



BOY SCOUTS OF AMERICA®



Fall 2019 Popcorn Sale!

**AMERICA'S POPCORN SALE - FUNDING
ADVENTURES!**

**OVER \$4 BILLION RETURNED TO SCOUTING
SINCE 1980**



WHY DO WE SELL POPCORN?



- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Improve our camps and council resources

OVER **\$4 BILLION** Returned to SCOUTING SINCE 1980





WHAT IS OUR SCOUTING PROGRAM?

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

- Yearly Membership Dues
- Scouts Life Magazine
- Advancements & Awards
- Camping Trips
- Christmas Pack Meeting
- Blue & Gold Banquet
- Pinewood Derby
- & More!



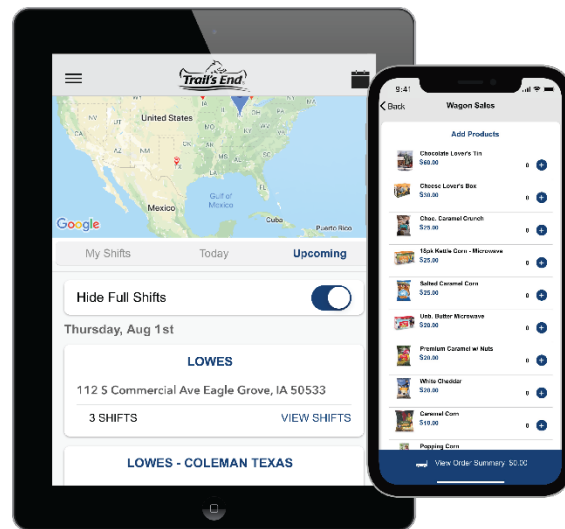


HOW DO WE SELL?



Download and sell with the Trail's End App. The app supports all the ways our unit sells.

- Store Fronts
- Door-to-Door (Wagon Sales)
- Friends & Family
- At the Office
- Online



Learn more at App.trails-end.com/Scouts



HOW TO SELL WITH THE APP?



Here is a video designed to help you sell with the app!

Just copy and paste the address below in your browser to view

<https://www.youtube.com/watch?v=SqyzkaqBmfM>



HOW TO SELL WITH THE APP



Trail's End

Form Fillable by Unit Leader:
Council: _____
District: _____
Unit: _____

Reach Your Goal Faster with the New Trail's End App



BENEFITS

- ☒ Accept Credit Cards Anytime, Anywhere for FREE
- ☒ Track All Your Popcorn and Sales in One Place
- ☒ Share Your Online Fundraising Page from Your Phone
- ☒ A Chance to Win Weekly Mt. Adventure Rewards

Start Selling Today!

1. Download the Trail's End App and Register a Scout Account
2. Set your goal, setup your online fundraising page, and share
3. Head out the door. Start funding your Scouting adventures and earning rewards!

Text APP to 62771 to get a link to download.

Download on the App Store

GET IT ON Google Play





READY TO EAT



White Cheddar Cheese



Premium Caramel Corn
with Almonds, Cashews &
Pecans



Salted Caramel
Corn



Classic Caramel Corn



MICROWAVABLE



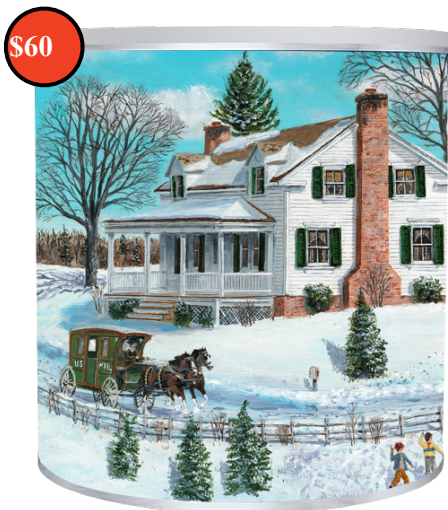
Kettle Corn – 18 Pack



Unbelievable Butter – 18 Pack



COLLECTIONS



Chocolate Lover's Collection Tin



Cheese Lover's Collection Box



MILITARY DONATIONS



Over \$45 million worth of popcorn donated to U.S. Troops!

