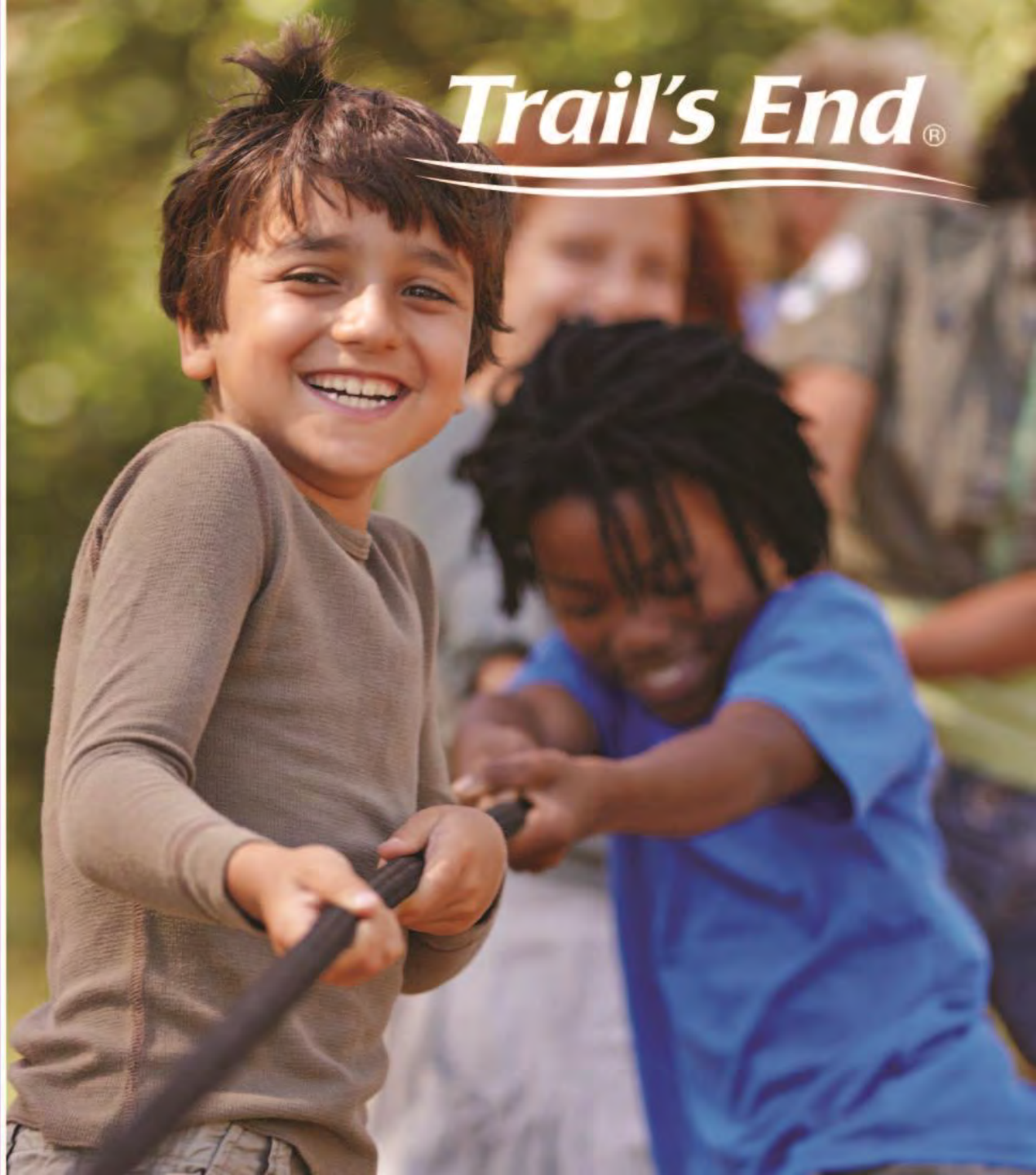
Golden Gate Area Council

2021 Popcorn Kick-Off



Why Popcorn?

Trail's End®

- Fund your unit's program
- Character development
- Awesome Rewards
- Improve our camps and council resources
- More adventures, less time fundraising!

