



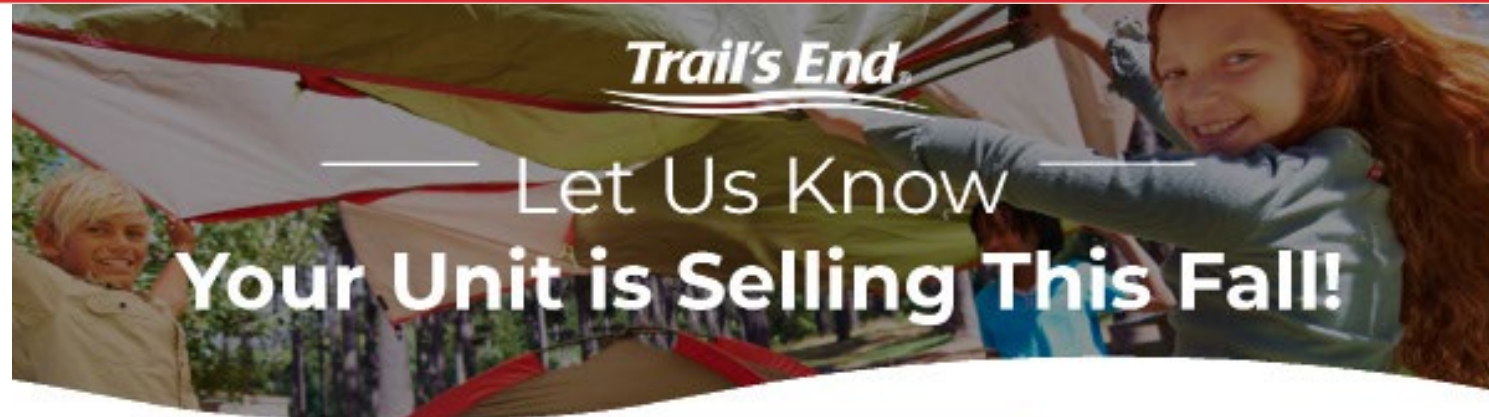
2023 Popcorn Kick Off

Chief Seattle Council



Register your group!

Trail's End[®]



It's important to register your unit for the Fall 2023 Sale.

Even if you aren't sure who the popcorn kernel will be, register now and you can add them as a team member later. Register today so you don't miss out on important promotions, communications, and sale updates!

REGISTER NOW: www.trails-end.com/unit-registration

Unit Team Members: View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'.

Support & Contacts

Trail's End[®]



Trail's End Facebook Group

facebook.com/groups/TEPopcornCommunity

Trail's End Support Email

Support@trails-end.com

Trail's End Support

support.trails-end.com/support/home

Trail's End Webinars

trails-end.com/webinars

Trail's End Website

trails-end.com

Council Support

Chaffin Hornor: Staff Advisor

chornor@seattlebsa.org

206-902-2329

Council Popcorn Website

www.seattlebsa.org/popcorn

Council Front Desk

206-725-5200

Why Sell Popcorn?



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
- Earn Amazon.com gift cards
 - 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

Why Sell Popcorn?



Fund Adventures

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn Rewards

- Amazon Gift Card
- Council Incentives
- Unit Incentives

Popcorn supports program!

- Scout's Program
- Group Program
- Council Program
- Customers connection to Scout Program
- Top-Sellers sell Scout program, not popcorn

Trail's End Programs



.... making life easier for you!



2022 Unit & Scout Recognition



CSC Top Selling Units



Rank	District	Unit	Total \$'s
1	Mt. Tahoma	Pack 712	\$35,932
2	Duwamish	Pack 284	\$30,038
3	Mt. Tahoma	Troop 401	\$29,770
4	Duwamish	Troop 284	\$28,342
5	Mt. Tahoma	Troop 501	\$27,634
6	Duwamish	Troop 282	\$23,988
7	Mt. Tahoma	Pack 495	\$20,379
8	Alpine	Pack 679	\$19,529
9	Kitsap	Pack 4544	\$19,510
10	Alpine	Pack 551	\$18,566
11	Mt. Tahoma	Pack 501	\$18,146
12	Mt. Tahoma	Pack 460	\$17,475
13	Mt. Tahoma	Pack 455	\$17,217
14	Kitsap	Pack 4529	\$15,017
15	Mt. Tahoma	Troop 517	\$14,970
16	Lake Shores	Pack 629	\$14,859
17	Kitsap	Pack 4528	\$13,703
18	Kitsap	Troop 1540	\$12,000
19	Alpine	Pack 682	\$11,758
20	Mt. Tahoma	Pack 506	\$11,653

CSC Top Selling Scouts



Rank	District	Unit	Scout	Total Sales
1	Duwamish	Troop 284	Samuel V	\$11,841
2	Mt. Tahoma	Troop 501	Aiden R	\$9,334
3	Duwamish	Troop 282	Keara K	\$9,244
4	Mt. Tahoma	Troop 517	DUKE T	\$8,855
5	Duwamish	Troop 282	Timothy B	\$8,806
6	Mt. Tahoma	Pack 501	Beautiful R	\$8,369
7	Mt. Tahoma	Pack 501	Luke P	\$5,926
8	Mt. Tahoma	Troop 501	James D	\$5,679
9	Kitsap	Pack 4528	Spencer B	\$5,629
10	Mt. Tahoma	Troop 501	Atticus D	\$5,535
11	Mt. Tahoma	Troop 401	Ethan M	\$5,348
12	Duwamish	Pack 284	Stella G	\$5,059
13	Mt. Tahoma	Troop 501	Bryson B	\$4,863
14	Mt. Tahoma	Troop 401	Joshua C	\$4,715
15	Aurora	Pack 319	Trevor F	\$4,450
16	Mt. Tahoma	Troop 401	Darren B	\$4,342
17	Alpine	Pack 679	Lincoln P	\$4,272
18	Mt. Tahoma	Pack 712	Jack E	\$4,252
19	Mt. Tahoma	Troop 401	Ada B	\$4,173
20	Mt. Tahoma	Troop 401	Cameron D	\$4,033

CSC Traditional Sale Review



- National Scout Avg.: \$637
- Chief Seattle Council Scout Avg.: \$917
 - 44% Higher than National Avg.!
- Chief Seattle Council Unit Avg.: \$9,351
- 646 Scouts had a Sale
- 183 Scouts Sold \$1,000+
- Scout Hourly Sales Avg.: \$100



2023 Commission



Commission

Trail's End[®]



37% on all sales (online direct, store front, wagon sales, take order). Keep it simple.

One of the highest commissions nationally.

Commission Checks

Trail's End®



Groups will only have to pay Chief Seattle Council if they have a negative (net sales balance). We suggest groups process sales through the Trail's End app/website to keep their balance up to date.

- Online Direct sales are automatically process in the app/website.
- Credit/debit card sales are automatically process in the app/website.
- **Checks & cash deposited into group's bank account.**
 - **No need for deposit slips.**

The deadline to pay off a negative balance **December 16.**

2023 Changes

Trail's End[®]



- Increased Trail's End app stability
- Cash and checks into Group bank accounts
 - **No need for deposit slips**
- New Products
- New Pricing
- First order will guarantee product on-hand
- Top-Seller Party
- Focus on selling our program
- Focus on growing groups' sale total
- No more Trail's End scholarship

2022 Changes Reminder

Trail's End®



- Trail's End app and Unit Leader/Parent website
- Updated Trail's End rewards
- Three Order Dates
- Trail's End app storefront scheduling and allocation
- 10% Returns
 - **Units won't be stuck with product**
- Requiring Trail's End app and website
- ACH Commission Payment

Popcorn Dates Timeline

Trail's End[®]



