

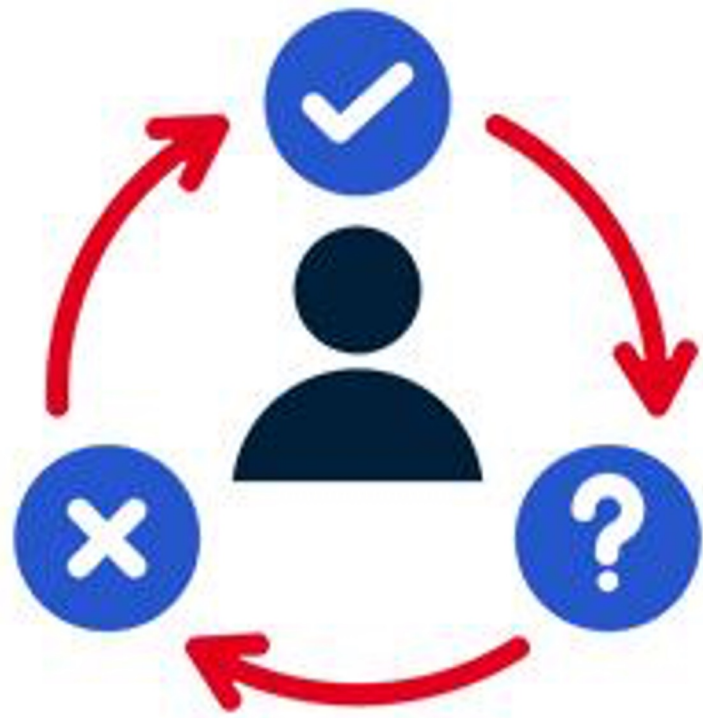


Trail's End®

Crossroads of America Council

Unit Leader Training

Powered by Popcorn



**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
- Add a new trip or campout for excitement.

Budget

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

Calendar

- Provide a monthly calendar of activities so parents can add dates to their family calendars.

Set Goals

- Total Program Costs ÷ Unit Commission = Unit Sales Goal.
- Divide Unit goal by # of Scouts to get Scout goals.

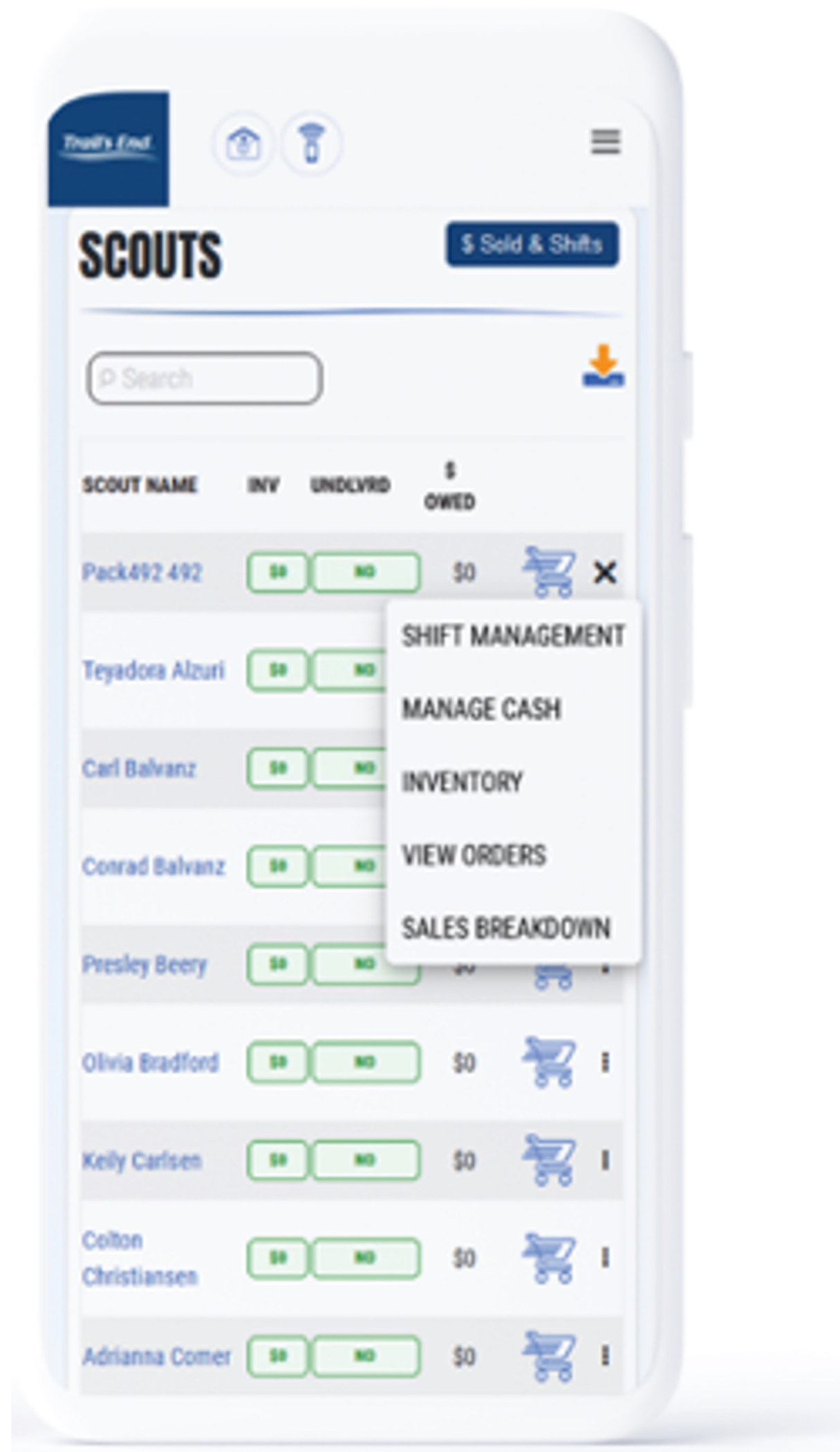
Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