OVER **$4 BILLION** returned to your programs SINCE 1980

Why Popcorn?

Trail's End®

Fundraising with Popcorn Helps Scouts

Become Decision Makers

Learn Money Management

Become Goal Setters

Develop Business Ethics

Become Future Entrepreneurs

Learn People Skills

Benefits for Scouts...

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com gift cards
  - Millions of prize choices
  - Youth buy 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
- To be part of something bigger

Popcorn = Program

Trail's End®

Fund all your program related expenses and activities that you want your Scouts to enjoy this year, through Popcorn.

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Hikes
- Christmas Party
- Blue & Gold Banquet
- Pinewood Derby
- Meeting Supplies & Equipment
- and more…

Unit Goal: $25,000 **Scout Goals**: $1,000 (each)

Fund Your Entire Year!

How to Sell Over $1,000 in Under 8 Hours

Trail's End®

5 MINS

PERSONALIZE. Download the Trail's End App, register an account if you don't already have one, and personalize your account. Set a goal, add pictures, and a short bio telling customers why you're fundraising.

10 MINS

ONLINE DIRECT. Utilize the new Autoshare feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year. You can choose from one-time, 30-day, 60-day, and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over $65 when they order Online Direct!
Pro Tip: Share your fundraising page through social media, and tag your family and friends.

$65 x 5 = $325

4 HOURS

STOREFRONTS. Sign up and sell for at least 4 storefront hours in the Trail's End App. The average Scout sells over $125/hr at storefronts!
Pro Tip: Make the most of your storefront time by working with only one Scout and parent per shift.

$125 x 4 hr = $500

3 HOURS

WAGON SALES. Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. Scouts sell over $100/hr on average!
Pro Tip: Wear your uniform, and practice your popcorn sales speech.

$100 x 3 hr = $300

TOTAL SALES $1,125

Text **MYPLAN** to 62771 to download: How to Sell $1,000 in under 8 hours

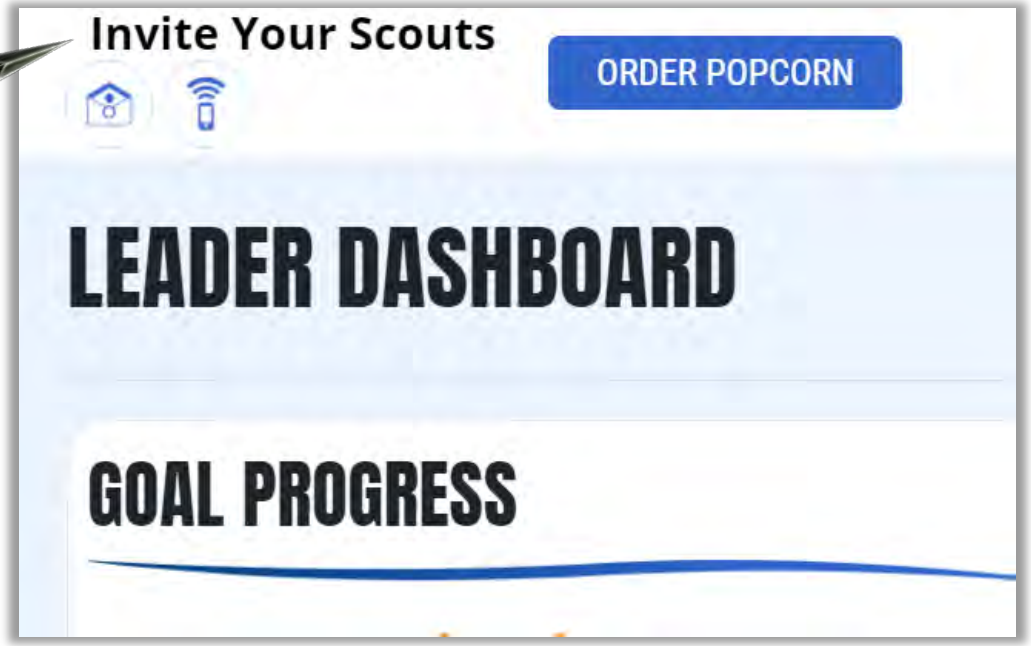
Steps to Success

1. Build Your Plan
   - 2021-2022 Program Plan & Budget
   - Selling Methods
   - Unit Incentives (pie in the face)
   - Communication / Unit Kickoff