July 15-21: Site sale reservation

July 24: First product orders due

August 10: (Mt. Tahoma, Grand Columbia & Kitsap) product pick-up

August 11: (King County) product pick-up

August 12: First day of site sales

September 4: Second product orders due

September 14: (Mt. Tahoma, Grand Columbia & Kitsap) product pick-up

September 15: (King County) product pick-up

October 31: Last day of sale

November 6: Final product orders due

November 10: Final product returns due

November 19: Show & Sell payments due

November 23: (Mt. Tahoma & Kitsap) Final product pick-up

November 24: (King County and Mt. Olympus) Final product pick-up

December 16: Final payments, prize orders, and bonus forms due



Products



2023 Product Mix



Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$20



White Cheddar

\$20



S'Mores

\$25



12pk Unbelievable
Butter Microwave

\$25



Salted Caramel

\$25



2023 Product Mix



Chocolatey
Pretzels

\$30



Sea Salt

\$50



**SHOW YOUR SUPPORT
WITH A DONATION TO
AMERICAN HEROES!**

Donation Levels

\$50

\$30

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

**Heroes & Helpers Donation
Program
(including the \$1 Donation)**

70% BACK TO FUTURE LEADERS*

CHOCOLATEY
PRETZELS

\$30



**IMPROVED
FLAVOR!**
WHITE CHEDDAR
POPCORN

\$20



**SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!**

Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels: \$50 \$30 \$1 Custom amount
For details visit trails-end.com/terms

UNBELIEVABLE BUTTER
MICROWAVE POPCORN

\$25



POPPING CORN

\$20



NEW!
S'MORES
POPCORN

\$25



SWEET & SALTY
KETTLE CORN

\$15



NEW!
28PK SNACK PACK
SEA SALT POPCORN

\$50



SALTED CARAMEL
CORN

\$25



MORE PRODUCTS
AVAILABLE THROUGH
ONLINE DIRECT

trails-end.com/direct



ALLERGEN &
NUTRITIONAL FACTS

trails-end.com/nutrition

Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing and specifications subject to availability and change without notice.
*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see trails-end.com/terms for more details.



ADVENTURE AWAITS



Scan the QR code
DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!

trails-end.com/app



Kernel Checklist

Trail's End[®]



July/August

- Determine your budget & set your goals
- Place initial order
- Attend a Trail's End Webinar
- Join the Trail's End Facebook Group
- Hold your Unit Kickoff

September

- It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
- Check Council calendar for replenishment opportunities
- Communicate with your Unit, i.e., your progress toward your goal, storefront opportunities, key dates, etc.
- Motivate your Scouts & Families, i.e., incentives and reminders of what your unit will do with funds

October

- Collect cash due from Scouts
- Place your final order
- Distribute popcorn and ensure deliveries are made
- Pay your Council invoice or request your payout
- Submit rewards for your Scouts
- Celebrate your Success!

Unit Kickoff

Trail's End[®]



Make it fun

- Build excitement with food, games, and prizes

Set Goals

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

Get started with the Trail's End App

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

Talk about prizes

- Trail's End Rewards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates



Rewards



Trail's End Rewards



Back for 2023! Continue to save time and sell more!

- Scouts still redeem [Amazon.com](https://www.amazon.com) gift cards in app.
- Time save for unit leaders. No approving, receiving, distributing, or replacing prizes.
- TE Rewards reported saving an average of 6+ hours for leaders.
- Prizes are better! More value and more choices.
- Amazon offers 500 million items! (vs 5-6 per level with other prize vendors)



Trail's End™

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

POINTS	GIFT CARD
17,500	10% of total sale
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

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know? 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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*Based on average Council program. May vary by your Council.

Price & colors may vary. Examples of the types of prizes available on Amazon.

Trail's End Rewards

Trail's End®



2023 Amazon Gift Cards Earned

<u>Scout Points</u>	<u>Gift Card Amount</u>
17,500+	10%*
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

1.25 points per every \$1 sold with Credit/Debit in Trail's End App.

1 point per every \$1 sold with Cash and Online Direct in the Trail's End App.

*Earn above 17,500 and earn 10% of total sales in the form of an Amazon Gift Card.

Why do Scouts like Trail's End Rewards?

- Earn more points with online and card sales
- Bigger and more prize choices on Amazon
- Get prizes faster
- Delivered to their door

Why do Leaders like 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 Scouts and leaders through the app.

Council Specific Rewards

Trail's End[®]



Sell \$2,000

Receive a top seller hoodie with name/sale total printed on it along with in-person party

Sell \$1,000

Receive tickets to a Mariners game in the spring of 2024.

Complete a sale

Receive a 2023 popcorn patch.

Trail's End Scholarship

Trail's End[®]



**The Scholarship Program was discontinued
January 1, 2020 for new Scouts.**

**Scouts can no longer receive credit for their
scholarship in 2023. 2022 was the last year.**

Popcorn Supports Program

Trail's End[®]



Fund your program related expenses and activities.

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Summer Camp
- Camp Edward
- Group Guests
- High Adventure
- Day Camp
- Blue & Gold Banquet
- Pinewood Derby
- Meeting Supplies & Equipment
- Unique events to your group
- and more...

How can we sell?

Trail's End[®]



Store Front Sales
Wagon Sales
Take Orders
Online Sales

2023 CSC Sale Dates

Trail's End[®]



Show and Sell #1:

- Unit Orders Due – Mon. July 24th
- Order Due to TE – Tues. July 25th
- Delivery Day – Thurs. Aug 10th
- Distribution to Units – Thurs. Aug 10th & Fri. Aug 11th

Show and Sell #2:

- Unit Orders Due – Mon. Sept 4th
- Order Due to TE – Tues. Sept 5th
- Delivery Day – Thurs. Sept 14th
- Distribution to Units – Thurs. Sept 14th & Fri. Sept 15th

2023 CSC Sale Dates

Trail's End[®]



Donation & Take Order Date (Take Order):

- Unit Orders Due – Mon. Nov 6th
- Order Due to TE – Tues. Nov 7th
- Delivery Day – Wed. Nov 22nd
- Distribution to Units – Wed. Nov 22nd & Thurs. Nov 23rd

Store Front Sales

Trail's End[®]



Groups have the option of starting their store-front sales anytime between August 14 & October 31.

King County districts will be managed through the Trail's End app/website. All sites managed last year have been approached, plus additional sites.

Leaders will select, view, and claim site sales through the Trail's End Unit Leader portal. Between **July 15 and 21** groups will reserve sites. The sites will be allocated in rounds (each day), by district, and previous year sale totals.

Kitsap is managed through district popcorn volunteers. Groups will select, view, and claim site sales the **same way as previous years.**

Grand Columbia & Mt. Olympus managed their own site sales.

Groups can approach stores and businesses not coordinated by the district or council.

Storefront Scheduling

Trail's End[®]



Storefront Claiming Dates / Rules

July 15, \$20k+ Units get **3 picks** in their district

July 16, \$20k+ Units get **3 picks** in their district

July 17, \$10k+ Units get **2 picks** in their district

July 18, \$10k+ Units get **2 picks** in their district

July 19, All Units get **2 picks** in their district

July 20, All Units get **2 picks** in the Council

July 21, Unlimited

*Time slots become available at **9 AM PST** everyone day*



Storefront Unit Communications

Storefront Email Scheduling

- Program Announcement - 6/19
- Claiming Announcement - 6/24
- Claiming How To - 7/11
- Shifts Available NOW - 7/25

*** All Emails contain a list of stores**

Wagon Sales (With Product)

Trail's End®



Scouts have product on hand and go door-to-door to ask for support. This is a great method for neighborhoods with homes close together.

Customers will receive their popcorn orders quicker and the sale is simpler than a take order.

Product needs to be on hand with the Scout when asking customers.

Any leftover product can be used to fill take orders or transferred to other groups.

10% of a group's cases can be returned, no chocolate.

Wagon Sales (Take Order)

Trail's End[®]



Scouts collect orders in the Trail's End app and mark product as "undelivered" to be delivered later. Scouts can go through their neighborhood, parent's place of work, and ask friends/family members.

It's up to the Scout to decide when payment is collected. We suggest Scouts collect payment when the Take Order is asked.

Popcorn can be picked up at any of the popcorn delivery dates.

Scouts can use a take order form for record keeping but all orders need to be recorded in the app/website.

