

Orange County Council Popcorn Training

Please Put Your
First & Last Name, Unit
in the Chat

Download Leader Guide
ocbsa.org/popcorn



Why Popcorn?

Fundraising with Popcorn Helps Scouts



Become
Decision Makers



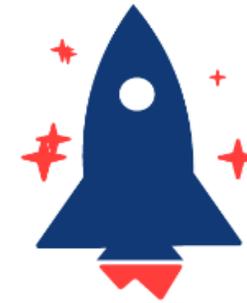
Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com gift cards
 - Millions of prize choices
 - 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

Popcorn = Program



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

- Yearly Membership Dues
- Scout's Life Magazine
- Uniforms, Patches, and Awards
- Camping Trips
- Hikes
- Christmas Party
- Blue & Gold Banquet
- Pinewood Derby
- Meeting Supplies & Equipment
- and more...

2020 Popcorn Sales

Trail's End[®]



TOTAL SALES: \$483,073

**#18 in the Country
Best in the West**

ONLINE SALES: \$314,526

Online Sales Growth over 2019: +135%
#15 IN THE COUNTY



Top 5 Selling Units

1. Pack 12 – ECR - \$46,242
#7 in the West
2. Pack 689 - Saddleback - \$20,191
3. Troop 1134 - Pacifica - \$20,024
4. Pack 818 - Saddleback - \$16,983
5. Troop 90 - RSJ - \$15,636

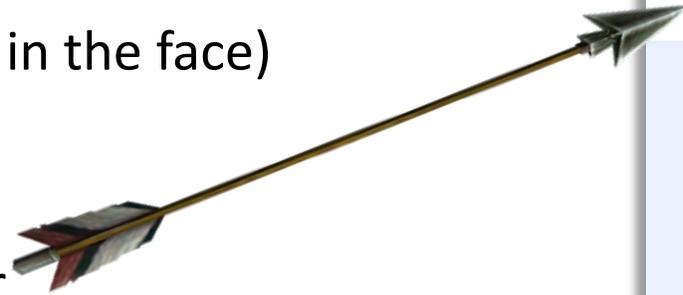
Top 5 Selling Scouts

1. Maverick T - Troop 1602 - \$29,220
#4 Seller in the Nation
2. Thomas A - Pack 12 - \$8,145
3. Logan S - Pack 12 - \$7,915
4. David S - Pack 12 - \$7,306
5. Bryce M - Troop 695 - 6,465

Steps to Success



1. Attend a Trail's End Webinar
 - Register at www.trails-end.com/webinars
2. Build Your Plan
 - Selling Methods
 - Unit Incentives (pie in the face)
 - Communication
 - Unit Kickoff
3. Invite Scouts to Register
4. Hold 'High Energy' Unit Kickoff
 - Present 2021-2022 Program Plan and Budget
 - Parent Buy-In
 - Scout Training
 - All Scouts Registered on Trail's End App.

A screenshot of the Trail's End Leader Portal. At the top, it says "LEADER PORTAL" in large, bold, blue letters. Below this, there's a section titled "Invite Your Scouts" with a blue button that says "ORDER POPCORN". There are two circular icons: one with a house and a person, and another with a Wi-Fi symbol and a smartphone. Below this is a large section titled "LEADER DASHBOARD" in bold black letters. At the bottom of the dashboard, there's a section titled "GOAL PROGRESS" with a blue wavy line and two orange dots below it.

LEADER PORTAL

Invite Your Scouts **ORDER POPCORN**

LEADER DASHBOARD

GOAL PROGRESS

Sell \$1,000 in *under 8 Hours!*

Text **MYPLAN** to 62771 to
download: How to Sell
\$1,000 in under 8 hours

**5
MINS**

PERSONALIZE. Download the Trail's End App, register an account if you don't already have one, and personalize your account. Set a goal, add pictures, and a short bio telling customers why you're fundraising.