\$30 Silver Level Donation

\$50 Gold Level Donation





OUR GOAL



We want to fund our Scouting program entirely with popcorn!

If each scout achieves \$700 in sales it would fund our entire year of scouting.

Each Scout is required to work at least one Show & Sell Shift.

Scouts can work additional storefront shifts, sell door-to-door, sell at their parents' workplace, and online to friends and family.

The more Scouts sell, the bigger the prize they earn!



TRAIL'S END REWARDS



TRAIL'S END REWARDS

EARN BIGGER REWARDS THAN EVER BEFORE

BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL'S END ACCOUNT.

SEE MORE PRIZES AT REWARDS.TRAILS-END.COM

KEEP GOING!

2018 TOP SELLERS

Sell
\$88,073
Beck
Virginia

Sell
\$88,017
Mason
Michigan

\$80,000
\$60,000
\$40,000
\$20,000

REWARD IDEAS:

FAMILY VACATION!

NO LIMIT

Sell above \$15,000 and earn 6% of your total sales in the form of an Amazon.com Gift Card.

Sell

\$3,500

Earn a \$225
Amazon.com Gift Card

REWARD IDEAS:

BONUS LEVEL

TRAIL'S END SCHOLARSHIP PROGRAM

Sell \$12,500 of qualifying Trail's End products in any calendar year and meet 6% of your total sales count towards your own Trail's End Scholarship. Gifts awarded, 6% of your sales each year will go towards the scholarship. You only have to hit the \$2,500 minimum sale time. Visit [www.trails-end.com/scholarship](#) for full program details.

Sell

\$2,500

Earn a \$150
Amazon.com Gift Card

REWARD IDEAS:

Sell

\$1,500

Earn a \$75
Amazon.com Gift Card

REWARD IDEAS:

Sell

\$1,000

Earn a \$45
Amazon.com Gift Card

REWARD IDEAS:

Sell

\$1,000

Earn a \$45
Amazon.com Gift Card

REWARD IDEAS:

Sell

\$750

Earn a \$30
Amazon.com Gift Card

REWARD IDEAS:

Sell

\$500

Earn a \$20
Amazon.com Gift Card

REWARD IDEAS:

Sell

\$350
Earn a \$10
Amazon.com Gift Card

REWARD IDEAS:

THE IMPORTANCE OF PROTECTING OUR ENVIRONMENT FOR FUTURE GENERATIONS IS ONE THAT WE ALL SHARE AND WE ARE COMMITTED TO PRESERVING IT AS SUCH. TRAILS' END PRODUCTS ARE MADE FROM HIGH QUALITY MATERIALS AND ARE DESIGNED TO LAST. WE STRONGLY ENCOURAGE OUR CUSTOMERS TO TAKE CARE OF THEIR EQUIPMENT AND TO USE IT RESPONSIBLY IN ORDER TO ENJOY IT FOR YEARS TO COME. WE ALSO ENCOURAGE OUR CUSTOMERS TO BE RESPONSIBLE CITIZENS AND TO FOLLOW LOCAL LAWS AND REGULATIONS WHEN USING OUR EQUIPMENT. WE STRONGLY DISCOURAGE ANYONE FROM MODIFYING OR ALTERING OUR EQUIPMENT IN ANY MANNER. ANYONE WHOSE EQUIPMENT IS MODIFIED OR ALTERED WILL VOID THE WARRANTY AND MAY BE SUBJECT TO LEGAL ACTION. WE STRONGLY DISCOURAGE ANYONE FROM USING OUR EQUIPMENT IN ILLEGAL OR UNLAWFUL MANNERS. WE STRONGLY DISCOURAGE ANYONE FROM USING OUR EQUIPMENT IN A MANNER THAT COULD CAUSE DAMAGE TO OTHER PEOPLE'S PROPERTY OR PERSONS. WE STRONGLY DISCOURAGE ANYONE FROM USING OUR EQUIPMENT IN A MANNER THAT COULD CAUSE DAMAGE TO THE ENVIRONMENT. WE STRONGLY DISCOURAGE ANYONE FROM USING OUR EQUIPMENT IN A MANNER THAT COULD CAUSE DAMAGE TO OURSELF OR OTHERS. WE STRONGLY DISCOURAGE ANYONE FROM USING OUR EQUIPMENT IN A MANNER THAT COULD CAUSE DAMAGE TO OUR BRAND OR REPUTATION. WE STRONGLY DISCOURAGE ANYONE FROM USING OUR EQUIPMENT IN A MANNER THAT COULD CAUSE DAMAGE TO OUR BUSINESS. WE STRONGLY DISC

