

A group of children are gathered outdoors, looking at a plant. One child is using a magnifying glass to examine the plant closely. The scene is dimly lit, suggesting an overcast day or a shaded area. A red vertical line is on the left side of the image.

# 2022 POPCORN KICKOFF!

Crater Lake Council

*Trail's End*

# AGENDA

<b>Welcome</b>		
<b>Welcome</b>	6:30-6:45	Jim
<b>Products</b>	6:40-6:45	Braden
<b>Running your Sale</b>	6:45-7:00	Jim
<b>Rewards</b>	7:00-7:05	Braden
<b>Trials End Technology</b>	7:10-7:15	Braden
<b>Finding Help</b>	7:15-7:20	Jim
<b>QA</b>	7:20-7:30	



**Become  
Decisions Makers**



**Learn Money  
Management**



**Become  
Goal Setters**



**Develop  
Business Ethics**



**Become Future  
Entrepreneurs**



**Learn People  
Skills**

# WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS YOU

## **BENEFITS:**

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com Gift Cards
  - Millions of prize choices.
  - Buy prizes you want.

## **LEARNING EXPERIENCE:**

- How to help others around them.
- Public speaking and math skills.
- Salesmanship and perseverance.
- How to earn their own way.
- The value of hard work.
- To be part of something bigger.

## FUNDING YOUR ADVENTURE!

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Rayado & NYLT)
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold

- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

[#PoweredByPopcorn](#)

# 2022 Crater Lake Commissions

**30% Base Commission**

**1% Sign up by August 15**

**1% Final Payment by December 1<sup>st</sup>**

**2% Average \$250 Per Scout based on August 1<sup>st</sup>  
membership (2 Hours of Store Front)**

**2% Average \$500 Per Scout based on August 1<sup>st</sup>  
Membership (4 Hours of Store Front)**

**[Finding your Unit Commission Goals](#)**



# WORD OF THE SALE:

## POSITIVITY!

**[POZ-I-TIV-I-TEE]**

The state or character of being positive: a positivity that accepts the world as it is. Something positive.

A young boy with short brown hair is climbing a light-colored rock face. He is wearing a pink long-sleeved shirt, blue pants, and a climbing harness. He is looking down with a focused expression. A red rope is attached to his harness and extends upwards. The background is a textured rock surface. The overall image has a dark, semi-transparent overlay.