**10
MINS**

ONLINE DIRECT. Utilize the new Autoshare feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year. You can choose from one-time, 30-day, 60-day, and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order Online Direct!

**\$65
x 5
\$325**

Pro Tip: Share your fundraising page through social media, and tag your family and friends.

**4
HOURS**

STOREFRONTS. Sign up and sell for at least 4 storefront hours in the Trail's End App. The average Scout sells over \$125/hr at storefronts!

**\$125
x 4 hr
\$500**

Pro Tip: Make the most of your storefront time by working with only one Scout and parent per shift.

**3
HOURS**

WAGON SALES. Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. Scouts sell over \$100/hr on average!

**\$100
x 3 hr
\$300**

Pro Tip: Wear your uniform, and practice your popcorn sales speech.

TOTAL SALES \$1,125

Alvin

IMPORTANT!

- 1. Register your Unit**
- 2. Sign up & Attend Webinar**
- 3. Join Facebook**

Trail's End Scout App



SAVE TIME MANAGING YOUR SALE!

The app 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 | Paid by Trail's End

- Every Scout, every sale will receive free payment processing.
- Square is the leading credit card solution for units.
- Compatible with all Square Readers (not required to take credit cards).



SIMPLER AND SMOOTHER INTERFACE

- NEW and IMPROVED in 2020!
- Storefront and shift management.
- NEW 'text order/cart' feature for socially distant payments.
- Scout families can turn in cash payments via credit card.



Jared

Trail's End Scout App



CREDIT SALES ARE BEST FOR SCOUTS

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

Trail's End pays for all credit card fees!

- **Bigger Rewards** – Earn 1.5pts 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



SAVE TIME MANAGING YOUR SALE!

- www.trails-end.com
- Manage your unit's sale ALL in one place!
- Order Popcorn; easy prize submission; set your unit/Scout goal
- Invite your Scouts to register; manage Scout roster
- View real-time sales, inventory, and cash management
- UNIT to UNIT product transfers
- Create, schedule, and manage storefront sites and shifts



EASIEST WAY FOR SCOUTS TO SELL

- Safest way for Scouts to sell
- Scouts earn **1.5 Points** for TE Rewards
- As many traditional products and prices as possible
- No handling of products/cash for Scout or unit
- Text order to customer to complete purchase on their phone
- New Online Direct features:
 - **Autoshare**
 - **Prior year customers ask**
 - **Subscriptions for American Heroes Donations**
 - **QR Code**
- Products popped fresh to order – shipped direct to customer