Enjoy the Year!



Leader Portal



Your one-stop-shop for sale management!

- Order Popcorn
- Invite 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.

Leader Training

Videos

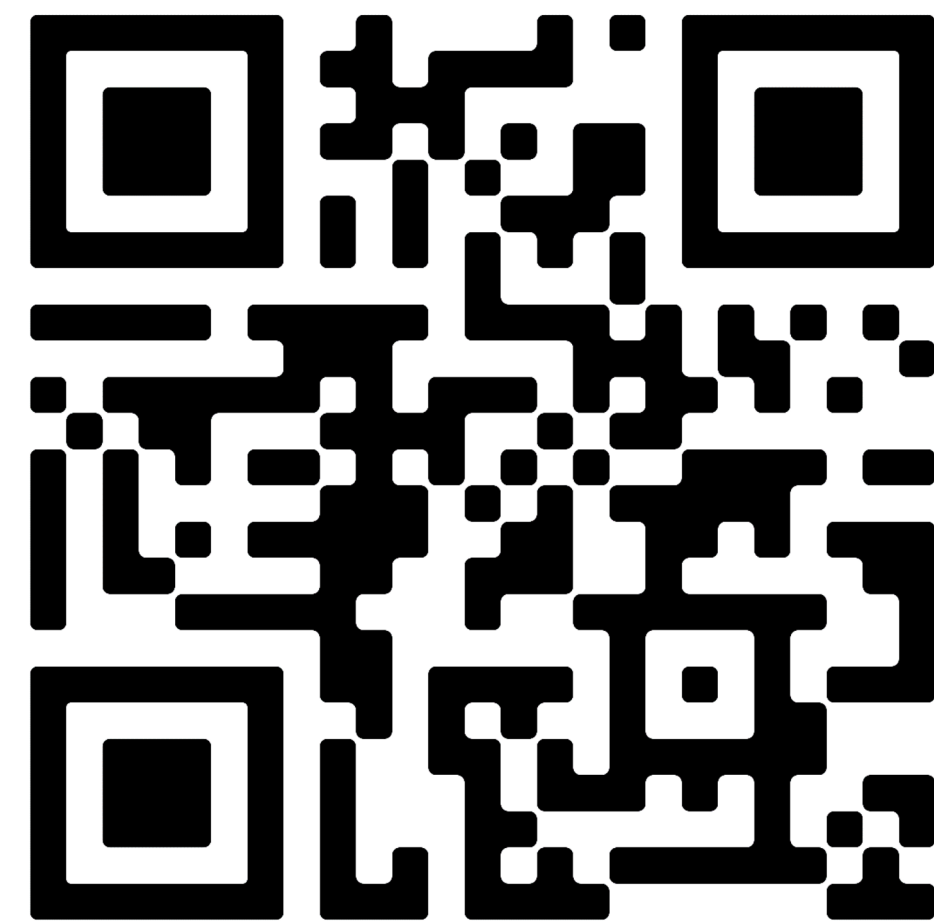
