



Trail's End®

POPCORN KERNEL GUIDEBOOK

Everything You Need to Know About the 2020 Popcorn Sale

Golden Gate Area Council
Online Direct/Social Distancing Summer 2020

START FUNDRAISING EARLY WITH ONLINE DIRECT

WHY START YOUR FUNDRAISER IN JULY?

- Uncertainty of COVID-19 return
 - Fund your popcorn order pre-payment
 - Trail's End unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
- *Unit must be registered by August 15, 2020 to qualify.

HOW CAN MY UNIT FUND A POPCORN PRE-PAYMENT?

- Start selling EARLY with existing Scouts (July & August)
- **Best & Preferred Option: Sell Online Direct**
 - Safest way for Scouts to sell
 - Scouts earn **Double Points** for TE Rewards
 - Traditional products and prices (\$10 opening price point*)
*Subject to change
 - No handling of products or cash for Scout or unit
 - New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
 - Products popped fresh to order
 - Text MYPLAN to 62771 to download: How to Sell \$1,000 Social Distancing
- **Backup Option: Sell Take Order before your first product order**
 - Ask customers to pay with CREDIT/DEBIT to avoid handling cash
 - Scouts earn 1.5pts for CREDIT/DEBIT orders for TE Rewards
 - Require Scouts to record UNDELIVERED Wagon sales in the TE App
 - Require customers to pay at time of order, NOT on delivery

FUNDING A 30% PRODUCT PRE-PAYMENT EXAMPLE:

- Let's say your unit sells \$10,000, and has been primarily show & sell, here's what to do:
 - Sell \$3,000 Online Direct: Unit makes \$1,000
 - Sell \$1,000 Take Order with Credit Card: Unit has \$1,000 in credit
 - You've sold \$4,000 and can prepay \$2,000 to order \$6,000 in popcorn
- *Tip: Online Direct and CREDIT/DEBIT sales automatically credit your popcorn invoice with council, eliminating the need to collect payments from Scouts.*
- *Tip: Require Scout families to turn in any cash payments using the NEW parent credit payment feature in the TE App.*



How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
 - Share their personalized fundraising page via Social Media, Email, Text and more.
 - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

STEP

1

Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
 - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%** unit commission.

STEP

2

For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
 - 4 hours: 15+ orders from friends & family.
 - 4 hours: 15+ orders from their local neighborhood(s).

STEP

3

Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
 - How the money raised benefits each Scout family
 - Unit & Scout sales goals
 - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
 - Everyone downloads the Trail's End App! Text APP to 62771.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

STEP

4

Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

**Unit must be registered to sell by no later than August 15, 2020 to qualify. **Online Direct commission varies by council.*



How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP 1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP 2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP 5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.

MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	<p>Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and Scouts can fundraise year-round!</p>
WAGON SALES Take Order	<p>Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighborhoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.</p>
WAGON SALES Door to Door with Product	<p>Involves the Scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout in a wagon or vehicle, making it a quick and easy process for the customer.</p>
STOREFRONT SALES	<p>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 Scout and ONE parent at each shift to cover more shifts during the course of the sale.</p>

ONLINE DIRECT PROMOTIONS

- **Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15***
 - *Unit must be registered to sell by no later than August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Pledge**
 - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
 - Make the pledge: <https://www.surveymonkey.com/r/6MKNHGB>
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
 - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
 - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader

TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

Trail's End® REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they 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!

SCOUTS EARN **DOUBLE** ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
 - No collecting orders from Scouts 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 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 and motivate Scouts through the App.
- Leaders can wrap up the fundraiser and get back to Scouting faster!

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>.

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 don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

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.

ONLINE DIRECT

The safest way of fundraising for Scouts!



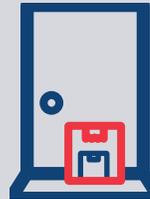
Safe for Scouts

Fundraise from the safety of home.



Product Variety

Traditional products & prices plus more.**



No Handling

Products ship to your customers and all sales are credit.



Trail's End Rewards*

Earn double points for Amazon.com gift cards.

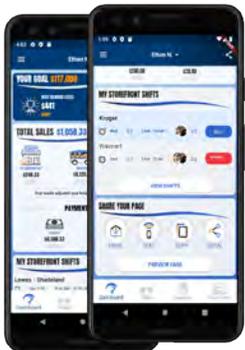
*Council participation in Trail's End Rewards may vary.

**Subject to change.

HOW IT WORKS

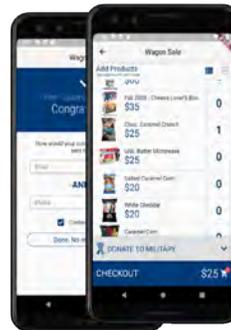
TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE



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

TAKE ONLINE DIRECT ORDERS IN THE APP



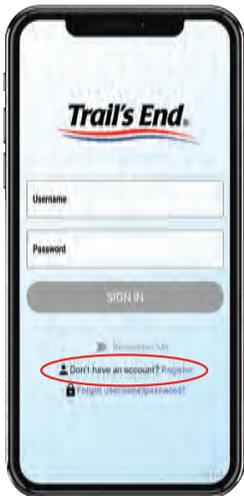
1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

THE TRAIL'S END APP

Available in the Apple and 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 Scouts?

- Each Scout 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 Scout name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS

Every Scout 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.

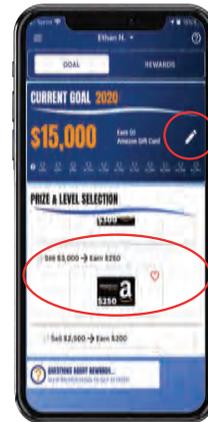
Lightning Reader (Apple) - Swipe reader plugs into lightning jack.