Online Direct

Trail's End[®]



- Sell in-person and online through email, text, and social media.
- Scouts earn **1.25 Points** for TE Rewards.
- Traditional products and prices.
 - Record sales in the Trail's End app
- No handling of products/cash for Scout or unit
 - Product delivered directly to customer
 - Recorded in the Trail's End app
- Text order to customer to complete purchase on their phone
- New Online Direct features:
 - Autoshare
 - Prior year customers ask
 - QR Code



Online Sales

Trail's End[®]



Set up an account in Trail's End.

Anyone can purchase, no matter where through the Trail's End website, www.Trails-End.com.

Scouts can be found on Trail's End website.

Search for a Scout to Support



First Name

Last Name

Zip Code

- OR -

Enter Scout Code

SEARCH



2023 Trail's End Tech



Unit Leader Portal



All functionality built for mobile (size iPhone 7+)

SCOUTS \$ Sold & Shifts

Search

SCOUT NAME	INV	UNDLVRD	\$ OWED
Pack492 492	\$0	NO	\$0
Teyadora Alzuri	\$0	NO	
Carl Balvanz	\$0	NO	
Conrad Balvanz	\$0	NO	
Presley Beery	\$0	NO	
Olivia Bradford	\$0	NO	\$0
Kelly Carlsen	\$0	NO	\$0
Colton Christiansen	\$0	NO	\$0
Adrianna Comer	\$0	NO	\$0

- SHIFT MANAGEMENT
- MANAGE CASH
- INVENTORY
- VIEW ORDERS
- SALES BREAKDOWN

SCOUTS \$ Sold & Shifts

Search

SCOUT NAME	INV	UNDLVRD	\$ OWED
------------	-----	---------	---------

INVENTORY MANAGEMENT

A negative inventory quantity indicates a sale has been recorded reducing the Scout's inventory. If the unit has not transferred inventory to the Scout, the quantity will become negative.

PRODUCTS \$1 American Heroes Donation

QTY AT UNIT 409.52

SCOUT INVENTORY 0

TRANSFER/ADJUST QTY 0

TRANSFER ACTION --Choose One--

REASON --Choose One--

PRODUCTS 12oz Salted Virginia

POPCORN ORDERS

Change the year in the campaign dropdown menu to view orders from previous years.

Invoice Statement

DATE	11/3/21
ORDER NAME	Final Take Order
	11/17/2021
RETAIL	\$6,150.00
STATUS	APPROVED
	VIEW
DATE	10/3/21
ORDER NAME	Replenishment #4
	Oct 7 Pickup
	10/19/2021
RETAIL	\$8,775.00
STATUS	APPROVED
	VIEW

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Trail's End Storefronts!

Trail's End[®]



Trail's End[®]

Jared Shepherd

Pack 15
Timpanogos
Crossroads of the West Council



Dashboard

Unit Info

Training

Storefront Management

Storefront Reservations

Invite Your Scouts



ORDER POPCORN

GOAL PROGRESS



\$0

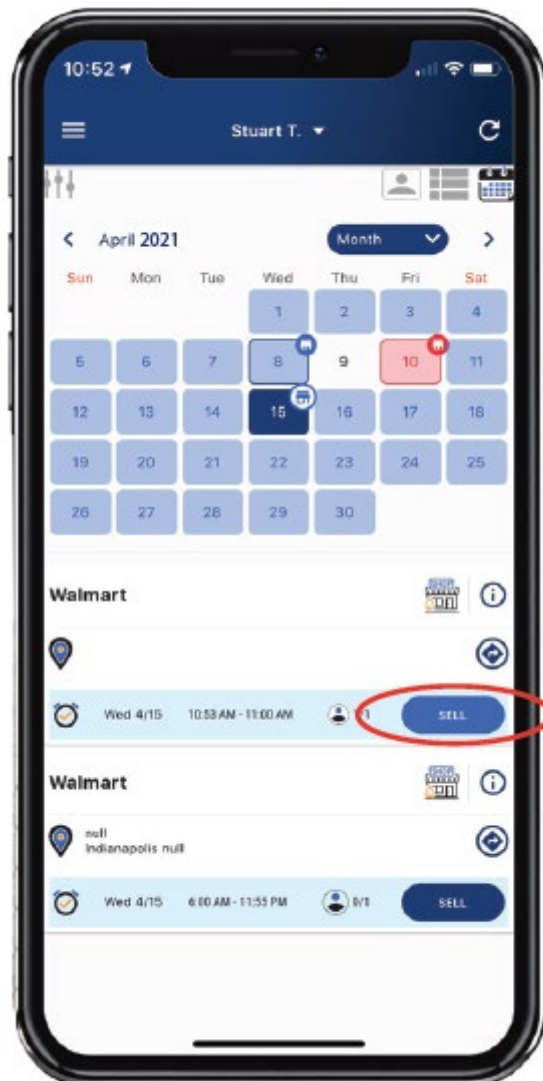
KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SCOUTS



Trail's End Storefront Scheduling

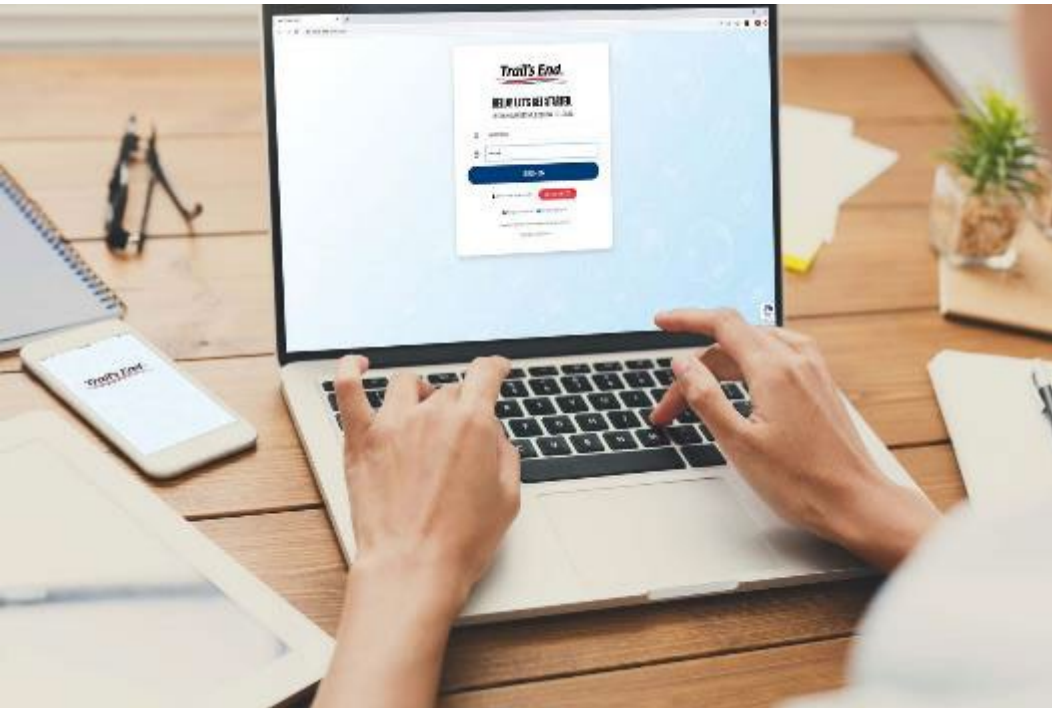
Trail's End®



- Stores are book in the Trai's End system.
 - Lowe's, Safeway, QFC, Fred Meyer
- Units don't have to spend time booking stores
- **Pre-load** top selling Units and their stores into system
- Easily managed thru Leader Portal & the App

Trail's End Leader Portal

Trail's End®



One Platform to Manage Your Sale & Save Time

- **Manage sale in one place!**
- **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
- **Track Inventory** - Keep track of inventory levels and know where products are in real-time.
- **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for site sale slots.
- Set your unit/Scout(s) goal.
- **Unit to Unit product transfers**
- **Place Popcorn Orders** - Order popcorn for your council's scheduled pick-ups.
- **Submit Rewards** - Submit Trail's End Scout rewards.

Login at: www.Trails-End.com

with your Trail's End Leader account.

Invite your Scouts to register/create accounts.