Leader Portal - Training page

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



Trail's End App

Trail's End[®]
Scout Fundraising

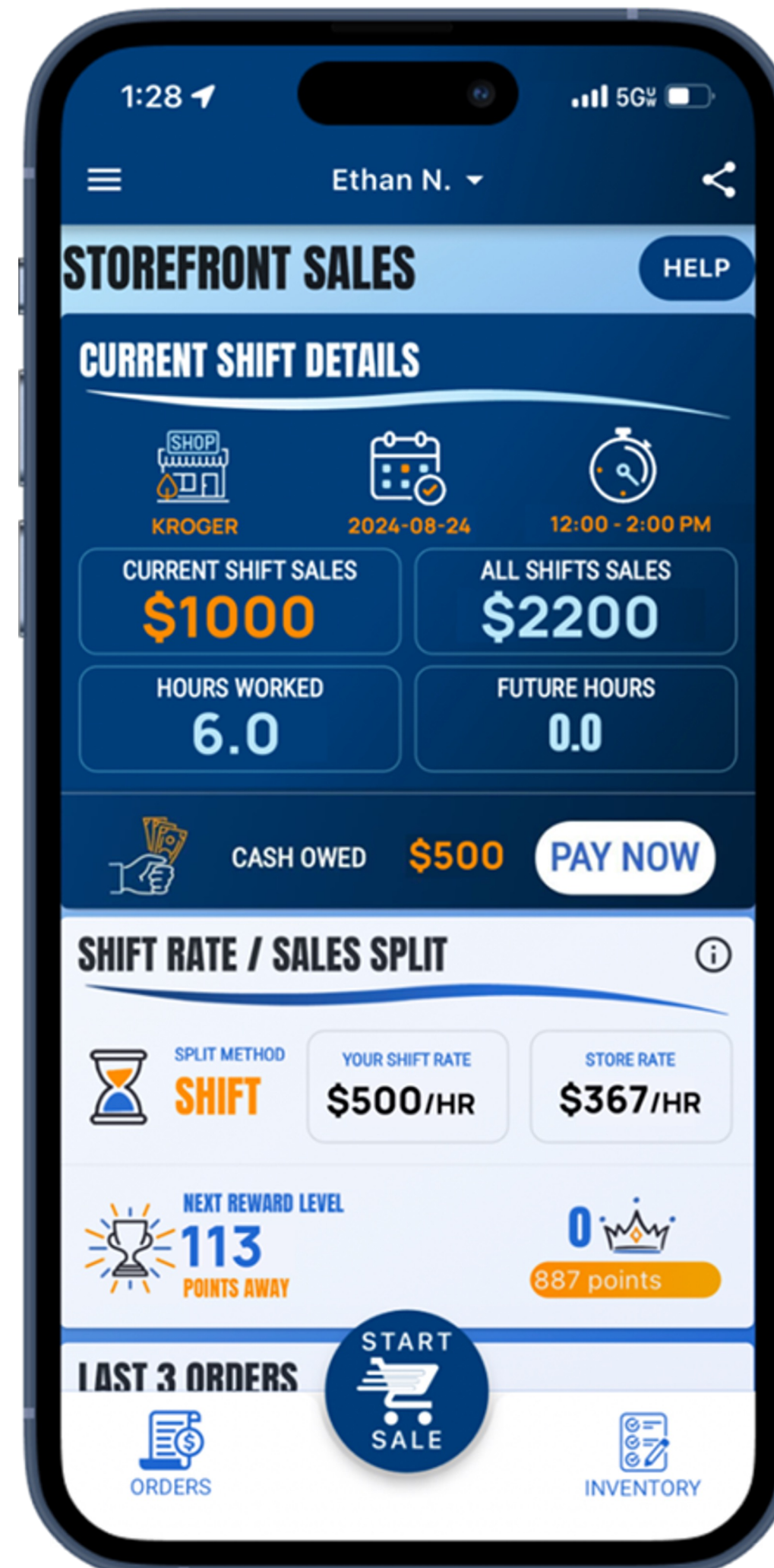
Save Time Managing Your Sale!

