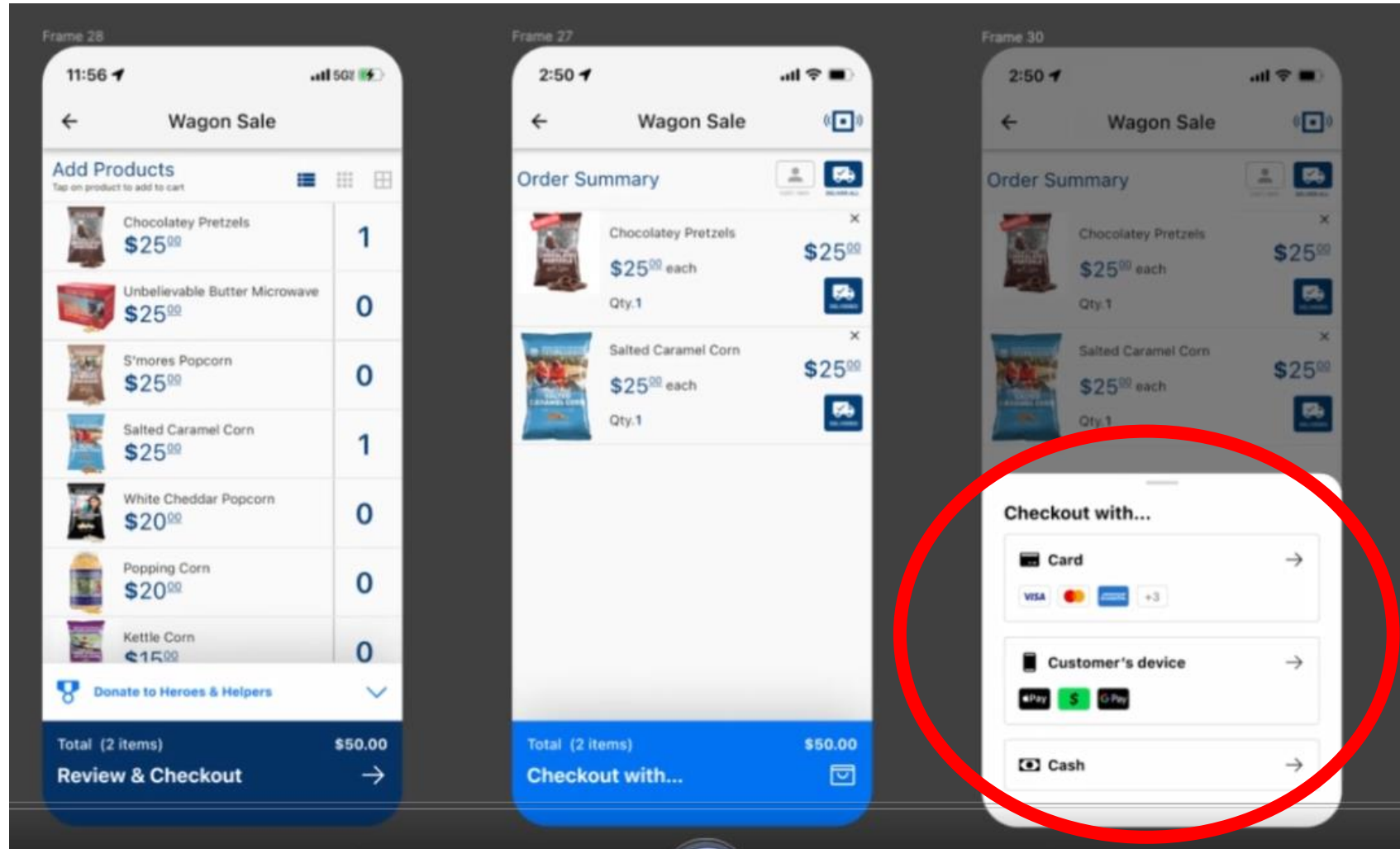
Returning Scouts

Sign in using 2023 username

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

Trail's End App

Trail's End[®]
Scout Fundraising



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



Longhorn Council Exclusive:

300 points for \$5 Amazon eGift Card

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

Scout Rewards

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.

Trail's End[®]

Scout Fundraising

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

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 to _____.
Can I count on your support?”***

***“My favorite flavor is _____. If you
don’t have cash, that’s fine, we take
credit cards!”***

Scout Sales Pitch

Trail's End[®]
Scout Fundraising

Important!

Remember:

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."



Trail's End.

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: Lightning (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 (up to 30 minutes after).
- Scouts earn more Rewards.