Trail's End Scout App

Trail's End®



SAVE TIME MANAGING YOUR SALE!

The app is for Scouts to track and report real-time storefront, wagon and online sales, **accept cash and credit cards**, track inventory by Scout and storefront, and schedule Scouts for storefronts.

FREE CREDIT CARD PROCESSING

- Powered by Square
- Every Scout and sale will receive free payment processing.
- Compatible with all Square Readers.
 - Not required to take credit/debit cards.

SIMPLER AND SMOOTHER INTERFACE

- NEW 'text order/cart' feature for socially distant payments.
- Scout families can turn in cash payments via credit card.
- Login portal streamlined and the importance of accessibility via smartphone.



Trail's End Scout App

Trail's End®



CREDIT/DEBIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "**WE PREFER CREDIT/DEBIT**"

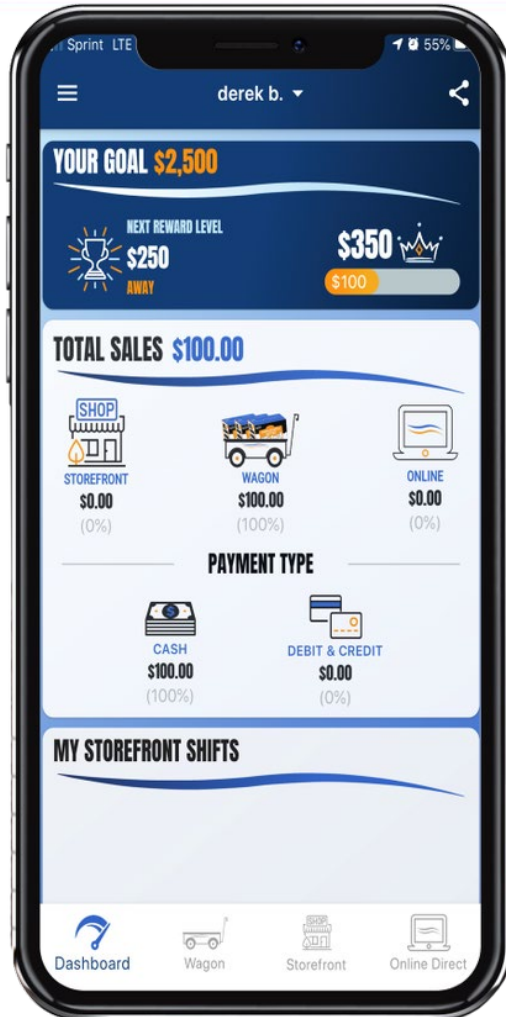
- **Bigger Rewards** – Earn 1.25pts per \$1 sold in the Trail's End App
- **Safer** – Scouts and Popcorn Kernels don't have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry

Text **APPGUIDE** to 62771 to download the App Quick Start Guide



Trail's End App

Trail's End®



Key Benefits

- Free Credit Card Processing
- Real-time tracking and reporting of sales, inventory and storefront registrations.
- Families can turn in cash payments via credit card.
- System-calculated Scout sales for easy Trail's End Rewards ordering.
- Take Online Direct orders in the app as way to fundraise while social distancing.

Proven Results

- Used by over 14,500 units & 160,000 Scouts.
- Over 10% growth for units that recorded more than 75% of sales in the app..
- Credit Card transactions averaged 27% higher than cash.

Text **APP** to 62771 to download.



Three types of sessions:

**New Kernel
Returning Kernel
Office Hours**

www.trails-end.com/webinars

Register for a Webinar

Trail's End®



Trail's End

SCOUTS

LEADERS

SHOP

LOG IN

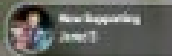
REGISTER

FREE SHIPPING on orders \$55 or more

Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2018.



New Kernel Training

Audience: New Kernels



Refining Kernel Training

Audience: Refining Kernels



New Kernel Training

An introduction to the world of support for all new Region Kernels. Offering in-depth training of the Trail's End Unit Leader Portal, Trail's End App and Best Practices to help get you started on the right track! All-Webinar Training - 100%

Audience: New Kernels

DATE	DAY OF WEEK	TIME CST	
2021-06-16	Wednesday	09:30 PM	REGISTER
2021-06-16	Wednesday	06:30 PM	REGISTER
2021-06-16	Wednesday	09:30 PM	REGISTER
2021-06-18	Friday	09:30 PM	REGISTER
2021-06-18	Friday	06:30 PM	REGISTER
2021-06-18	Friday	09:30 PM	REGISTER

Trail's End Facebook

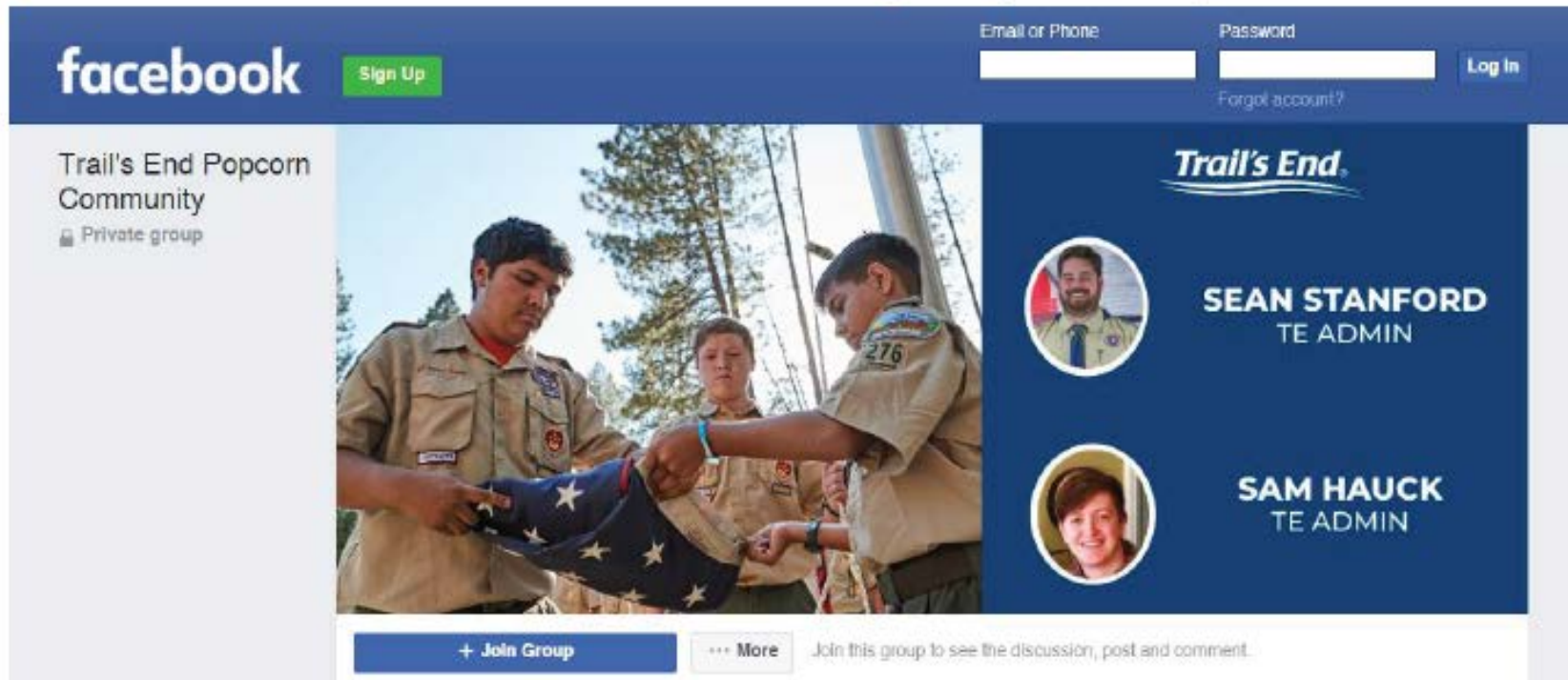
Trail's End[®]



Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community .

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!



