



CUB SCOUTS

Pack 55

2023 Popcorn Kickoff

Crystal Franks - Popcorn Kernel





CUB SCOUTS

Why Sell Popcorn?

Fund Pack 55 Adventures

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- Advancement
- Summer Recruiting Events

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

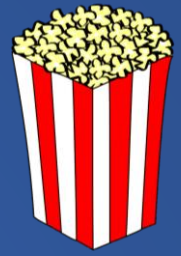
- Amazon e-gift cards
- Millions of rewards to choose from





CUB SCOUTS

What To Expect This Year



Same As Last Year

- Partnership with Trail's End
- Show & Sells at SJD & AGOC
- Rewards - Amazon Gift Cards & Popcorn Patch for all participants

NEW for 2023!

- New Popcorn Flavors
- No paper! Wagon sales will be entered into Trail's End app
- Use of Trail's End app as Point of Sale
- Show & Sells at Lowe's on Bunker Hill
- Bingo / Raffle - Pack Prizes

Trail's End App

- Record sales (We Prefer Credit)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sales page
- Claim rewards



**DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!**

visit trails-end.com/app or text APP to 62771 to download



Trail's End Accounts

Already have an account?

- Use the same one as last year
- If needed, update your Unit under 'Settings'

Need an Account?

- Visit www.trails-end.com
- Click Scout
- Click Register Now
- You will need to know:

Council Name: **Sam Houston Area Council**

District Name: **Twin Bayou**

Unit Name: **Pack 55**

WAYS TO SELL



ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

SHOW & SELL STOREFRONT

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- **Sales split amongst all scouts for entire day (based on number of hours)**

WAGON SALES

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales undelivered
- Take orders and deliver products later

TIP: Always make sure you see a confirmation screen before navigating away

Trail's End App

Trail's End®

*Did You Know? Scouts that sell using **BOTH** in-person and online average **90% MORE** than Scouts that sell only in-person, and **5X MORE** than those that sell only online!*



Online Direct: Sell online & ship directly to customers

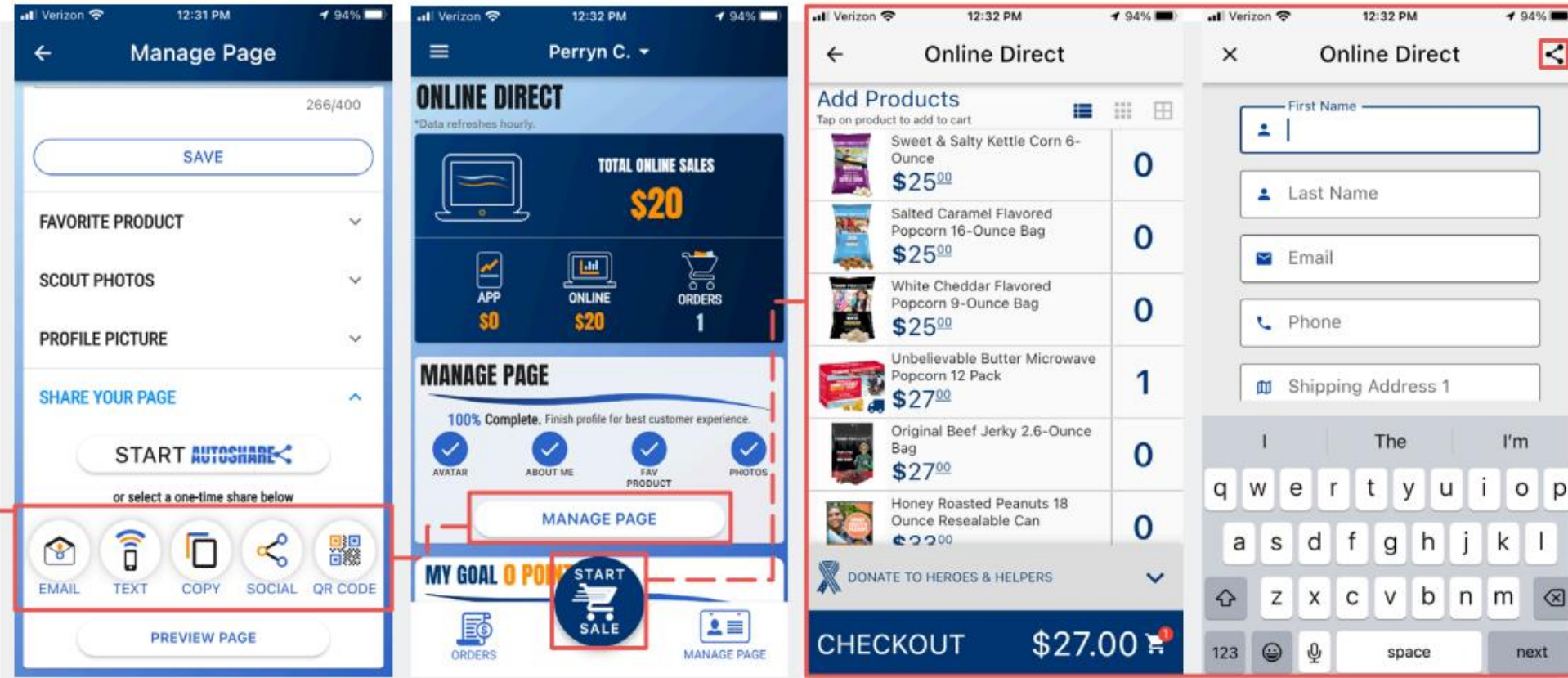
Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!