Scouts use the App 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 the 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

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

Cash to Credit™ (NEW)

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

Bonuses

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

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

Scout Rewards

Trail's End®

Scout Fundraising

Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts are credited for each sale they record.
 - Safest and Scout sales won't go down like other 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.



Storefront Best Practices

One Scout and their Parent - Making \$500/hour a Reality!

Prep

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

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- 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 everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Pitch

“Hi, my name is _____ and I’m earning my way
(first name only!)
to _____! Can I count on your support?
(goal for your funds)



My favorite flavor is _____. If you don't
(pick one!)
have cash, don't worry, we prefer credit card!”

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

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

Credit Card

Credit is Best for Scouts

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



NEW

Cash to Credit

Convert cash recorded in App.

Rewards: Turn 1 pt for each (cash) dollar collected into

Parents

1.25 pts

Leaders

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts on that shift earn more Rewards.

- Use their card and keep the cash.
- Available after shift until 2:59 am ET.
- Scouts on shifts that day earn more Rewards.

Products

Trail's End®
Scout Fundraising



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

NEW PROCESSES

Heroes & Helpers Donations

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



Online Best Practices

Safe & Easy

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

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a successful conclusion



Steps

Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.

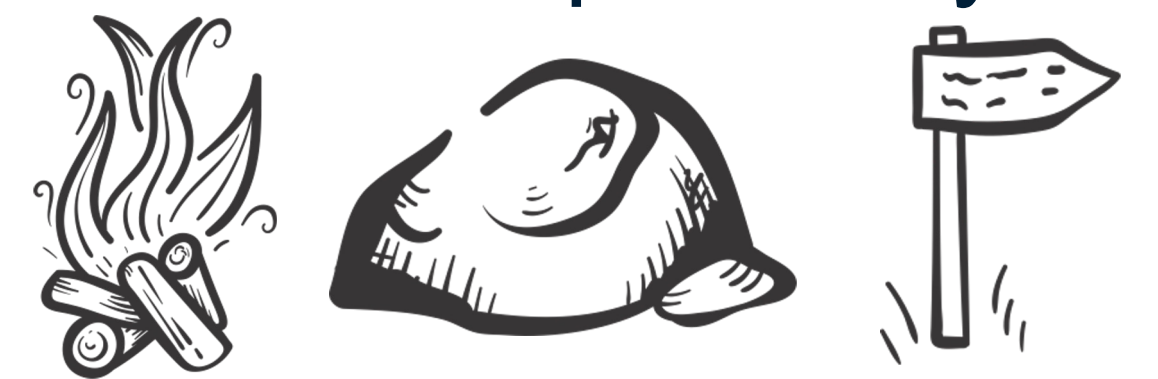


Submit Rewards

- Submit Unit’s Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit’s bank account on Unit Info page.
 - Click Request Payout.



Council Sale Details

Dates

- 7/20- Storefront Reservations
- 8/1- Initial Order Due
- 8/17- Sale Starts
- 8/25- 1st Replenishment Order
- 9/1- 2nd Replenishment Order
- 9/8- 3rd Replenishment Order
- 9/15- 4th Replenishment Order
- 9/22- 5th Replenishment Order
- 9/29- 6th Replenishment Order
- 10/27- Final Order Due
- 11/8- Final invoices to Units
- 11/14- Final invoice due

Commission

- Base- 33%
- Bonus-
 - Register for sale by 5/15 +2%
 - \$25k-34k in sales +2% -OR-
 - \$35k-44k in sales +3% -OR-
 - \$45k + in sales +4%
- Online- 35% for all sales

Pickup

- Initial order pickup @ IDS
Replenishment & final orders
pickup @ IDS or Belzer
- 8/15&16- Initial Order Pickup
 - 8/29- 1st Replenishment Pickup
 - 9/5- 2nd Replenishment Pickup
 - 9/12- 3rd Replenishment Pickup
 - 9/19- 4th Replenishment Pickup
 - 9/26- 5th Replenishment Pickup
 - 10/3- 6th Replenishment Pickup
 - 11/14- Final Order Pickup