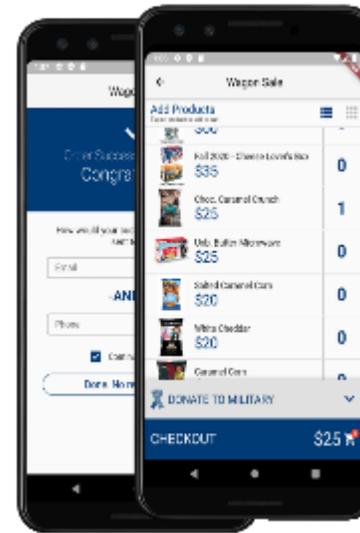
HOW IT WORKS

TWO WAYS TO SELL



SHARE YOUR PAGE

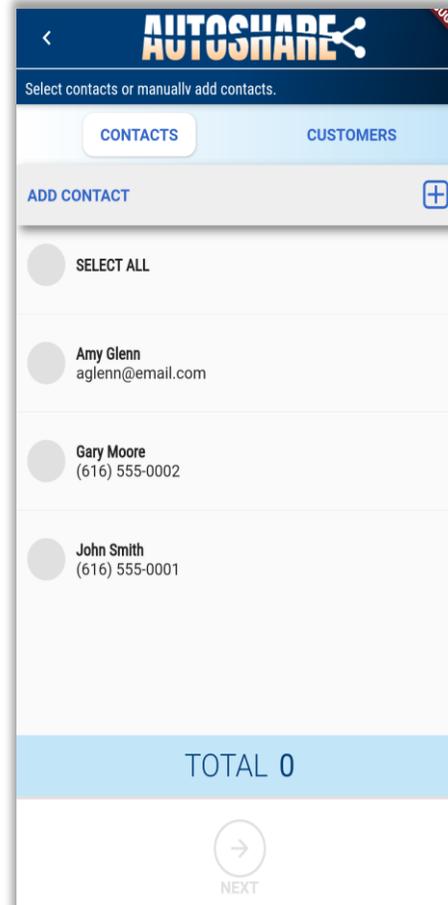
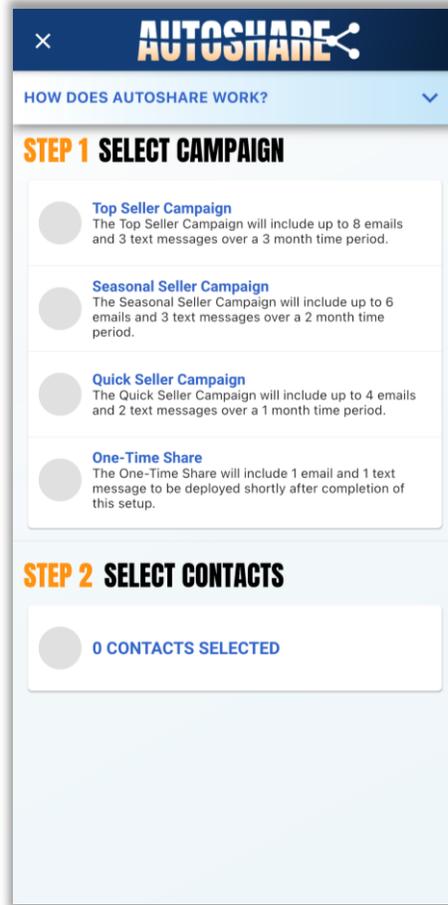
1. Share your fundraising page via email, text, or social media.
2. Customers click you link to place online orders.
3. Products ship to your customers.



TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

NEW AUTOSHARE



Your Online Direct Campaign just got a whole lot EASIER! It's as easy as 1-2-3!

1. Click Start **AUTOSHARE**
2. Choose the sharing Campaign that fits your goals.
3. Select your contacts straight from your device.

*Make sure to allow contact app permissions if you want to take advantage of this easy, time saving feature.

Online Sales – New Feature!



Scouts can 'AUTOSHARE' with Contacts and/or Previous Customers!

NEW!

AUTOSHARE

FUNDRAISING JUST GOT EASIER

HOW DOES IT WORK?
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.

READY TO SPREAD THE WORD!
Click here to set up automatic sharing of your online fundraising page.

START AUTO SHARE

SHOW LATER DON'T SHOW AGAIN

AUTOSHARE

Select contacts or manually add contacts.

CONTACTS 1 CUSTOMERS

ADD CONTACT

SELECT ALL

Amy Glenn
aglenn@email.com

Gary Moore
(616) 555-0002

John Smith
(616) 555-0001

TOTAL 1

NEXT

AUTOSHARE

CONTACTS 1 **CUSTOMERS** 19

2021 18 / 18

2020 1 / 3

Chris naviaux
Last Order: 2020-10-19 Lifetime Total: \$30
Email: me@me.com Phone: 317-292-5314

Christopher Naviaux
Last Order: 2020-10-09 Lifetime Total: \$825
Email: naviauxbrothe... Phone: (317) 292-5314

2019 0 / 8

2018 0 / 1

2017 0 / 1

2016 0 / 2

TOTAL 20

NEXT

AUTOSHARE

HOW DOES AUTOSHARE WORK?

STEP 1 SELECT CAMPAIGN

One-Time Share
The One-Time Share will include 1 email and 1 text message to be deployed shortly after completion of this setup.