The screenshot shows the Facebook interface for the "Trail's End Popcorn Community". At the top, there is a navigation bar with the Facebook logo, a "Sign Up" button, and login fields for "Email or Phone" and "Password" with a "Log In" button and a "Forgot account?" link. The main content area features a large photo of three scouts in uniform working on a project. To the right of the photo, there is a dark blue sidebar with the "Trail's End" logo and two administrators: "SEAN STANFORD TE ADMIN" and "SAM HAUCK TE ADMIN". At the bottom, there is a "Join Group" button and a "More" button with a tooltip that says "Join this group to see the discussion, post and comment."

Local Facebook Groups

Trail's End[®]



Join the council Facebook group and your local groups. The goal of these groups is to notify other groups of your inventory needs, let others know you have extra, keep up to date with any changes, have your questions answered, and share best practices.

[Chief Seattle Council Facebook Page](#)

[Alpine Facebook Page](#)

[Duwamish Facebook Page](#)

[Aurora Facebook Page](#)

[Mt Tahoma Facebook Page](#)

[Peninsulas District Facebook Page](#)

[Northern Trails District Facebook Page](#)

[Lake Shores District Facebook Page](#)

[Grand Columbia Territory Facebook Page](#)



Chaffin Hornor
chornor@seattlebsa.org
206-902-2329



**Remain in the meeting for questions or
leave at any time when your questions
have been answered.**

Thank you!

Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUJ22

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Rewards

Reports

Share Your Page:



YOUR GOAL
\$2,500

\$0

Hello, Addilyn!



PERCENT OF GOAL



\$0

DO YOUR BEST! KEEP GOING!
YOU'RE ONLY **\$2,500** AWAY FROM GOAL

MY STOREFRONT SHIFTS

[Book a Shift](#)

No data available

TOTAL SALES

STOREFRONT
\$0
(0%)

WAGON
\$0
(0%)

ONLINE
\$0
(0%)

FACE-TO-FACE

[Record Wagon Sale](#)

ONLINE

[View More](#)

Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUJ22

Share Your Page:



YOUR GOAL
\$2,500
\$0

Hello, Addilyn!



WAGON SALES

Record Wagon Sale

2020 SELLING CAM...

WAGON SALES



\$0.00

CASH OWED TO UNIT



\$0.00

SALES BY PAYMENT



CASH
\$0.00
CREDIT
\$0.00

AVERAGE ORDER VALUE



\$0.00

WAGON SALES BY PRODUCT

No data available

PRODUCT	ON HAND	DELIVERED	UNDELIVERED	TOTAL SOLD	% OF SALES
TOTALS	0	0	0	0	100%

WAGON SALE ORDERS

all | delivered | undelivered

Search

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Share Your Page:



YOUR GOAL
\$2,500



Hello, Addilyn!



STOREFRONT SALES

2020 SELLING CAMPAIGN

MANAGE STOREFRONT SHIFTS

< April 2020 >


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

No events today

STATS


TOTAL SALES
\$0.00


SPLIT METHOD
DAY


SALES BY PAYMENT
CASH CREDIT
\$0.00 \$0.00


STOREFRONT HOURS
WORKED FUTURE
0 0

DO YOUR BEST! KEEP GOING!

Type here to search

5:00 PM

Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUJZ2

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Share Your Page:



YOUR GOAL
\$2,500
\$0

Hello, Addilyn!



STOREFRONT SALES

2020 SELLING CAMPAIGN

MANAGE STOREFRONT SHIFTS

< April 2020 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

No events today

STATS



TOTAL SALES

\$0.00



SPLIT METHOD

DAY



SALES BY PAYMENT

CASH
\$0.00

CREDIT
\$0.00



STOREFRONT HOURS

WORKED
0

FUTURE
0

Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Share Your Page:



YOUR GOAL
\$2,500
\$0

Hello, Addilyn!



ONLINE SALES

2020 SELLING CAMPAIGN

ONLINE SALES



\$0.00

ONLINE ORDERS



ONLINE ORDERS



\$0.00

SALES OVER TIME

No data available

TOP SELLING ONLINE PRODUCTS

No data available

CUSTOMER LOCATIONS



Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Share Your Page:



YOUR GOAL
\$2,500
\$0

Hello, Addilyn!



YOUR ONLINE FUNDRAISING WEBPAGE

PREVIEW PAGE

ABOUT ME



CHANGE AVATAR

Tell your customers why they should support Scout fundraising.

Hi! I'm Addi. I am a Tiger Scout with Cub Scout Pack 840 in Stafford Virginia. I am raising money through the 2020 Popcorn Program to support my adventures in Cub Scouts.

I am entering my 2nd year in Cub Scouts and am having so much fun. I've gone camping, fishing, took 3rd place in the Pinewood Derby with my car

400 character limit.

UPDATE

MY FAVORITE PRODUCT



Trail's End Scout Portal

Trail's End®



Addilyn Cartner

Pack 840
Aquia

National Capital Area Council
Scout Code: LWPMUUZ2

Dashboard

Training

Wagon

Storefront

Online

Manage Page

Share Your Page:



Hello, Addilyn!



REWARDS

Scouts get to buy the prizes THEY want with Trail's End Rewards! Set your sales goal by selecting the prizes below associated with the Amazon.com Gift Card value you want to earn, then start selling at storefronts, door-to-door, and by sharing your online page. When the fundraiser is over, claim your gift card below and start shopping!

TOTAL SALES



\$0.00

GIFT CARD VALUE EARNED



\$0.00

SUBMITTED BY LEADER



\$0.00

AMOUNT LEFT TO CLAIM



\$0.00

MY GOAL



2020 GOAL

\$2,500

EARN \$200.00
AMAZON GIFT CARD

\$500



NEXT REWARD
LEVEL

\$350.00

AWAY

MY PRIZES

No prizes selected

Trail's End Unit Leader

Trail's End®



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

Leader Dashboard

GOAL PROGRESS



SET A GOAL!

\$0

\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES



STOREFRONT

\$0

(0%)



CASH

\$0

()



WAGON

\$0

(0%)



APP CREDIT

\$0

()



ONLINE

\$0

(0%)



ONLINE CREDIT

\$0

()

STOREFRONT SHIFTS

0 OF 0 STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS



AVERAGE SALES PER SCOUT



NUMBER OF ORDERS



Trail's End Unit Leader

Trail's End®



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

Leader Dashboard

GOAL PROGRESS



SET A GOAL!

\$0

\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES



STOREFRONT

\$0

(0%)



CASH

\$0

()



WAGON

\$0

(0%)



APP CREDIT

\$0

()



ONLINE

\$0

(0%)



ONLINE CREDIT

\$0

()

STOREFRONT SHIFTS

0 OF 0 STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS



AVERAGE SALES PER SCOUT



NUMBER OF ORDERS



Trail's End Unit Leader

Trail's End®



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

UNIT INFO



Scout Roster



Storefront Sales Calculation Method



App Settings



Unit Team Members



About My Unit



Manage Unit Bank Account



Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard



Unit Info



Training



Storefront Management



Popcorn

Popcorn Orders

Trail's End Unit Leader

Trail's End®



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

TRAINING VIDEOS & ASSETS

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

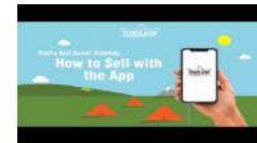
Popcorn

Popcorn Orders

TRAINING VIDEOS



How it Works



How to Sell with the App - Basics



How to Sell with the App - Detailed



Popcorn Team Training Series



Team Building & Planning



Goal Setting



Ways to Sell

TRAINING ASSETS



Trail's End Unit Leader

Trail's End®



Popcorn Orders

Transfers & Returns



Rewards



Acct. Summary



Reports



Join Our Community!

Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

TRAINING ASSETS



Trail's End App



Unit Payout Schedule



Scout Sell Sheet



Unit Reference Guide



Credit Card Best Practices

Popcorn Kickoff



Top Seller Pledge



Unit Kickoff Template



Script Cards

Storefront Sales



Selling Location Request Letter



Sales Code of Conduct



Sales Shift Report



Vinyl Banner - Cub Scouts



Vinyl Banner - Troops



Vinyl Banner - Female Troops



Flip Board

Scout Resources

Trail's End Rewards Prize
Flyer

Scholarship Enrollment

Path to

Products



Caramel Corn



Popping Corn



White Cheddar



Premium Caramel

Trail's End Unit Leader

Trail's End®



Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council

Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

Transfers & Returns

Rewards

Invite Your Scouts



ORDER POPCORN

Hello, Jonathan!