Council Sale Details

Scout Incentives

- Sell \$1000+ = Slushie cup and free slushies at summer camp in 2025
- 2 online sales of \$60+ = 75 bonus Amazon Reward points
- Top Seller Banners and Recognition at Summer Camp 2025
- Top Seller Experiences at the Skip Lange Innovation Center

Unit Incentives

Increase sales over last year's to earn Crossroads of America Council gift cards

- \$1k increase = \$100 CAC gift card
- \$2.5k increase = \$200 CAC gift card
- \$5k increase = \$400 CAC gift card
- \$7.5k increase = \$600 CAC gift card
- \$10k increase = \$800 CAC gift card

New Unit Incentive

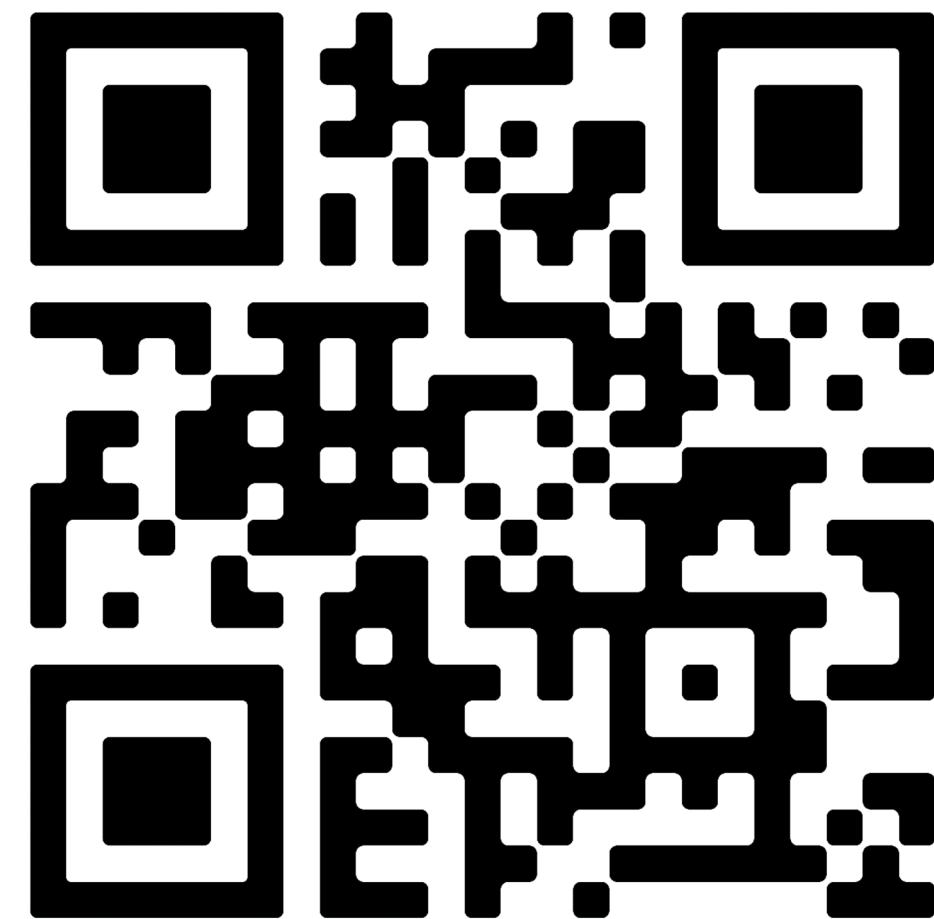
RISK free opportunity for any unit that did not sell in 2023!

- Unit receives starter kit worth \$570- product mix will be predetermined
- Unit is not charged for product
- Unit sells product and keeps commission
- Council will take responsibility for redistributing any unsold product

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

- Anne Herriage (Staff Advisor)
 - Anne.Herriage@crossroadsbsa.org
 - 317-813-7058
 - Jordan Sandoe (Staff Advisor)
 - jorsand@crossroadsbsa.org
 - 317-813-7121
 - Kim Julius (Council Kernel)
 - kimthebeliever1@gmail.com
 - Anna Beach (District Kernel)
 - aeheins@gmail.com
- Popcorn Page:
crossroadsbsa.org/support/popcorn/

Thank You!