STEP 2 SELECT CONTACTS

19 CONTACTS SELECTED

SUBMIT

NEW SUBSCRIPTIONS FOR AMERICAN HEROES' DONATIONS



**NEW Monthly gift to Scouting & American Heroes
in addition to existing one-time gifts.**

- Customers can sign up in your virtual store.
- Easier than ever for customers to support local youth, U.S. military, and first responders.
- Customers choose what amount is best for them.
- Sell 5, \$19+ subscriptions to fund your entire year.*

* based on Scout/Unit averages.



40,000+ Hours Booked!
SAVE TIME AND
PREVENT DOUBLE BOOKINGS

Trail's End and the Orange County Council have been contacting local stores and securing hours again for this Fall.

- July 16 Email to Units: Store list, Key dates, 'How to' claim
- July 19 Top selling units, 1 pick within their district
- July 20 Top selling units, 2 picks within their district
- July 21 All units, 1 pick within their district
- July 22 All units, 2 picks within their district
- July 23 All units, 4 picks within their district
- July 24 All units, unlimited picks within their council

Trail's End Rewards

TRAIL'S END REWARDS

Scouts have earned over \$5.6 million in Trail's End Rewards since 2019!

Learn more at <https://www.trails-end.com/rewards>



1.5 PTS FOR EVERY \$1 SOLD ONLINE DIRECT
Some Scouts are earning over \$25/hr** in Amazon.com gift cards.

1.5 PTS FOR EVERY \$1 SOLD CREDIT/DEBIT
Customers spent 27% more with credit cards vs cash in 2019.



1 PT FOR EVERY \$1 SOLD CASH

Earn bonus Amazon.com gift cards and earn chances to win a PlayStation 5 or Xbox Series X.



Save time and Sell more:

- Scouts redeem [Amazon.com](https://www.amazon.com) gift cards in app.
- Saving time for unit leaders. No gathering, receiving, distributing, or replacing prizes.
- Surveyed unit leaders using TE Rewards; reported saving an average of 6+ hours.



Trail's End® REWARDS

Collect points to earn [amazon.com](https://www.amazon.com) Gift Cards and choose the prize **YOU** want!

1.5PTS
1PT

PER EVERY \$1 SOLD
**ONLINE DIRECT
& CREDIT/DEBIT**
PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

<p>7,500 pts Earn an \$550 Amazon.com Gift Card</p>	<p>2,000 pts Earn a \$70 Amazon.com Gift Card</p>
<p>6,000 pts Earn a \$450 Amazon.com Gift Card</p>	<p>1,750 pts Earn a \$60 Amazon.com Gift Card</p>
<p>5,000 pts Earn a \$350 Amazon.com Gift Card</p>	<p>1,500 pts Earn a \$50 Amazon.com Gift Card</p>
<p>4,000 pts Earn a \$250 Amazon.com Gift Card</p>	<p>1,250 pts Earn a \$40 Amazon.com Gift Card</p>
<p>3,500 pts Earn a \$200 Amazon.com Gift Card</p>	<p>1,000 pts Earn a \$30 Amazon.com Gift Card</p>
<p>3,000 pts Earn a \$150 Amazon.com Gift Card</p>	<p>750 pts Earn a \$20 Amazon.com Gift Card</p>
<p>2,500 pts Earn a \$100 Amazon.com Gift Card</p>	<p>500 pts Earn a \$10 Amazon.com Gift Card</p>

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app



Use displayed prize image as not intended by Trail's End. Use as suggested prize or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates consent to program terms at <https://www.trails-end.com/terms>