# PRODUCTS

*Trail's End*

# Traditional Products

*Trail's End*

## KETTLE CORN & WHITE CHEDDAR GIFT BOX *New*

**\$42** Over \$29 to local kids\*



## CHOCOLATEY PRETZELS

**\$28** Over \$20 to local kids\*



## SALTED CARAMEL

**\$25** Over \$18 to local kids\*



## WHITE CHEDDAR

**\$23** Over \$16 to local kids\*



## SWEET AND SALTY KETTLE CORN

**\$23** Over \$16 to local kids\*



## BLAZIN' HOT

**\$23** Over \$16 to local kids\*



## 12PK UNBELIEVABLE BUTTER MICROWAVE

**\$23** Over \$16 to local kids\*



## POPPING CORN

**\$17** Over \$12 to local kids\*



## CARAMEL CORN

**\$15** Over \$11 to local kids\*



*Trail's End*



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

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

Custom amount

# Additional Online Products \*



CAMPFIRE BLEND  
K-CUPS



SALTED VIRGINIA  
PEANUTS



HONEY ROASTED  
PEANUTS



BEEF JERKEY



DARK CHOCOLATE  
SALTED CARAMELS



FROSTED SNOWFLAKE  
PRETZELS



PEPPERMINT  
BARK



\* Providing supply chain issues are minimized

# 2022 Product Allergens



PRODUCT	ALLERGENS						OTHER	
	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	VEGAN	KOSHER
Chocolatey Pretzels	C	C	C	X	X	X		YES
Salted Caramel Popcorn	C	X	C	X	X	X		YES
White Cheddar Popcorn	X	X	C	X	X	X		YES
Sweet & Salty Kettle Corn	X	X	C	X	X	X		YES
Blazin' Hot	X	X	C	X	X	X		YES
12pk Unb. Butter Microwave Popping Corn			C					YES
Caramel Corn	C	X	X	X	X	X	YES	YES
Beef Jerkey								
Dark Choc. Salted Caramels	C	X	C	X	X	C		YES
Honey Roasted Peanuts				C	X			
Peppermint Bark	C	X	C	X	X	X		
Frosted Snowflake Pretzels	C	C	C	X	X	X		

**C** - Product contains allergen

**X** - Product does NOT contain allergen, but is produced in a facility that handles Soy, Wheat, Milk, Peanuts, Tree Nuts, and Eggs

A young boy with a backpack and a woman in a forest setting. The boy is wearing a yellow and white striped shirt and a black watch. He is holding a black walking stick and looking down at something in his hands. The woman is smiling and looking at the boy. The background is a lush green forest.

# 2022 COUNCIL SALE SPECIFICS

*Trail's End*

# 2022 Crater Lake Dates



## Important Popcorn Dates

August 22 – All Orders Are Due

September 10 – Pick up Popcorn

October 22 – Popcorn Blitz Day

October 29 Popcorn Return, Payment to Date, and Order Additional Popcorn

November 19 Pickup Additional Popcorn

December 1<sup>st</sup> – Final Payment Due

December 2<sup>nd</sup> – Council Top Seller Prize Drawing and Recognition

# Ways to Sell



## **ONLINE DIRECT**

Online Direct sales are easier than ever for you to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit.

## **WAGON SALES**

Take Order

Collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' coworkers, friends, and family.

## **WAGON SALES**

Door to Door with Product

You are bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home.

## **STOREFRONT SALES**

Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.

# Planning a Successful Sale

## Five Steps to a Successful Popcorn Sale

1. Plan an exciting Scouting Year
2. Plan your budget to support your plan (Explain your budget to your parents)
3. Plan an exciting Kickoff
4. Have Scouts set a goal
5. Keep in communication

# Planning your year and budget

[Planning-Your-Annual-Pack-Budget.pdf \(scouting.org\)](#)

[Pack Budget Tool](#)

Plan your Troop Budget  
[510-275.pdf \(scouting.org\)](#)

Determine Unit Incentives

## PLAN YOUR UNIT KICKOFF

1. Leverage the Unit kickoff presentation on the Training tab through the Trail's End Leader Portal (now mobile friendly).
2. Host your kickoff virtually or in-person and make it exciting for your Unit!
3. Review the year's program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App.**
  - a. Registration takes less than one minute to create their account.
  - b. Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the Unit's sales goal and each person's popcorn sales goal. Have the kids enter their goal in the Trail's End App.
6. Show the kids what prizes they can earn by hitting their sales goal.
  - a. Review Trail's End Rewards.
  - b. Suggestion: Have a prize for the top seller in the Unit and / or each den / patrol; video game, gift cards, etc.
7. Role-play with the kids to train them how to sell.
  - a. Practice their popcorn sales speech.
  - b. Review the safety and selling tips.
8. Review sales materials and key dates with parents.

**Resources are also available in the Training section of the Leader Portal.**

[Kickoff Planner](#)

# Scout Goals and Parent Commitment *Trail's End*

## Parent Communication Handout

### Scout Accounts

- Must be used for Scouting
- Not transferable unless same charter org

# \$1000 Scout Sale

- ▶ Participate in two hours of site sales
- ▶ Make six online sales
- ▶ Make six wagon sales

# Inventory Control

Can only return up to 10% of retail ordered in full cases:

- Sign Out Sheets
- Weekly Follow Up
- Trades
- Participate in Blitz Day
- Communicate with the Council

# Blitz Day

- October 22
- 10 am to noon
- Followed by a party
- Bend and Medford will coordinate on areas
- Sell remaining inventory
- New Scouts chance to sell
- Deliveries will be shortly after this sales date

# Transfer Popcorn

## UNIT-TO-UNIT TRANSFERS

If your Unit is going to transfer products to or from another Unit, follow the process below.