Online Direct



Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

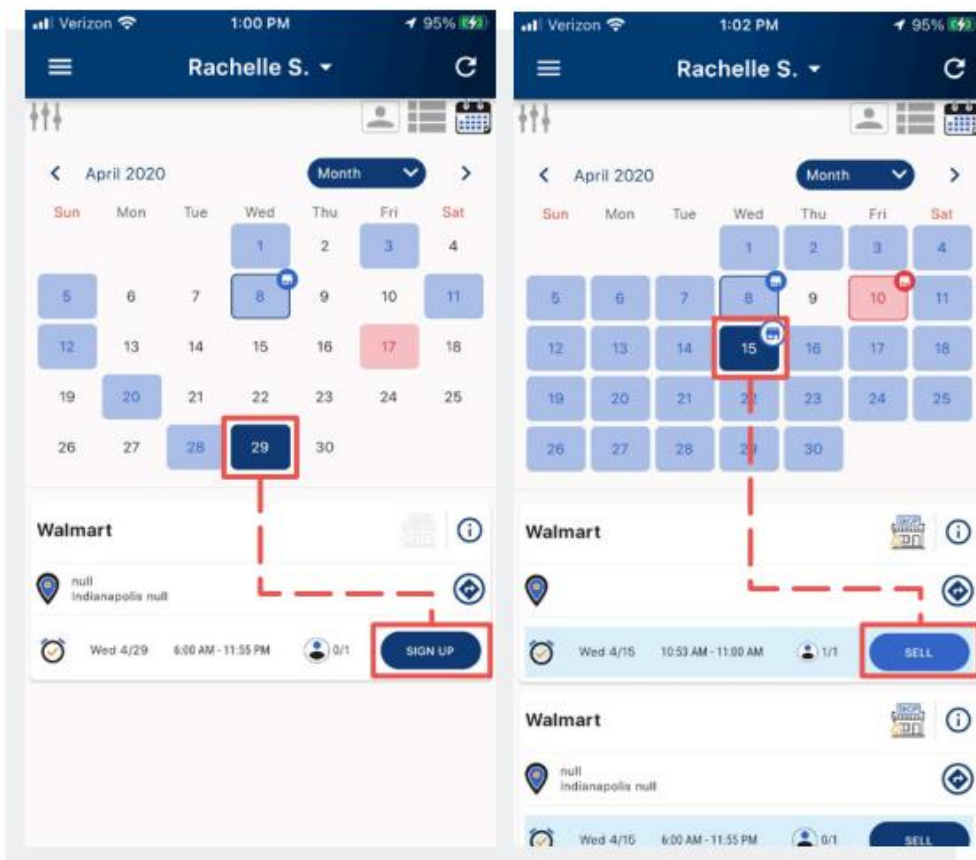
- ① Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