Andrew

BONUS PRIZE INCENTIVES

Trail's End®

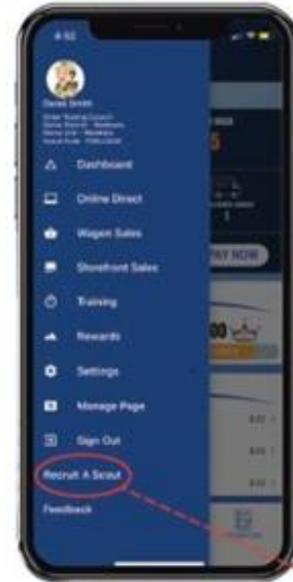


DUCKS CLUB

- Scouts that sell 2,000 points or more qualify for the Ducks' Popcorn Club, sponsored by the Anaheim Ducks
- 2 FREE tickets to a Ducks game, date TBA
- Limited Edition Ducks' Popcorn Club t-shirt with all members listed on the back



RECRUIT A SCOUT



Tip: The Recruit a Scout feature allows Scouts in your unit to collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.

It's an impactful program that's attractive to Scout families and helps you gain membership!



RECRUITMENT BONUS

storefronts to join Scouting and you can earn bonus Trail's End Rewards points.

- Every Scout who recruits a new Scout will earn **200 bonus points**.
- Every Scout who recruits 3 new Scouts will be entered into a grand prize drawing for a **\$500 Amazon Gift Card**.