2. Invite Scouts to Register

3. Hold ‘High Energy’ Unit Kickoff
   - Present 2021-2022 Program Plan & Budget
   - Parent Buy-In
   - Scout Training
   - All Scouts Registered on Trail’s End App.
   - Use Kick-off PowerPoint on ‘Training’ tab on Leader Portal

LEADER PORTAL



GGAC – Build Your Plan

Trail's End®

2021 Program Planner

Trail's End — Over 70% goes to local Scouting

1. Enter all your activities and costs under each month.	**Pack**/Troop	100
2. Enter your number of Scouts and unit commission %.	Number of Scouts in Unit	20
3. Fill in the five shaded fields at the bottom of the sheet.	Unit Commission %	35%

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Popcorn Sale Kick Off	$100	Magician	$75	Pack Meeting Supplies	$100
Total Cost	**$100**	**Total Cost**	**$75**	**Total Cost**	**$100**

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Holiday Party	$200	Winter Fun Day	$50	Blue & Gold Dinner	$500
Total Cost	**$200**	**Total Cost**	**$50**	**Total Cost**	**$500**

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Pinewood Derby	$500	Activity	$50	Spring Family Picnic	$300
Total Cost	**$500**	**Total Cost**	**$50**	**Total Cost**	**$300**

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Day Camp Fees	$1,000	Activity	$75	Fall Kick Off	$150
Total Cost	**$1,000**	**Total Cost**	**$75**	**Total Cost**	**$150**

$66	**Registration & Insurance**	**Total Activity Cost & Expenses**	**$5,640**
$24	**Boy's Life**	**Other Unit Expenses**	**$0**
$12	**Advancements**	**Unit Sales Goal**	**$16,114**
$25	**Joining Fee**	**Scout Sales Goal**	**$806**
$2,540	**Total Expenses**	**Unit Commission**	**$5,640**

Budgeting

Unit Program Planner

Set a goal

Program Planner template available at GGAC Popcorn Page

Trail's End®

Unit Commission

32%
(Online Sales)

28-34%
(In-Person Sales)

GGAC

Trail's End®

Important Dates

- **Wed June 16th** – TE Webinars Began
- **Mon. Aug. 23rd** – Order #1: Unit places Order
- **Fri. Sept. 10th** – Order #1: Unit Pick-up
- **Mon. Sept. 20th** – Order #2: Unit places Order
- **Fri. Oct. 8th** – Order #2: Unit Pick-up
- **OCTOBER – ADDITIONAL ORDERS AS NEEDED**
- **Mon. Oct. 25th** – Final Order: Unit places Order
- **Fri. Nov. 5th** – Payment Due; Submit TE Rewards*
- **Fri. Nov. 12th** – Final Order: Unit Pick-up

*Let's get Scout's their gift card prior to Black Friday!

GGAC Storefronts

Trail's End®

SAVE TIME AND PREVENT DOUBLE BOOKINGS

Attend your District Kick-Off for more details.

POSSIBLE STORES

Safeway
Albertson's
Lowe's Home Improvement
Sam's Club
Sports Basement
Home Depot
Walmart
Food 4 Less
Smart & Final
Ace Hardware
Dale Hardware

And more…….!

IMPORTANT!

1. **Register your Unit**
2. **Sign up & Attend Webinar**
3. **Join Facebook** (www.facebook.com/TrailsEndPopcorn) & www.facebook.com/groups/1170354

TE Tech: Introduction / Demo

Trail's End <u>Leader Portal</u> (Unit Leaders)

- Portal for Unit Leaders to manage sale.
- Scout Roster.
- Storefront site & shift management.
- Real time sales data by Scout.
- Rewards submission

Trail's End <u>Scout App</u> (Scouts)

- Point of sale App for Scouts to sell popcorn.
- Track's sales real time; storefront shift management.
- Accepts credit card (swipe or manual entry).
- Works with ALL Square Readers.