- Buy the prizes YOU want with an Amazon.com Gift Card!
- Check out the prize flyer for ideas and then build your Amazon.com Wish List.
- Learn more at Rewards.Trails-End.com

- August 12 – November 3
- Earn one entry for every \$100 in credit card sales (App + online sales) to qualify each week.
- Weekly vacation giveaways and \$10 Amazon.com Gift Cards.





PACK 110 REWARDS



Earn a Popcorn Slide

Download App and Complete sign up



Move Up the Popcorn Board

Watch you Kernel go from the
Corn to the Popcorn Machine as you work
towards your goal!

Earn Tickets for a Special Raffle

Each time you work a Show & Sell Shift you
earn a Raffle Ticket for our extra special Popcorn Prize



PIES!



- Meet \$700 Goal, Earn 1 pie
- BONUS PIES!
 - Top Seller Overall
 - Top Seller in Each Den
 - Earn 1 pie for EACH Military Donation Sold



INCENTIVES



Scout Sells \$350- 1/2 of 2020 Dues are paid

Scout Sells \$700- All of 2020 Dues are paid

Scout Sells \$1000- All of 2020 Dues are paid PLUS we will pay for scout and 1 adult to attend TNAW campout at Camp La-No-Che March 6th - 8th

Any Scout that reaches \$2,500 will have 6% of their total sales put into their own Trails End Scholarship for College. Once enrolled, 6% of their sales each year will go into the scholarship.





SCOUTS GROW



- Character Development
- Gain Confidence
- Goal Setting
- Money Management
- Public Speaking
- Overcoming Fear & Rejection
- **Earn their way...**





WE'VE MADE IT EASY



We've made it easier than ever to sell popcorn this year...

- Trail's End App
 - Accept Credit Cards
 - Automatic Sales Tracking
- Show & Sell Shifts Available
- Online Sales





STOREFRONT SETUP



We've got all the equipment you need!

- Table
- Banner
- Table Cloth
- Cashbox
- Popcorn
- Square Reader
- Bring your own device





ONLINE SALES



Share your online fundraising page from the app!

- Free Shipping!
- Average online order is \$73
- Create your fundraising page with your story, Scouting photos and videos
- Share your page every Sunday via:
 - Social (Facebook, Twitter, etc.)
 - Text Message
 - Email
- *Each share averages \$33 in sales*

**FREE SHIPPING ON
EVERY ONLINE ORDER!**

SCOUTS WHO SHARED THEIR FUNDRAISING
PAGE DURING FREE SHIPPING IN 2018
SAW 60% MORE SALES.





KEY DATES



- Storefront Signups Live 09/17/2019
- Popcorn Sales Start 09/16/2019
- Show & Sale Dates
 - Saturday 10/5
 - Sunday 10/6
 - Saturday 10/12
 - Sunday 10/13
 - Saturday 10/19
 - Sunday 10/20
- Popcorn Orders/Money Due 10/21/2019
- Popcorn Party TBD





CONTACT INFORMATION



Cynthia Martin: Popcorn Kernel
brandonflpack110@yahoo.com
804-502-3166





**Thank You
Have a Great Sale!**

**AMERICA'S POPCORN SALE - FUNDING
ADVENTURES!**

**OVER \$4 BILLION BACK TO SCOUTING SINCE
1980**