Andrew

Units Can Earn Up to 35%

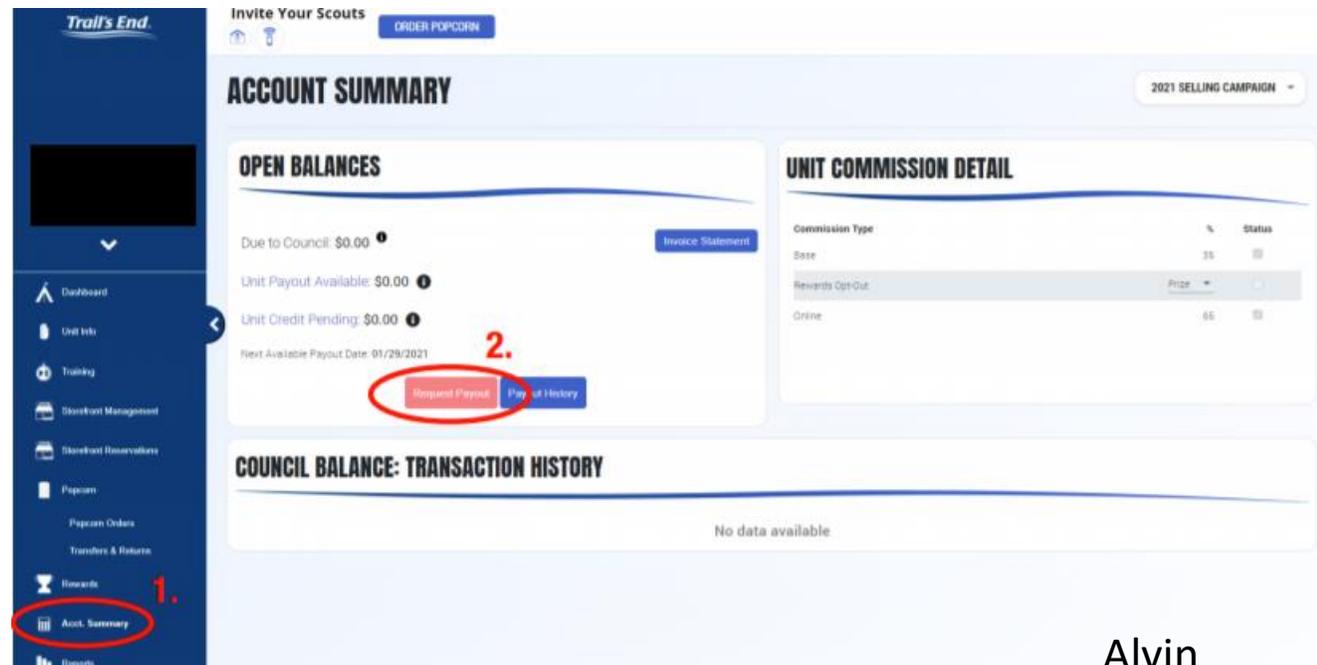
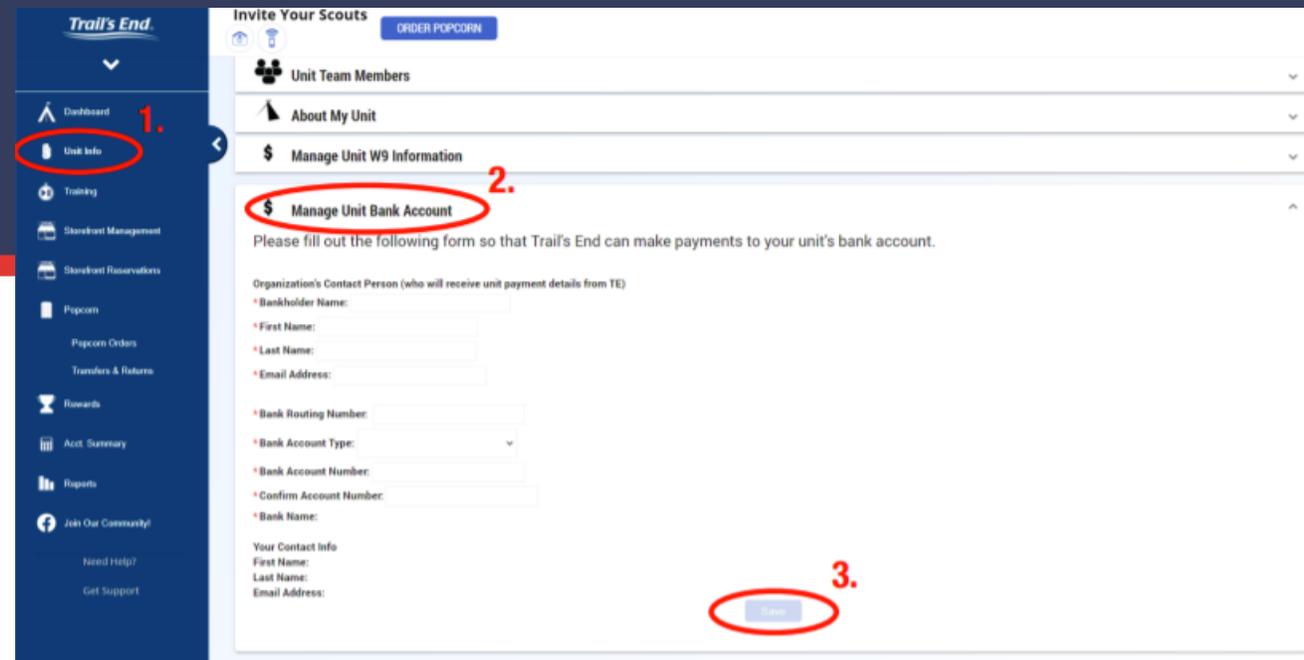


Commission Type:	Commission Percentage:
Traditional	30%
Training Bonus	+5%

Online Direct	35%
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Request Payout

1. Sign into Trails-End.com and add or verify your unit's bank information.
2. Go to Acct. Summary (1) and click Request Payout (2).
3. Email support@trails-end.com with any questions.