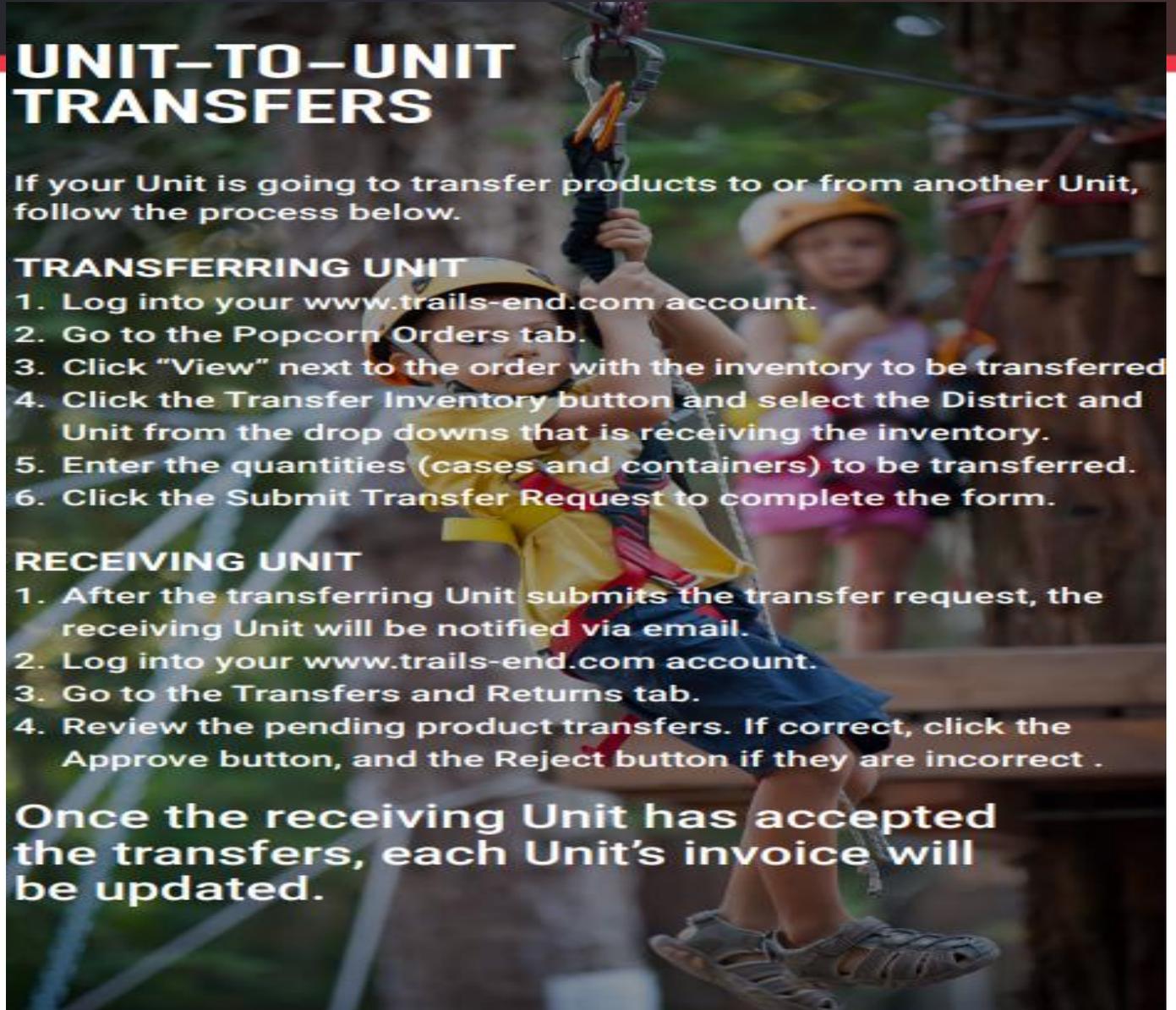
### TRANSFERRING UNIT

1. Log into your [www.trails-end.com](http://www.trails-end.com) account.
2. Go to the Popcorn Orders tab.
3. Click "View" next to the order with the inventory to be transferred.
4. Click the Transfer Inventory button and select the District and Unit from the drop downs that is receiving the inventory.
5. Enter the quantities (cases and containers) to be transferred.
6. Click the Submit Transfer Request to complete the form.

### RECEIVING UNIT

1. After the transferring Unit submits the transfer request, the receiving Unit will be notified via email.
2. Log into your [www.trails-end.com](http://www.trails-end.com) account.
3. Go to the Transfers and Returns tab.
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect .

Once the receiving Unit has accepted the transfers, each Unit's invoice will be updated.



# TRAIL'S END REWARDS



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# TRAIL'S END REWARDS\*

BUY THE PRIZES YOU WANT WHEN YOU EARN AMAZON.COM GIFT CARDS