Show & Sell Storefront

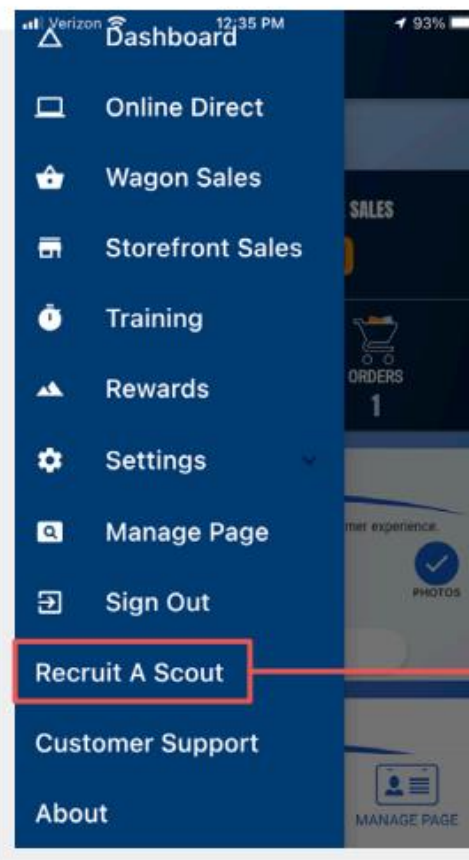


RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info



RECRUITMENT



The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.

Wagon Sales



Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.

The image displays three screenshots of the Trail's End mobile app interface, illustrating the Wagon Sales process. The first screenshot shows the 'WAGON SALES' screen with a 'TOTAL WAGON SALES' of \$0 and a 'PAY NOW' button. The second screenshot shows the 'Add Products' screen with a list of items and their quantities. The third screenshot shows the 'Order Summary' screen with a subtotal of \$50.00 and payment options for CASH and CREDIT.

Product	Price	Quantity
Salted Caramel Popcorn Bag (20oz, 9.5 cups)	\$25.00	2
Caramel Corn Bag (9oz, 4.5 cups)	\$15.00	0
Popping Corn Jar (28oz)	\$27.00	0
Unbelievable Butter Microwave Popcorn 12 Pack	\$35.00	0
Salted Caramel Popcorn Tin	\$35.00	0
12oz Salted Virginia Peanuts Can	\$25.00	0

Subtotal: (1 items) \$50.00

CASH CREDIT

Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

CREDIT CARDS



- Many consumers prefer credit or debit card transactions
 - Advise your customers, “We prefer credit or debit payments”
- Trail’s End covers credit card fees for transactions recorded via the APP*
- Earn 1.25 Reward points for every \$1.00 sold
- No cash handling for Scouts or Unit Leaders
- Square readers utilized via Trail’s End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- Credit card information may be entered manually
- Parents can pay cash due for Wagon Sales by clicking “Pay Now” on the Wagon Sale screen**

**TIP: Recording sales via the Trail’s End app is required for credit card fees to be covered (Square app not required)*

***NOTE: Using Pay Now does not qualify as a credit card sale for Trail’s End rewards points*

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL



Sell More, Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which unit you are a part of

“Hello, I’m [Your First Name] from Pack 55”

- Let people know your goals

“I am raising funds for our cub scout program to help pay for our activities throughout the year, and I am most excited about {insert Activity Name}.”