Sale Dates



June 16	Trail's End Webinars Begin
July 19	Storefront Bookings Open
July 20	Kernel Training
July 24	Kernel Training
Aug 27	First Popcorn Order Due
Sept 18	Popcorn & Sales Kit Pickup
Sept 18	Storefront Sales Begin
Oct 22	Returns & Account Close Out
Oct 25	Final Popcorn Order Due
Nov 11	Account Close Out
Nov 13	Popcorn Pickup & Account Close Out

**Page 2 in Leader Guide or at
ocbsa.org/popcorn**

Traditional SNS & TO Products



**\$40 Sweet & Savory
(No Returns)**



**\$25 Chocolatey
Pretzels (TO ONLY)**



\$25 Salted Caramel



\$20 Kettle Corn



**\$20 Unbelievable
Butter MW**



**\$20 White Cheddar
(No Returns)**



**\$20 Blazin' Hot
(No Returns)**



**\$15 Popping Corn
(No Returns)**



\$10 Caramel Corn

**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.

**American Heroes Donation Program
Andrew**

Online Direct Products

Trail's End®



FREE SHIPPING ON ORDERS \$55 OR MORE

EXTRA CHARGES AND EXCLUSIONS MAY APPLY

STARTS SHIPPING IN MAY



Backyard BBQ Bundle

Contains: Milk

STARTS SHIPPING IN MAY



Let's Go Camping Bundle

Contains: Milk and Soy

STARTS SHIPPING IN MAY



Original Beef Jerky (2.6 oz)

STARTS SHIPPING IN MAY



Let's Go Hiking Bundle

Contains: Tree Nuts

STARTS SHIPPING IN MAY



Good Samaritan Bundle

STARTS SHIPPING IN MAY



Ultimate Snack Bundle

Contains: Milk



Chocolatey Caramel Crunch™ Tin

Contains: Milk and Soy



Chocolate Trio Bundle

Contains: Egg, Milk, Soy and Wheat

- (1) Dark Chocolate Salted Caramels
- (1) Peppermint Bark
- (1) Frosted Snowflake Pretzels



Chocolate Lover's Tin

Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch™



Frosted Snowflake Pretzels

Contains: Milk, Soy and Wheat



Peppermint Bark

Contains: Milk and Soy



Chocolatey Caramel Crunch™ Bag

Contains: Milk and Soy

Andrew

Online Direct Products



FREE SHIPPING ON ORDERS \$55 OR MORE

EXTRA CHARGES AND EXCLUSIONS MAY APPLY



Chocolate Lover's Bundle

Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch™



Caramel Lover's Bundle

Contains: Egg, Milk and Soy

- Dark Chocolate Salted Caramels
- Salted Caramel Popcorn



Dark Chocolate Salted Caramels

Contains: Egg, Milk and Soy



Sweet & Savory Bundle

Contains: Milk and Soy

- Salted Caramel Popcorn
- White Cheddar Popcorn



Salted Caramel Popcorn

Contains: Milk and Soy



White Cheddar Popcorn

Contains: Milk

12pk Microwave



Unbelievable Butter™ Popcorn

Contains: Milk

NEW!



Honey Roasted Peanuts

Contains: Tree Nuts

NEW!



Campfire Blend Coffee K-Cups



Popping Corn Jar

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!



Send a gift of popcorn or purchase a monthly military donation which supports both local Scouting and hardworking first responders, military men and women, their families, and veteran organizations.

**Two Sessions:
New Kernel & Returning Kernel**

Register NOW!

www.trails-end.com/webinars

Facebook Groups



**JOIN THE OCBSA POPCORN PANTRY FACEBOOK GROUP
CLICK THE LINK AT WWW.OCBSA.ORG/POPCORN**

CREATED & MANAGED BY POPCORN KERNELS

Get your questions answered and share ideas between unit leaders across the country about the Trail's End popcorn fundraiser.

- 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 today!

Andrew

Download Graphics, Images, Templates, etc.



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text FACEBOOK to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

support.trails-end.com

COUNCIL CONTACT INFO

Andrew Royster Council Staff Advisor
andrewr@ocbsa.org

Alvin Phan Popcorn Field Staff Manager
alvinp@ocbsa.org

Roslyn Rakosky Popcorn Staff Admin
roslynr@ocbsa.org

**District Kernel & DE Contact
Info on Page 1 of Leader
Guide**

Alvin

THANK YOU!

ocbsa.org/popcorn