## WHY DO KIDS LOVE TRAIL'S END REWARDS

- You get to buy the prizes you want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

## WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids 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 and motivated kids through the app.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

\* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
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! Earn Easier! No need to write in orders!**  
**1.25 PTS Per \$1 Sold App Credit / Debit Card** (Wagon and Storefront)  
**1PT Per \$1 Sold Cash and Online Direct**

# 2022 Crater Lake Council Extras

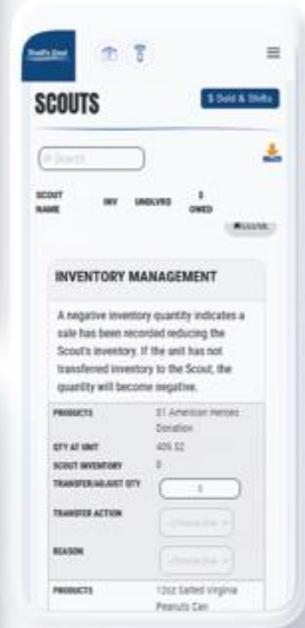
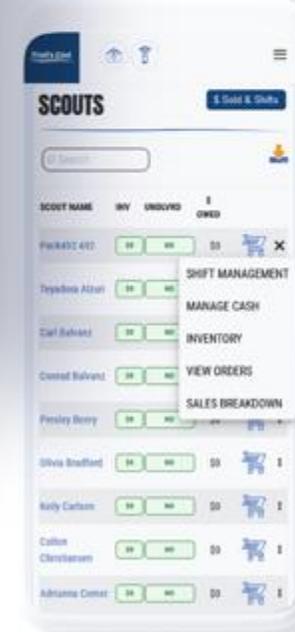
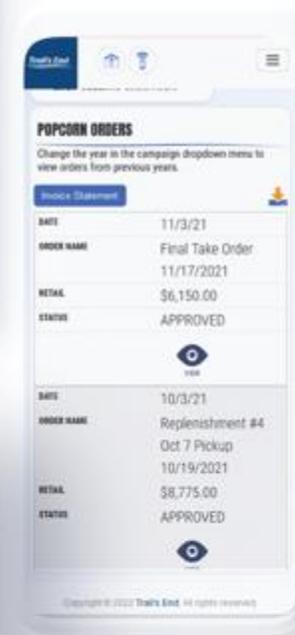
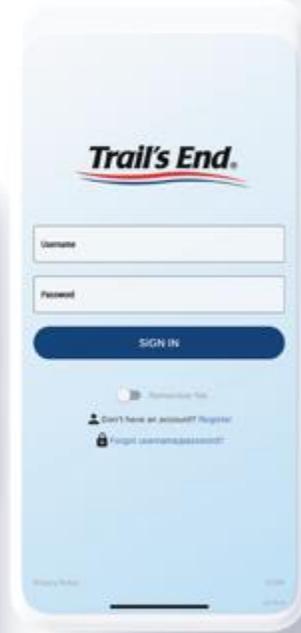
- **Weekly Drawings**
- **\$1000 Seller Club**
  - **Recognition online and at council events**
  - **Matching the Trails End Gift Card**
- **Top five Cub Scouts and Top five Scouts**
  - **Bonus prize drawing on December 2<sup>nd</sup> via Zoom**