MANAGE SHIFTS

< April 2020 >

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

CLEAR DATE FILTER

STATS



CASH ON HAND TO UNIT
\$0.00



SPLIT METHOD

DAY



REGISTERED SHIFTS

TODAY	TOMORROW	TOTAL
0	0	0

Search

-- Future --

ADD STOREFRONT +

Trail's End Unit Leader



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

POPCORN ORDERS

2020 SELLING CAM... ▾

Change the year in the campaign dropdown menu to view orders from previous years.

Order Popcorn

Invoice Statement



Date	Order Name	Retail	Status	Actions
Totals		\$0.00		

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

Trail's End Unit Leader



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

REWARDS

2020 SELLING CAMPAIGN ▾



Steps for placing your Rewards order:

1. Scouts must have a registered Trail's End account to qualify for Trail's End Rewards.
2. If needed, you can make adjustments to Scouts' sales totals on the [Sales](#) page in the adjustments column.
 - Make sure you have submitted all Military Donations to your council.
 - The total of all Scout sales cannot exceed the total value of popcorn ordered from your council plus online sales.
3. Once all Scout sales totals are correct and your unit invoice statement is paid in full with your council, click the "Submit Scout Rewards" button.
4. Scouts' Amazon.com gift cards will be released for redemption in their Trail's End Scout account 7 days after submission, unless your order requires additional review.
5. You may recall your Rewards submission within the 7 day window to make changes; however, resubmitting restarts the 7 day approval process.
6. All gift card amounts are final once released.
7. Scouts can continue to reach additional Rewards tiers after the first submission if sales qualify them for the next tier. If this happens, you will need to submit an additional order for these Scouts.
 - Once a Rewards Order is submitted, only sales occurring after the order submission date can be adjusted.

No data available

Total Unit Orders + Online Sales: \$0

Recall

Submit Scout Rewards

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

Trail's End Unit Leader

Trail's End®



Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾

ACCOUNT SUMMARY

2020 SELLING CAMPAIGN ▾

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

OPEN BALANCES

Due to Council: \$0.00

Invoice Statement

Unit Payout Available: \$0.00 ⓘ

Unit Credit Pending: \$0.00 ⓘ

Next Available Payout Date: 05/14/2020

Request Payout

Payout History

UNIT COMMISSION DETAIL

Commission Type	%	Status
Base	31	<input checked="" type="checkbox"/>

COUNCIL BALANCE: TRANSACTION HISTORY

No data available

Trail's End Unit Leader



Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council



Dashboard

Unit Info

Training

Storefront Management

Popcorn

Popcorn Orders

Transfers & Returns

Rewards

Acct. Summary

Invite Your Scouts



ORDER POPCORN

Hello, Jonathan! ▾



Master Shift Report

This report provides a list of all storefront shifts over the specified date range

Run Report



Undelivered Items by Scout

This report serves to create a list of packing slips for each Scout. That way the PK knows what popcorn each Scout needs to fill their undelivered orders.

Run Report



Inventory Transaction Report

This report provides a list of inventory transactions for your unit, Scouts, and storefronts.

Run Report



Sales Transaction Report

This report provides a list of sales transactions.

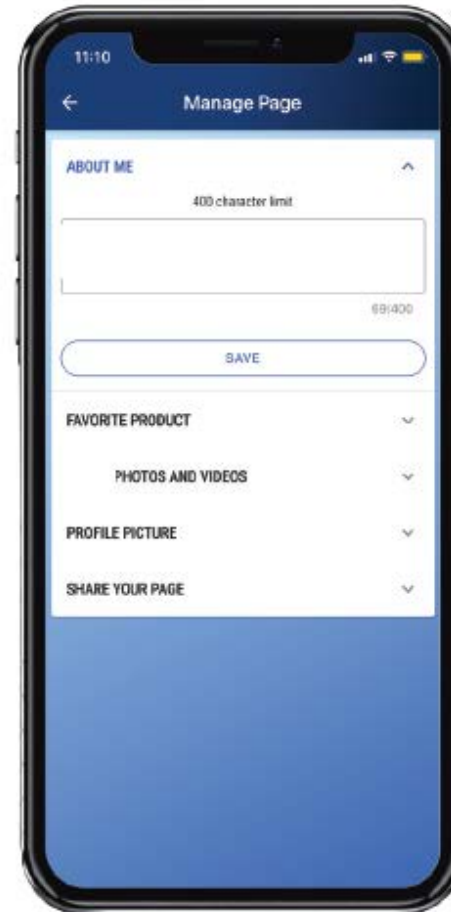
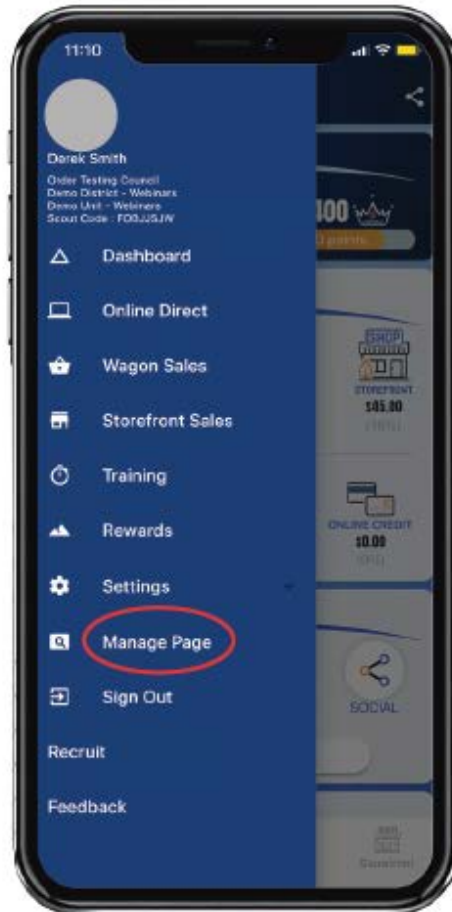


Sales Transaction Detail Report

This report provides a list of transaction details by sale.



MANAGE YOUR PAGE



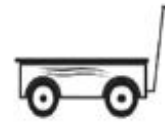
Tip: You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers

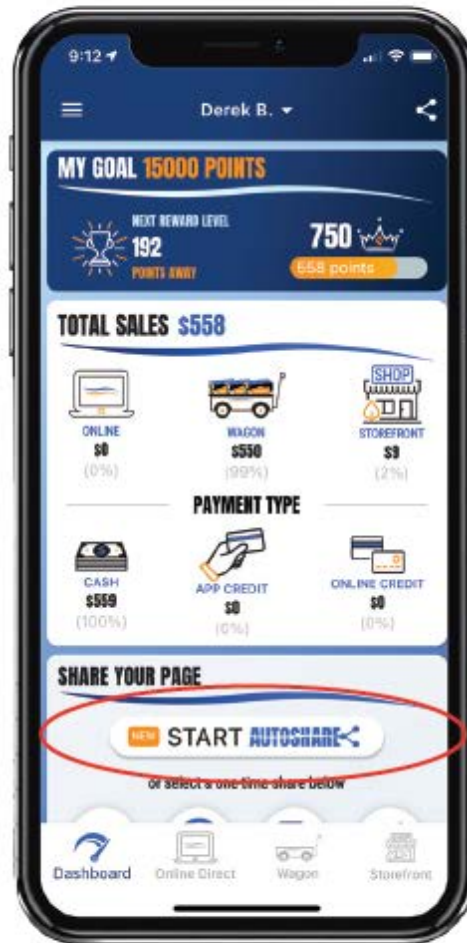
Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

Wagon - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

Storefront - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.



SHARE YOUR PAGE



NEW FEATURE - AUTOSHARE:

Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.