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



NEW

Leader Pay Now

- Leaders use their card and keep the cash.
- Storefronts
- Available after shift until 12am ET that day.
- Scouts earn more



2024 Product Mix

Trail's End®



**UNBELIEVABLE
BUTTER
MICROWAVE
POPCORN**
\$25



**SALTED
CARAMEL
CORN**
\$30



**S'MORES
POPCORN**
\$30



**WHITE
CHEDDAR
POPCORN**
\$25



**POPPING
CORN**
\$20



**SWEET &
SALTY
KETTLE
CORN**
\$15

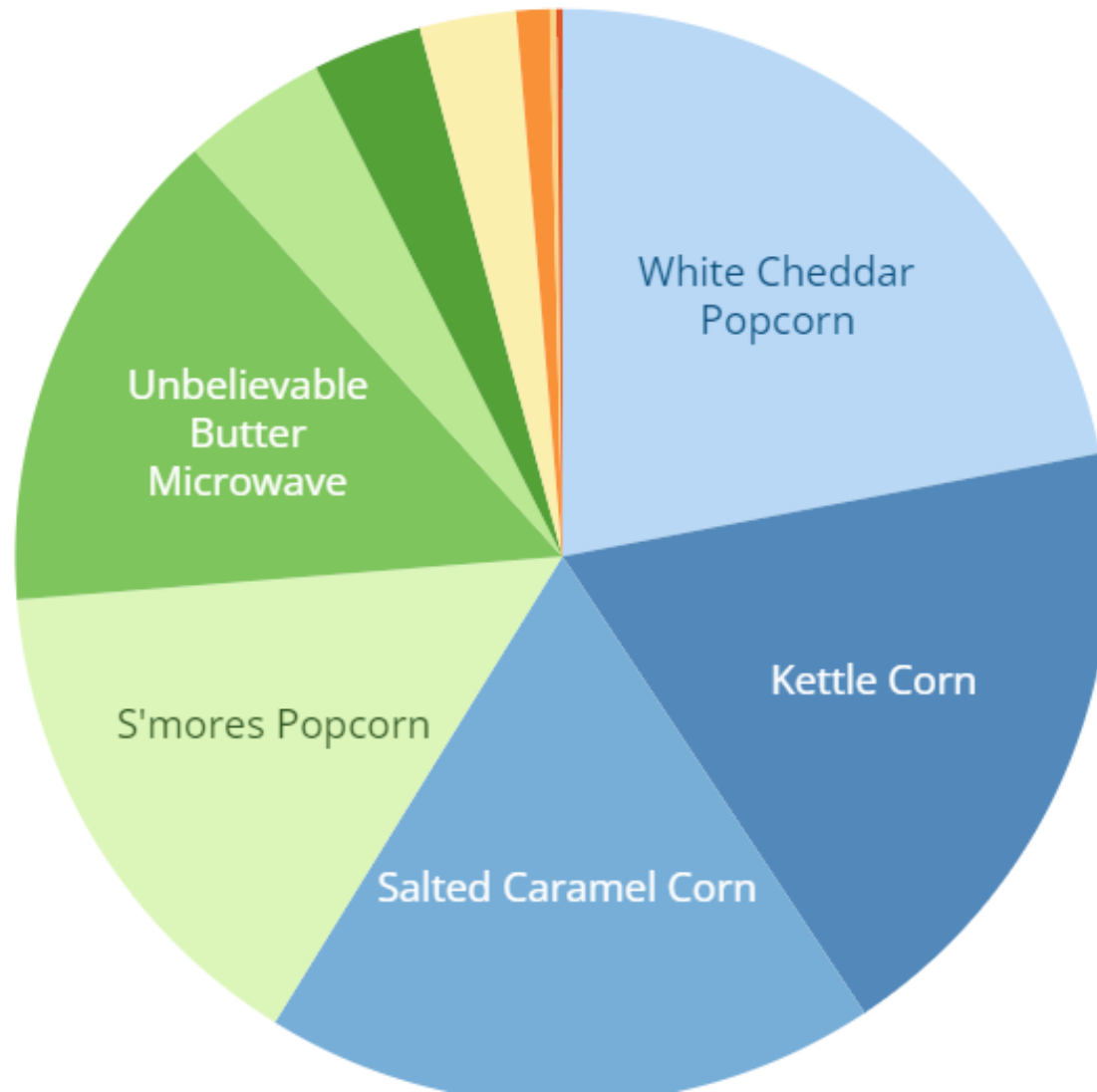
LHC 2023 Mix (App)

Trail's End®

Core: 92.5%

H&H: 3.6%

Scratched: 3.8%



White Cheddar Popcorn	\$257K	22.0%
Kettle Corn	\$219K	18.7%
Salted Caramel Corn	\$212K	18.1%
S'mores Popcorn	\$175K	14.9%
Unbelievable Butter M...	\$170K	14.5%
Popping Corn	\$50.1K	4.29%
\$1 Heroes and Helpe...	\$37.7K	3.23%
Sea Salt Popcorn - Sn...	\$33.4K	2.85%
Chocolatey Pretzels	\$11.4K	0.98%
Gold Level Heroes an...	\$2.45K	0.21%
Silver Level Heroes a...	\$1.89K	0.16%

Trail's End®

Why are the products so expensive?