- Close your sale

“Can I count on your support today?”

- Thank your customer and end your sale

“Thank you, we prefer credit / debit payment”

Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you.”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer, “What is your favorite flavor?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

TIP: Visit the app training section: How to guides, tips, and resources



CUB SCOUTS

Pack 55 - Popcorn Sales Pitch

"Hello, my name is _____ and I'm with Pack 55. I'm raising funds for our cub scout program to help pay for activities throughout the year, and I am most excited about [insert activity name]. Can I count on your support to help me with this?"

"Let me see what you have."

"Sorry, I don't have any cash on me."

"I'll catch you on the way out."

"Do you take donations?"

"No thanks."

"No problem, we take credit cards!"

"Thanks! What is your name? Look them in the eye and shake their hand if possible!"

"Yes! Thanks for your support!"

"Thank you! Have a great day!"

"Hi _____! Do you still want to support scouts?"

"My favorite is _____." Take them to the table and show them all the options.

Thank you!



HOW TO SELL OVER \$1000 IN UNDER 8 HOURS

A SUCCESSFUL SALE



Personalize: 5 Minutes

- Download the Trail's End App, register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

Online Direct: 10 Minutes

- Log into the Trail's End APP
- Click Online Direct
- Scroll Down to "Share Your Page"
- Choose Your Preferred Option

Pro Tip: additionally share your page during online holidays: Amazon Prime Day, Black Friday, Cyber Monday
(*subject to change)

Show & Sell: 4 Hours

- Sign up and sell for at least 4 hours. The average Scout sells over \$162/hr* at storefronts! (*national average)

Wagon: 3 Hours

- Safely go door-to-door in your neighborhood, with or without product
- Ask your community for their support
- The average Scout sells over \$100/hr!

Pro Tip: wear your uniform, and practice your popcorn sales pitch!

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!

1.25 Points per \$1 Sold – App Credit Card / Online Direct

1 Point per \$1 Sold – Cash



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



**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.

All third-party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third-party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. © 2023 Trail's End Popcorn Company.

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



CUB SCOUTS

Pack 55 Bingo / Raffle



Pack 55 Popcorn Bingo				
Encourage another scout	Used a handshake	Heroes & Helpers Donation	Set sales goal in Trail's End app	Sold \$300
"I have no credit card"	"No" from 25 customers	Customer mentions Girl Scout cookies	Ask a Neighbor	"I already bought popcorn"
"No" from 5 customers	Customer knows you or your adult	Sold Sweet & Salty Kettle Corn	Sold 3 Unbelievable Butter	Sold 1 of each flavor
Participate in Pack Show & Sell	Shared Scout's Link	Attend a Pack Meeting	Online Order	Sold a Sea Salt Popcorn
Sold a Popping Corn	Sold \$150	Create and Login to Trail's End Account	"I don't have cash"	Said "Thank You" to customer

Rules

- Each "BINGO" (horizontal, vertical, diagonal line) will count as 1 entry into the raffle
- A "Blackout BINGO" (all boxes completed) will count as 15 entries into the raffle
- Once finished, submit a picture of your Bingo card to popcorn@pack55.org by Friday, November 3
- Raffle will be drawn at the November Pack Meeting

TRAIL'S END 2023

TRADITIONAL PRODUCTS



Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$20



White Cheddar
Popcorn

\$20



S'mores
Popcorn

\$25



Unbelievable
Butter Microwave
Popcorn

\$25



Salted
Caramel Corn

\$25



Chocolatey
Pretzels*

\$30



Sea Salt
Popcorn

\$45



*only available for wagon sales and online

2023 ONLINE ASSORTMENT



<https://www.trails-end.com>



\$27



\$34



\$20

NEW



\$25



\$25

NEW



NEW

\$50



\$72

NEW



\$42

NEW



\$47



\$62



\$54



\$45

NEW

Road Trip Variety Pack

Movie Night Bundle

Picnic Bundle

Let's Go Hiking Bundle

Ultimate Snack Pack

Game Night Bundle



\$27



\$35



\$30



\$55

LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*Products & Pricing are subject to change