<u>Demo</u>

- Register Your Unit
- Register for a Webinar
- Sign up on Facebook
- TE Leader Portal
  - How to place order
- TE Scout App

Trail’s End Rewards

TRAIL'S END REWARDS

Scouts have earned over $5.6 million in Trail's End Rewards since 2019!

Learn more at https://www.trails-end.com/rewards

1.5 PTS FOR EVERY $1 SOLD ONLINE DIRECT

Some Scouts are earning over $25/hr in Amazon.com gift cards.**

1.5 PTS FOR EVERY $1 SOLD CREDIT/DEBIT

Customers spent 27% more with credit cards vs cash in 2019.

1 PT FOR EVERY $1 SOLD CASH

Earn bonus Amazon.com gift cards and earn chances to win a PlayStation 5 or Xbox Series X.

Save time and Sell more:

- Scouts redeem Amazon.com gift cards in app.
- Saving time for unit leaders. No gathering, receiving, distributing, or replacing prizes.
- Surveyed unit leaders using TE Rewards; reported saving an average of 6+ hours.

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

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

SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app

Use displayed prices above are not enforced by Trail's End. Prices are suggested prices or percentages to be purchased with your Amazon.com Gift Card. Available. Participation requires asset to program terms at https://www.trails-end.com/terms

Online Direct

Trail's End®

EASIEST WAY FOR SCOUTS TO SELL

- Safest way for Scouts to sell
- Scouts earn ***1.5 Points*** for TE Rewards
- As many traditional products and prices as possible
- No handling of products/cash for Scout or unit
- Text order to customer to complete purchase on their phone
- New Online Direct features:
  - **Autoshare**
  - **Prior year customers ask**
  - **Subscriptions for American Heroes Donations**
  - **QR Code**
- Products popped fresh to order – shipped direct to customer

Online Direct

Trail's End®

HOW IT WORKS

TWO WAYS TO SELL

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click you link to place online orders.
3. Products ship to your customers.