## CAMPAIGN CLOSEOUT CHECKLIST

### STEPS TO FOLLOW:

- Run Undelivered report, collect and add together all paper forms / orders (if applicable).
- Use the table in the Unit Leader Portal to track sales by each kid. This is how Trail's End will verify how much kids sold for the distribution of Amazon.com Gift Cards.
- Place a final order in the Trail's End system.
- Pick up final popcorn order.
- Distribute popcorn immediately to kids for delivery and payment collection (if applicable).
- Pay the Unit's statement. The amount due will be the total sale less the Unit's commission - this will be on the statement.
- Units paying by check must send ONE check made out to Council (checks made out to Units cannot be accepted).
- Submit your Trail's End Rewards order through the Unit Leader portal and the Amazon.com Gift Cards will be delivered electronically to the kid's Trail's End account approximately five days after submitting your totals unless flagged for review.
- Hold a Unit celebration for a job well-done – have kids bring what they bought on Amazon and thank the kids, parents, and leaders!
- Hold a session to discuss sale pros and cons to improve next year.

# 2022 TRAIL'S END TECHNOLOGY

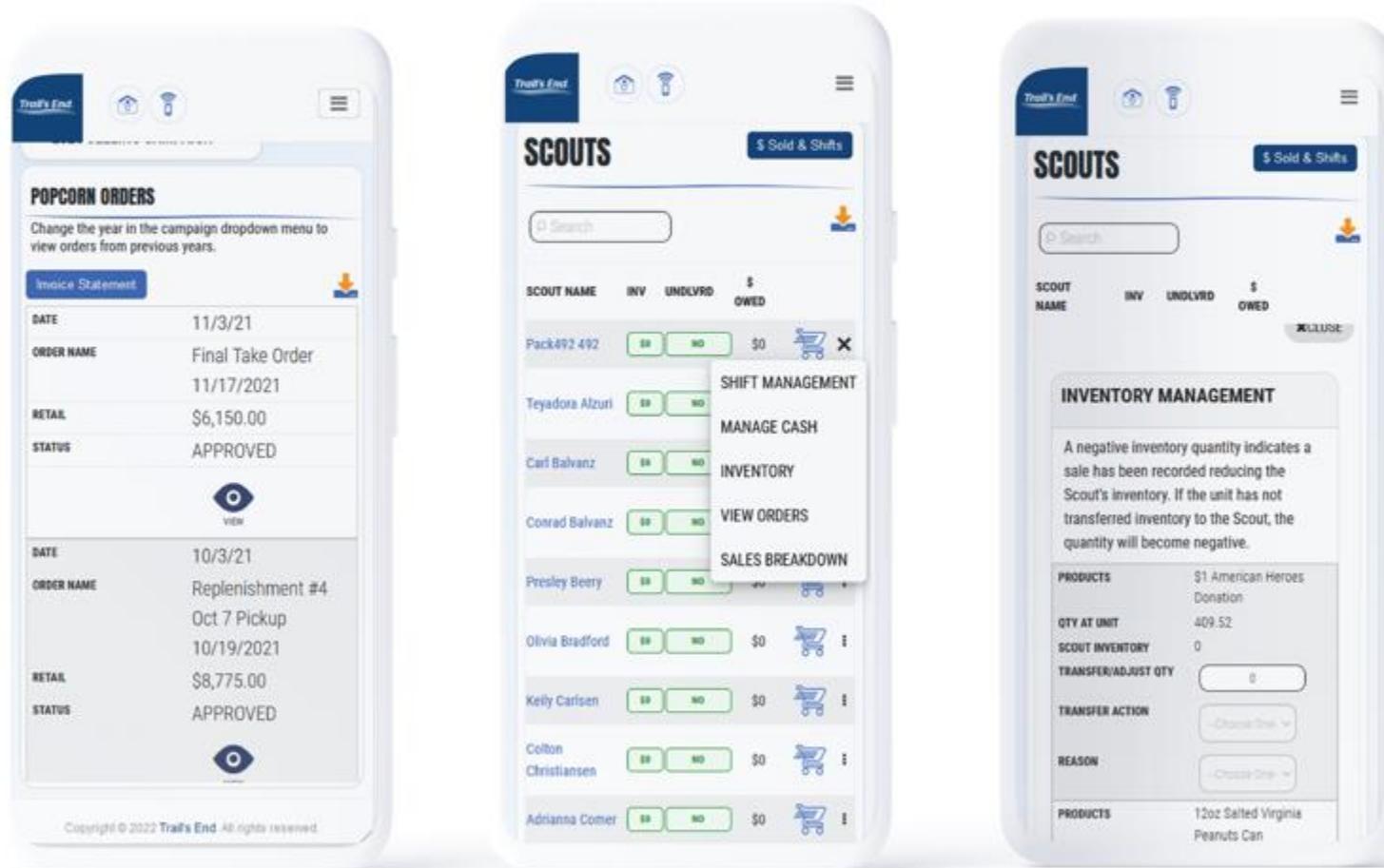


# Unit Leader Portal



- The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.

# Unit Leader Portal



All functionality built for mobile.

## START YOUR FUNDRAISER RIGHT NOW!

### PLACING ORDERS

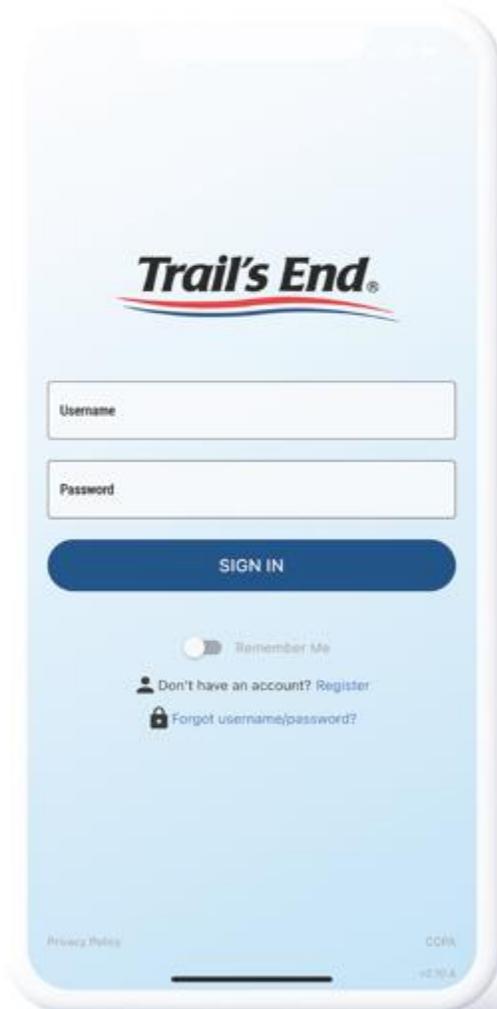
1. Login at [www.trails-end.com](http://www.trails-end.com).  
*Contact [support@trails-end.com](mailto:support@trails-end.com) if you do not know your username and password.*
2. Click the blue "Order Popcorn" button at the top of the dashboard once you login to the leader portal.
3. Ordering will only be available after Council enters the delivery site and opens ordering.
4. Click "Choose Delivery" and select site.
5. Enter quantities for each type in the Adjustment column or use "Auto Populate" button up top left to put in total \$ amount of order and it will divide out the order based on Council history
6. Click SUBMIT.
7. You will receive an email confirmation once Council approves the order.