KEY DATES

These dates are subject to change – Check Scoutbook and Trail's End calendar for most updated calendar



Add these dates to your Calendar

- **September 1** Show & Sell signups begin on Trail's End at 9am
- **September 7** Virtual (Zoom) Popcorn Kickoff for Parents
- **September 17** Show & Sell at The Church of St. John the Divine (9am-1pm)
- **September 30** Show & Sell at Lowe's on Bunker Hill (8am-2pm)
- **October 7** Show & Sell at Lowe's on Bunker Hill (8am-2pm)
- **October 14** Show & Sell at Lowe's on Bunker Hill (2pm-6pm)
- **October 15** Show & Sell at AOS (10:30am-12:30pm)
- **October 19** Final Wagon Sales orders due in Trail's End app - **No more wagon sales after this date!**
- **October 21** Show & Sell at Lowe's on Bunker Hill (8am-2pm)
- **October 22** Show & Sell at The Church of St. John the Divine (9am-1pm) *(and possibly 4-7pm)*
- **October 26** Cash collected due to Popcorn Kernel (at October Pack Meeting)
- **November 3** Bingo Cards due
- **November 16** Wagon Sales orders distributed & Raffle! (Nov Pack Meeting)

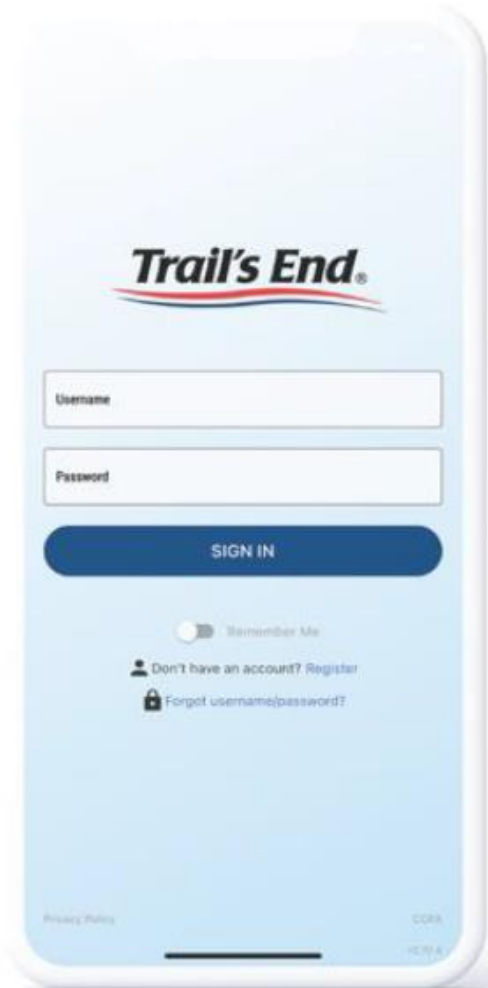
First Step: Trail's End App



Available in the Apple or Google Play Store TEXT APP TO 62771 TO DOWNLOAD

Required to Register:

- Council: **Sam Houston Area Council**
- District: **Twin Bayou**
- Unit: **Pack 55**



1

Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select 'Change Unit'

2

Start Selling!

- Record ALL sales in the app – Online Direct, Storefront, Wagon/Take Order

Multiple Kids?

- Each kid must have their own registered account, even siblings
- The same email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the bottom of the screen

HAVE QUESTIONS? GET ANSWERS



Pack 55 Popcorn Kernel

- Crystal Franks
popcorn@pack55.org
(727) 967-1907

Trail's End Support

Join Scout Parent Facebook Group

- Text PARENTFB to 62771

Visit our FAQ's

<https://support.trails-end.com>