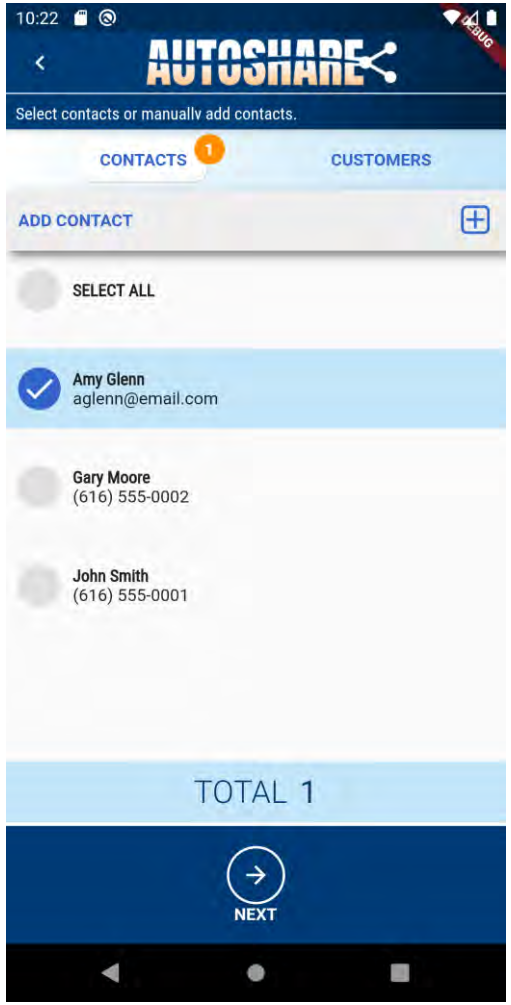
TAKE ONLINE DIRECT ORDERS IN THE APP

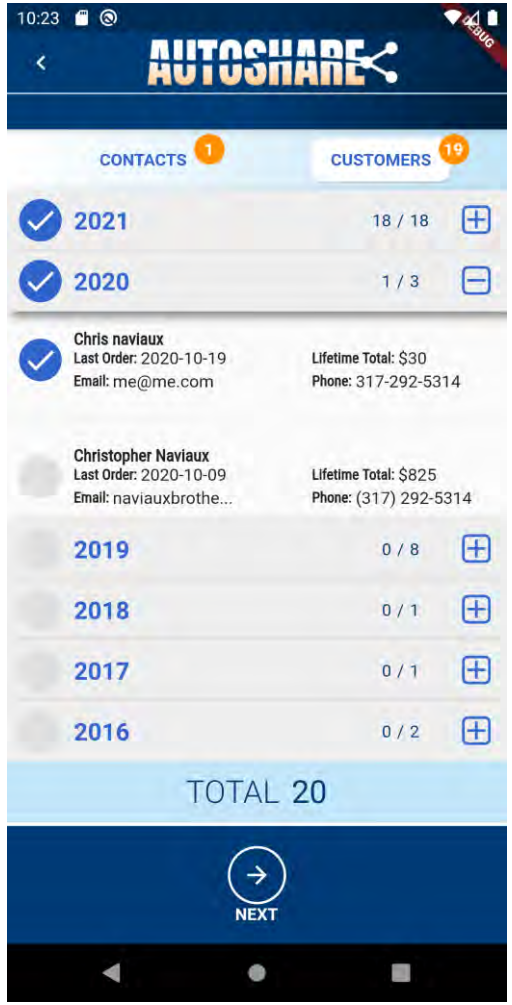
1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

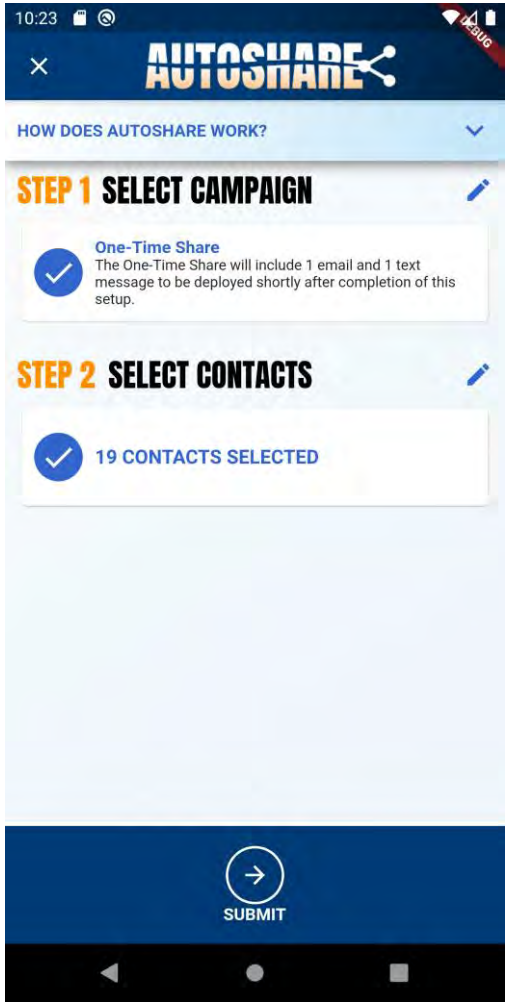
Online Sales – New Feature!

Trail's End®

Scouts can 'AUTOSHARE' with Contacts and/or Previous Customers!







Online Sales – New Feature!