Tip: You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

Trail's End App

Trail's End®

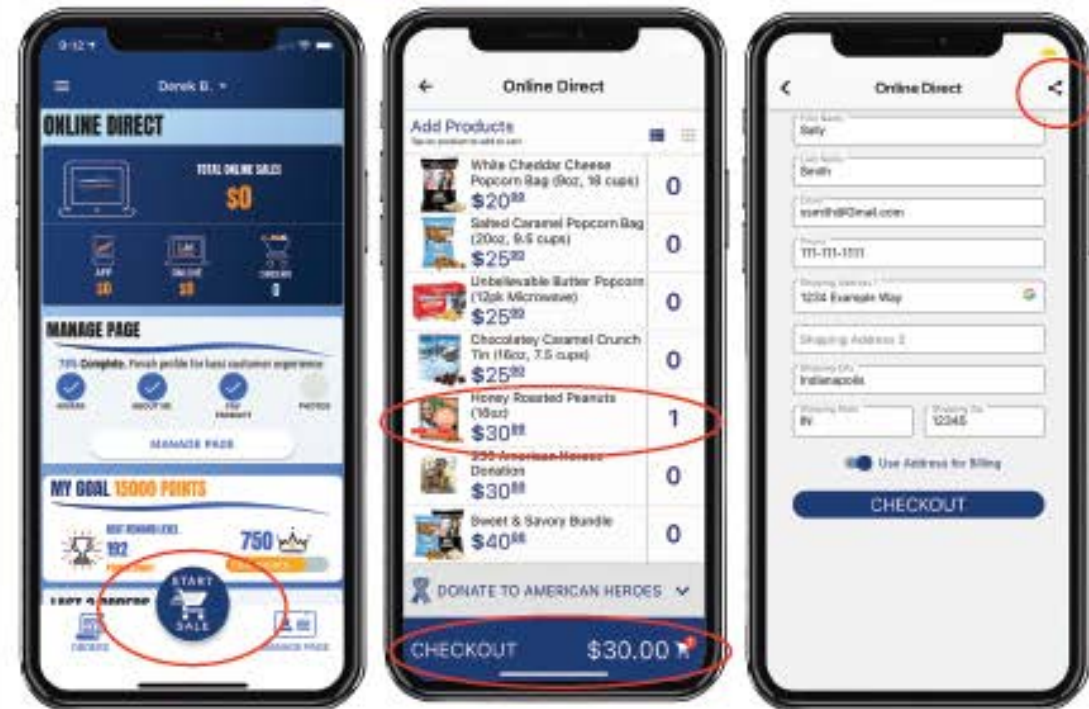
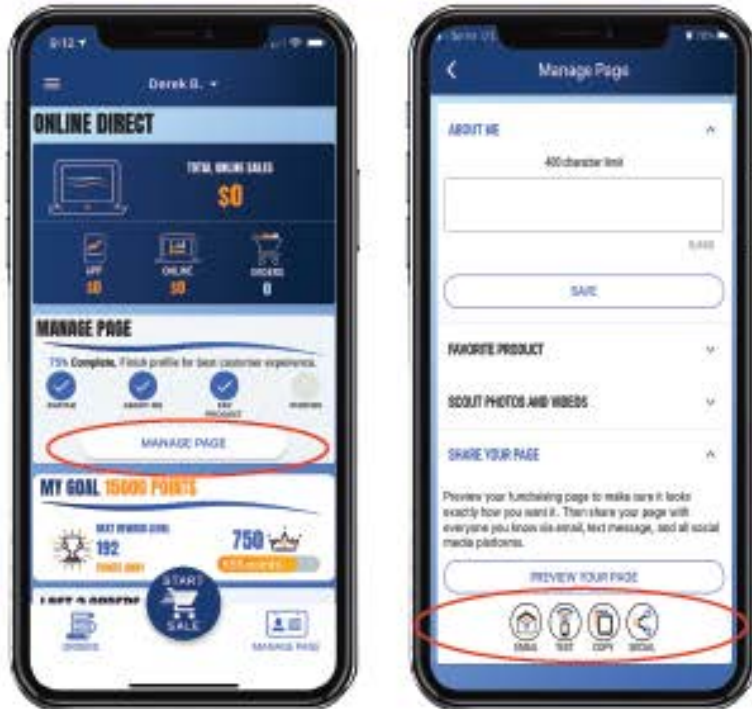


ONLINE DIRECT: HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

Virtual Store: Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.

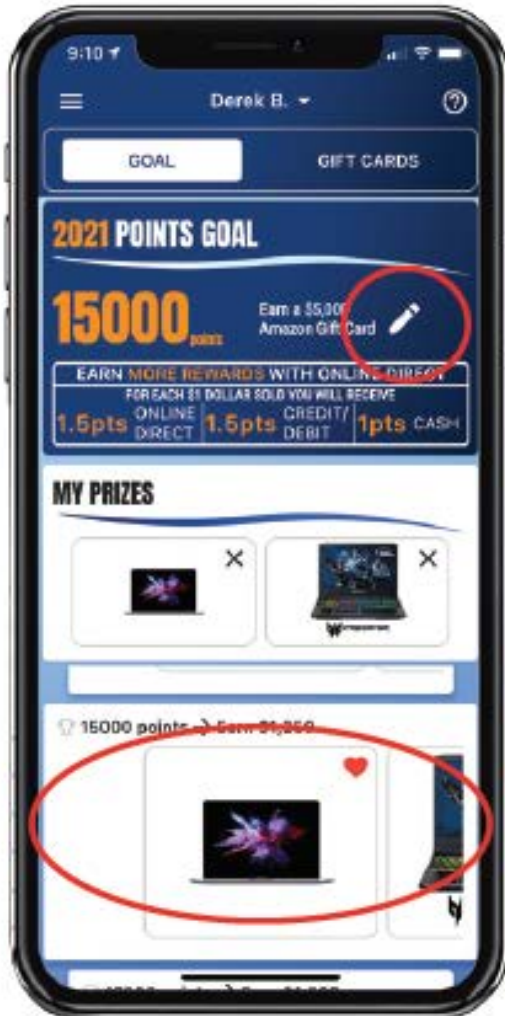
Kid Recorded: Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



Text Cart Feature:
Learn more on the next page!