Trail's End®

Our Popcorn vs Other Products

Prices we sell to Councils compared to average store brands:



Kettle
Corn



\$4.35

Boomchickapop
Kettle Corn



\$3.99

12-Pack
Microwave



\$8.13

12-Pack
Orville



\$7.66

Popping
Corn



\$5.43

Orville
Kernels



\$6.39

Trail's End®

Why are the products so expensive?

Trail's End®

What the consumer sees:

When a Scout sells the popcorn to a customer, it includes a 70% Donation to that Scout's council.

70% of the price goes directly to Scouting and only 30% goes to paying for the popcorn.

The products you see in the store do not come with an app, free credit card processing, rewards for your Scouts, or storefront booking.



Trail's End®

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.

Online Products

Trail's End®



Council Specifics

COMMISSIONS

34% Base Commission for all units (30% for Online Sales)

36% Commission for units with total sales of \$10,000-\$17,499

38% Commission for units with total sales of \$17,500+

Please note, only Show & Sell and Take Order sales count toward your unit total sales. All online sales have a 30% commission. Commission percentages will not be adjusted until final invoices are distributed.

Sales Growth for Current Sellers

- Unit Increase sales by \$5,000 over 2023 final sales total and they will receive an additional 1% commission bonus
- Council will provide the 2023 sales number needed to qualify for the \$5,000 bonus

Scout Participation Growth

- Goal is to boost the number of selling Scouts in participating units
- Bonus commission in play. To qualify:
 - Unit must get 75% of registered Scouts to sell
 - Each Scout must sell a minimum of \$250
 - All sales count (SNS / TO / Online)
 - June 30, 2024 is the membership mark

2% bonus commission awarded if Unit has 75% of their Scouts sell a minimum of \$250 each.

Risk Free Sale / Free Money for New Selling Unit Offer

- Unit did not sale last year
- Receives 3 cases of product (White Ched/MW/Kettle)
- \$630 retail value
- Must sign up for 2 storefront shifts
- Unit keeps 100% of the first \$630 in product sold
- Subsequent product orders unit gets standard commission %

No Product Returns

- With weekly replenishments, units should not be over-ordering.
- Units have weekly availability to get as little as one additional case for 8 consecutive weeks.
- Additionally, in the Trail's End Unit Leader Portal, units can easily transfer unsold product to neighboring units.
- TE system provides recommended initial ordering levels based on the unit's sales goal. Order what TE recommends if you are new to the popcorn sale.
- Plan for a need of \$300-\$500 per hour based on your booked storefront shifts.

Council Specifics

Dates

Saturday, June 22.....	Popcorn Kickoffs: North 9 am and South 2 pm
July 20-23.....	Storefront Selections in Trail's End System (11am each day)
August 1.....	Virtual Best Practices Q&A
Sunday, August 4.....	Initial Show & Sell Orders due by 11:59 PM
August 22 & 23	Show & Sell Distribution
August 25-September 30.....	Weekly Replenishment Orders due by 11:59 PM each Sunday
August 30-October 11.....	Weekly Popcorn Replenishment Pick-up
Sunday, October 13	Take Orders due by 11:59 PM
November 1.....	Take Order Distribution
Tuesday, November 12	Popcorn Money Due (Prizes when the account is zero)

wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



End-of-Sale Reminders

Submit Rewards

- Remind your Scouts to CLAIM their Rewards in the App or in the email message

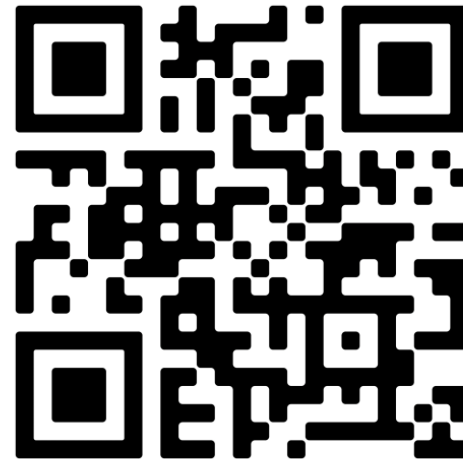
Any Outstanding Unit Payouts

- Claim through the Unit Leader Portal or TE will send to the council by mid-February

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

Bryant
Kathy
Joe

Longhorn Council
Kernel Journal



THANK YOU!

Trail's End[®]