Trail's End®

Show new Video on 'How' Autoshare Works

https://youtu.be/J6sAzOv6zfY

Trail’s End Products

$40
Sweet & Savory Collection Box

$25
Chocolatey Pretzels*

$25
Salted Caramel

$20
Kettle Corn

$20
12-pk Unbelievable Butter

$20
Blazin’ Hot

$20
White Cheddar

$15
Popping Corn

$10
Classic Caramel

$50
Gold American Heroes Donation

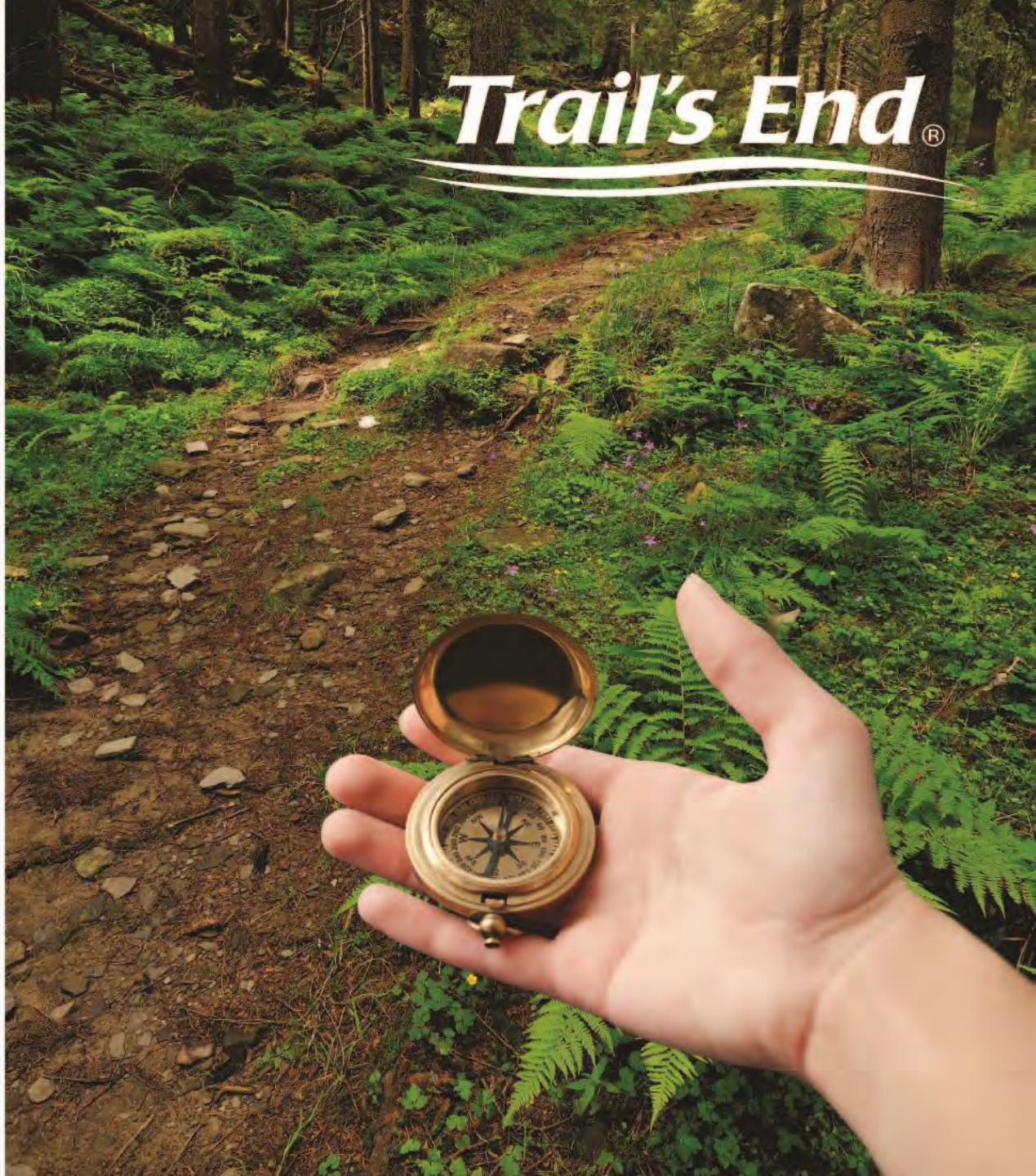
$1
American Heroes Donation

$30
Silver American Heroes Donation

***Chocolatey Pretzels available for Take Order only;**
ALL others available for both Show & Sell and Take Order.

Next Steps

1. Register your Unit
2. Sign up & Attend Webinar
3. Join Facebook
4. Build Your Plan (Budget & Unit KO)
5. Invite your Scouts!
6. Place Popcorn Order (Aug 23rd)

Questions?
Comments?

Thank you!!