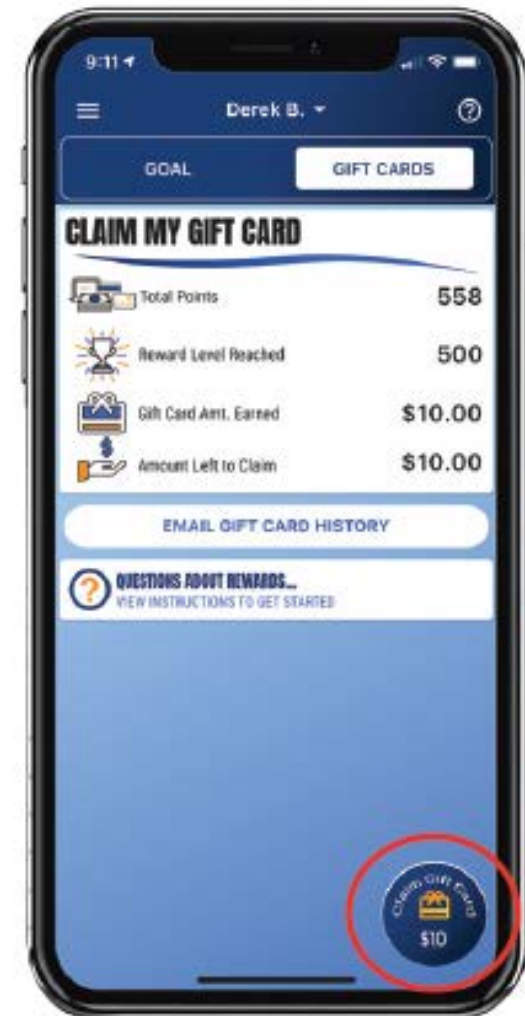
TE REWARDS: SET A GOAL, CLAIM GIFT CARD



1 Set Goal: Scroll up or down and tap to select prizes at different levels or manually enter your goal.

2 Track Progress: Check how close you are to reaching the next rewards level in the app.

3 Claim Gift Card: Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.

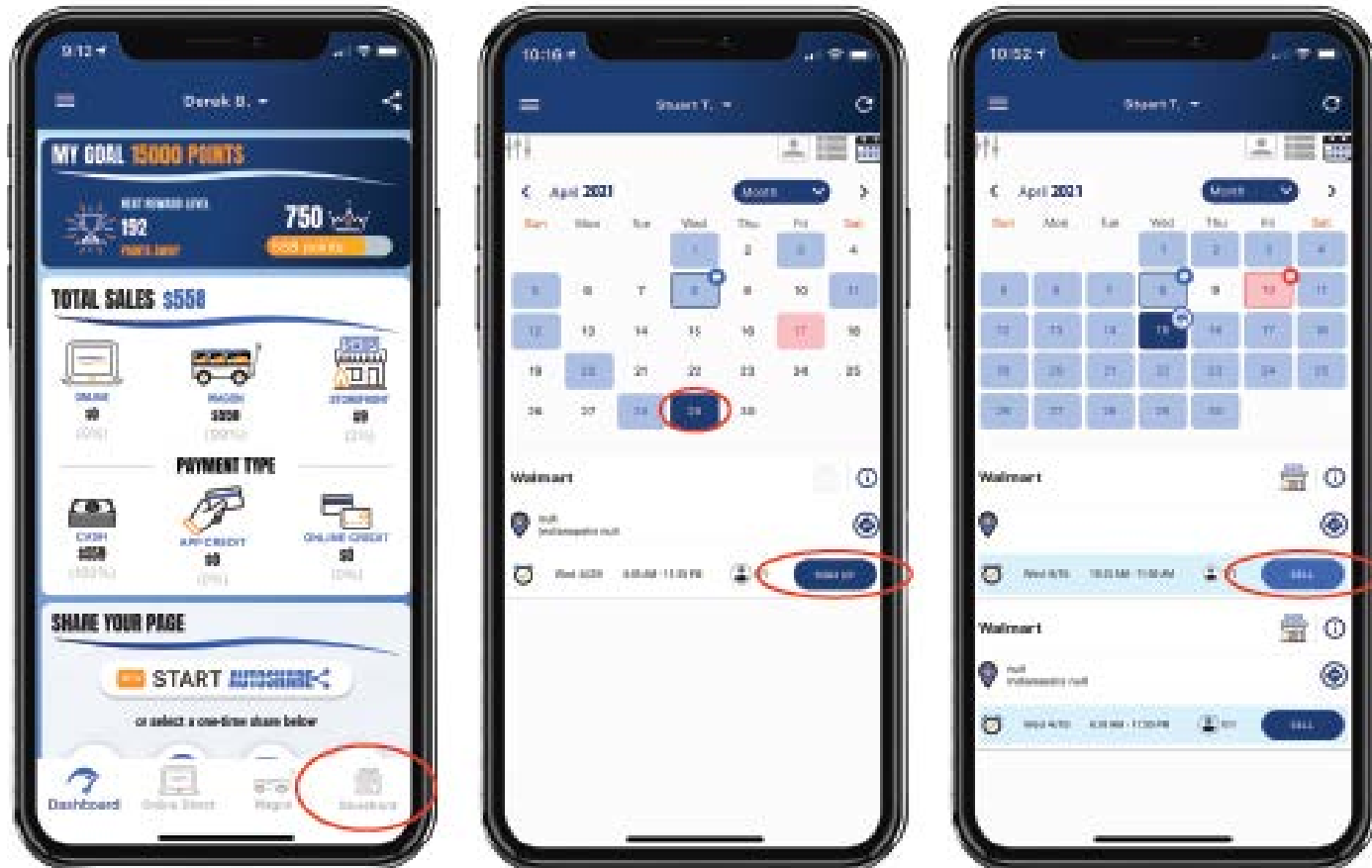


Trail's End App

Trail's End®



SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

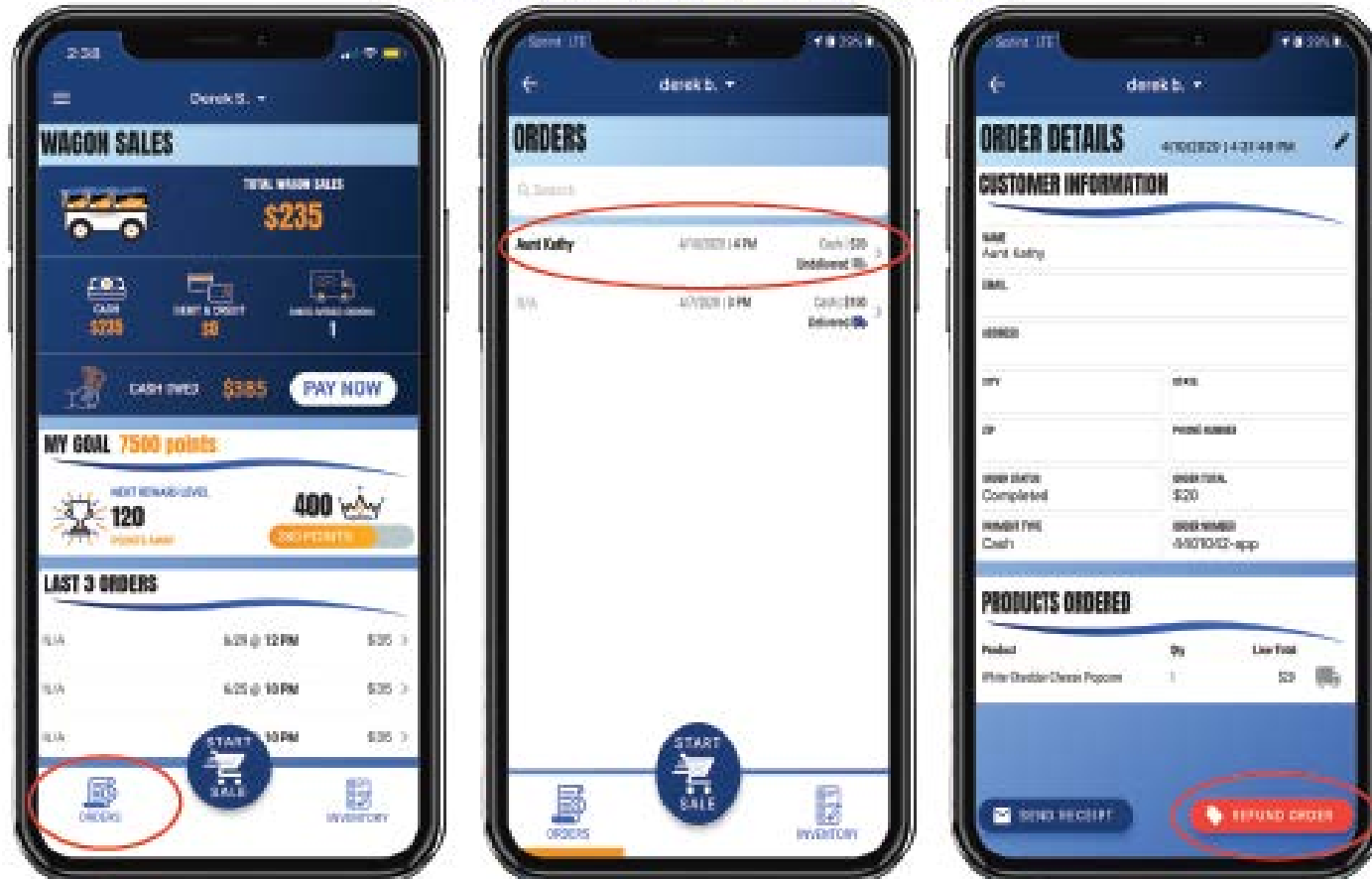
Trail's End App

Trail's End®



ISSUE A REFUND

Available *SAME DAY* only for kids.



CAUTION: Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.



Thank you!
chornor@seattlebsa.org
206-902-2329




Username

app-test-rosenfeld

Password

SIGN IN

 Remember Me Don't have an account? [Register](#) [Forgot username/password?](#)