The graphic features a blue background with a rainbow-colored arc at the top. Below the arc, the text "Trail's End" is written in a white, stylized font. Underneath, "VEHICLE CAPACITY ESTIMATES" is written in large, bold, white capital letters. The graphic lists seven vehicle types, each with a corresponding color-coded car icon, a double arrow pointing right, and a stack of cardboard boxes representing the capacity. The vehicle types and their capacities are: Mid-size Car (20 Cases), Small SUV (40 Cases), Crossover (40 Cases), Mini-van (60 Cases), Large SUV (70 Cases), and Full-size van (70 Cases). At the bottom, a small disclaimer reads: "The vehicle capacity estimates above are estimated without kids car seats, strollers, etc."

Vehicle Type	Capacity (Cases)
Mid-size Car	20 Cases
Small SUV	40 Cases
Crossover	40 Cases
Mini-van	60 Cases
Large SUV	70 Cases
Full-size van	70 Cases

\*The vehicle capacity estimates above are estimated without kids car seats, strollers, etc.

# Trail's End App



## AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

### Required to Register:

- Council
- District
- Unit

### 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

# Trail's End App

*Trail's End*

## ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

### Manual Entry (no reader)

Type in the customer's card information.

### Magstripe Reader (Android)

Swipe reader plugs into headphone jack.

### Lightning Reader (Apple)

Swipe reader plugs into lightning jack.

### Bluetooth Reader

Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



# 2022 Crater Lake Dates



## Important Popcorn Dates

August 22 – All Orders Are Due

September 10 – Pick up Popcorn

October 22 – Popcorn Blitz Day

October 29 Popcorn Return, Payment to Date, and Order Additional Popcorn

November 19 Pickup Additional Popcorn

December 1<sup>st</sup> – Final Payment Due

December 2<sup>nd</sup> – Council Top Seller Prize Drawing and Recognition

# Important Reminders

- With the committee – finalize the budget
  - Determine unit popcorn incentives
- Schedule Site Sale Location
- Place Popcorn Order (Secure Transportation)
- Secure location for product storage and plan for inventory control
- Date and plan for kickoff

A group of children are sitting on the ground outdoors, looking at something together. The image is dimmed to serve as a background for the text.

# HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at [support.trails-end.com](https://support.trails-end.com)

Get peer support 24/7 in the Trail's End Popcorn Community Group  
[www.facebook.com/groups/TEPopcornCommunity](https://www.facebook.com/groups/TEPopcornCommunity)

***Trail's End***

A graphic element consisting of a blue and red swoosh underline.

# Open Office Hours



Have a question or a few? Swing by our Trail's End Popcorn Community Facebook page every Wednesday starting Wednesday, July 27th at 7pm EST through Wednesday, November 9th at 7pm and we'll be LIVE to help answer any questions that come through.

Open office hours are in addition to the Customer Support email + Social Media platform support outlets provided.

**[www.craterlakecouncil.org/popcorn](http://www.craterlakecouncil.org/popcorn)**

- Jim Westfall 541-727-6665 [james.westfall@scouting.org](mailto:james.westfall@scouting.org) –
  - Council Incentives, Deadlines, Sales Ideas, Billing
- Braden Hammond 317-544-8861 [braden.Hammond@trail-end.com](mailto:braden.Hammond@trail-end.com)
  - App Questions, Product Questions, Sales Ideas



**THANK YOU**

*Trail's End*