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

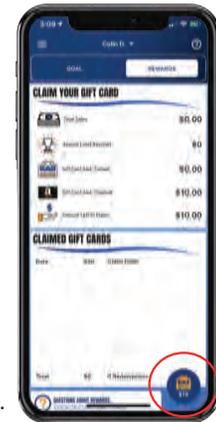


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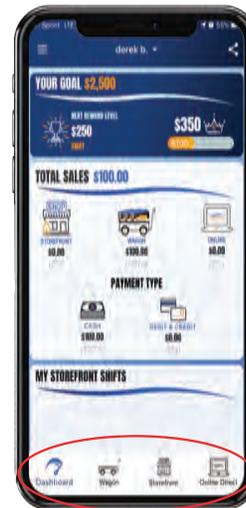
TE REWARDS: SET A GOAL, CLAIM GIFT CARD



- 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 get your Amazon.com claim code.



HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

Online Direct: Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Or, share your page with customers via email, text, and social media.

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

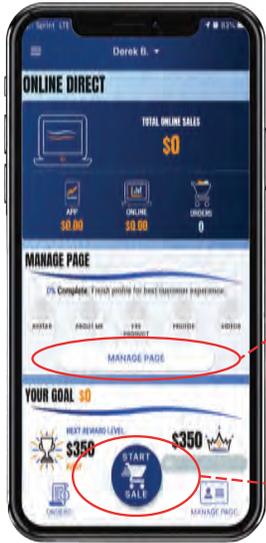
Storefront: Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.

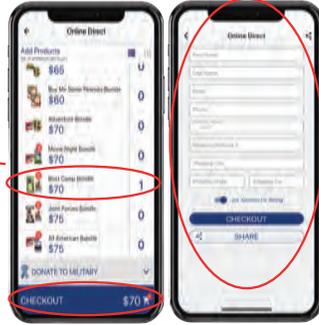
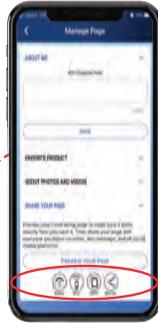
- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Scout Parents Community www.facebook.com/groups/TEScoutParents/

*Screenshots subject to change

ONLINE DIRECT: SHIP TO CUSTOMER

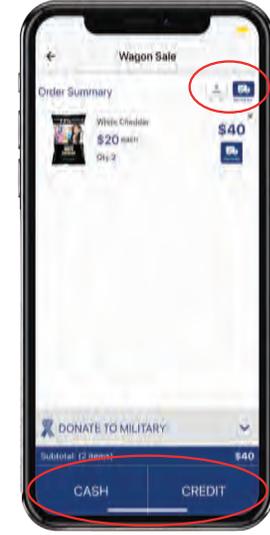
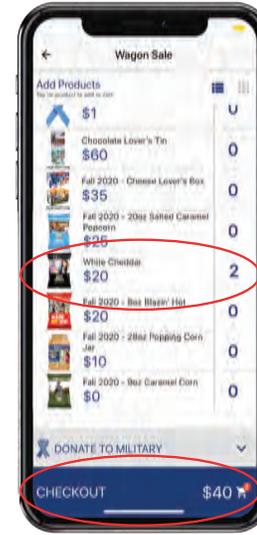


Tip: Click Share to text the cart to the customer to complete the purchase on their phone.



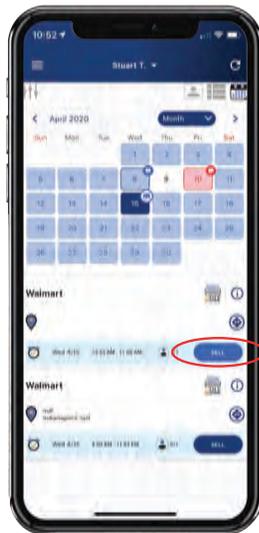
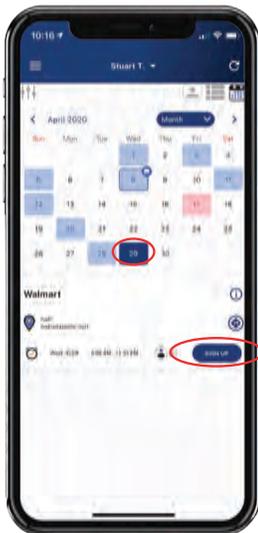
Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE



Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

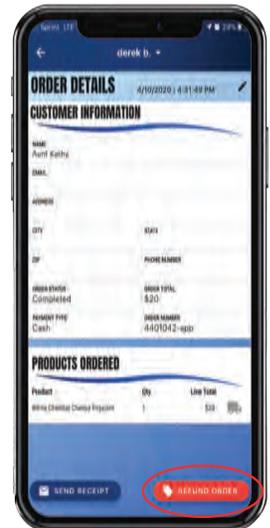
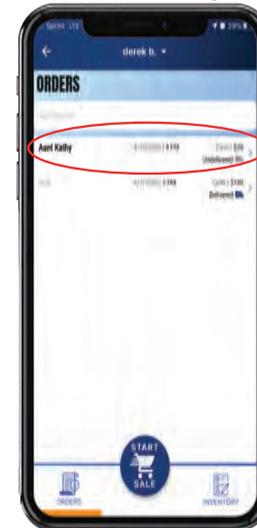
SIGN UP FOR A STOREFRONT SHIFT



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

ISSUE A REFUND

Available SAME DAY only for Scouts.



Tip: You can also edit customer information and re-send a receipt from this screen.

**Screenshots subject to change*