Long Beach Area Council
2020 Popcorn Preview

Monday August 3
7pm via Zoom
Can your Scouts sell safely? How do we keep them safe?

How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!
AGENDA

• Ways to sell during COVID
• Product changes
• Prize structure
• Commission and dates
• Orders and returns
• What you can do now
• Questions
Ways to Sell in 2020

• Online
  • Open now!
  • Ships direct to customer
  • Shipping cost

• Wagon sales
  • Your neighbors, switch between modes

• Storefronts
  • Trails End has booked storefronts
## Storefronts

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<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
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ONLINE DIRECT

• Safe way for Scouts to sell

• Scouts earn ‘More Points’ towards TE Rewards

• Traditional products and traditional prices
  • $10 opening price point
  • Shipping: $7.99 1st item / $.99 per additional item

• No handling of products/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

Text **MYPLAN** to 62771 to download:
How to Sell $1,000 Social Distancing
ONLINE DIRECT

HOW IT WORKS

TWO WAYS TO SELL

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.
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 (i.e. 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 your 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.
• Order forms
• Door hangers
  • Poll
  • Would you use these?
  • How many?
Accepting Credit/Debit

CREDIT SALES ARE BEST FOR SCOUTS
TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
It’s safer!
Trail’s End pays for all credit card fees!

- **Bigger Rewards** – Earn ‘More Points’ for credit card sales in the Trail’s End App
- **Safer** – Scouts don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
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
Every Question Asked...Every Question Answered!

Units that attended a Trail’s End Webinar grew 11.2% on average in 2019

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units
- District Kernel Training

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

To view the full schedule & registration details:

Text WEBINAR to 62771 to Register!
• Which method of the 3 are you leaning towards?
  • Online
  • Wagon Sales
  • Storefronts
  • Combination of all 3
AGENDA

• Ways to sell during COVID
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• What you can do now
• Questions
Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

$35
Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk

$25
Salted Caramel Popcorn
Over $27 to local Scouts*
Contains Milk and Soy

$20
Blazin’ Hot Popcorn
Over $17 to local Scouts*

$20
White Cheddar Popcorn
Over $14 to local Scouts*
Contains Milk

$15
Unbelievable Butter™
Over $10 to local Scouts*

$15
Popping Corn Jar
Over $10 to local Scouts*

$10
Caramel Corn
Over $7 to local Scouts*
Contains Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

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

Donation Levels

$50
$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
Online Direct

$35 Chocolatey Caramel Crunch Tin

$30 Chocolatey Caramel Crunch

$30 Dark Chocolate Salted Caramels

$25 Salted Caramel Popcorn

$25 Unbelievable Butter 12pk

$20 White Cheddar Popcorn

$20 Blazin’ Hot Popcorn

$15 Unbelievable Butter Popcorn

$15 Popping Corn Jar

$10 Caramel Corn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
Online Direct Bundles

$70 Chocolate Lover’s Tin
• (2) Dark Chocolate Salted Caramels
• (1) Chocolatey Caramel Crunch

$65 Chocolate Lover’s Bundle
• (2) Dark Chocolate Salted Caramels
• (1) Chocolatey Caramel Crunch

$35 Cheese Lover’s Bundle
• (1) White Cheddar Popcorn
• (1) Blazin’ Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail’s End has teamed up with Soldiers’ Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over $66 million worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over 129,000 Military Donations
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states
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TRAIL’S END REWARDS

New in 2020

• Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards

• With changes to the way they sell, Scouts can earn more Rewards faster!
Why do Scouts love Trail’s End Rewards?
• Earn double points with Online Direct
• Bigger prizes
• Millions of choices on Amazon.com
• Get prizes faster
• Delivered to their door

Why do Leaders love 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 and motivate Scouts through the App.
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<table>
<thead>
<tr>
<th>Commission Type:</th>
<th>Commission Percentage:</th>
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<tr>
<td>ONLINE DIRECT</td>
<td>35%</td>
</tr>
<tr>
<td>TRADITIONAL</td>
<td>28% (up from 24%)</td>
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<tr>
<td>ONLINE DIRECT SALES</td>
<td>5%</td>
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<td>(July 1 – Aug. 15, 2020, Unit must register to qualify.)</td>
<td>(Amazon.com gift card)</td>
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<td>Bonus – unit kickoff</td>
<td>2%</td>
</tr>
<tr>
<td>Bonus – no returns</td>
<td>2%</td>
</tr>
<tr>
<td>Bonus – increase in sales</td>
<td>2% (-10), 3% (even), 4% (+10)</td>
</tr>
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</table>

Yes, you can opt out of prizes and get +3% commission
HOST A VIRTUAL KICKOFF

Use Zoom (or similar platform)

**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 to download.
- Trail’s End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail’s End Scout Parents Facebook Group to get tips and ask questions!

Text KICKOFF to 62771 to Download Presentation.
### KEY DATES TO REMEMBER - DRAFT

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<tr>
<th>Order</th>
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<td>Orders Due</td>
<td>August 21</td>
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<tr>
<td>Order arrives</td>
<td>September 9</td>
</tr>
<tr>
<td>Second Order Due</td>
<td>Late September</td>
</tr>
<tr>
<td>Second Order arrives</td>
<td>Early mid October</td>
</tr>
<tr>
<td>Final Payment Due to Council</td>
<td>Thanksgiving</td>
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- No more hard line definition of storefront vs order form
Start Selling Early

Trail’s End Online Direct unit promotion:
• Earn 5% of Online Direct sales in an Amazon.com gift card – Jul 1-Aug 15.
  • Unit must be registered by August 15, 2020 to qualify.
• Look for other Promotions throughout the months of July and August!

Scout Online Direct Entrepreneur Challenge
• The 1st 200 Scouts sell $2,500 or more through Online Direct from July 1 – August 15 will receive a $200 Amazon.com Gift Card.

Scouts can do ‘Take Order / Pre-Sales’ in July & August
• Sell in the App – take credit cards and earn ‘More Points’ towards your TE Rewards.
• Product to Units in September for pre-sales delivery.
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ORDERS & RETURNS

- Smaller orders than last year
- Limited exchanges
- Reduce returns
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THINGS YOU CAN DO NOW

- Survey your parents
- Determine how you want to sell
- Figure your budget needs
- Place your order before August 21
- Talk to Gil or Marc about your order
- Register your unit on TE website
- Sign up for webinars
- Scouts download app, claim readers
New to popcorn?
You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
UNITS THAT ATTENDED A TRAIL’S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
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TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text WEBINAR to 62771 to Register!
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!
Marc Bonner: Staff Advisor
marc.bonner@scouting.org
(562) 427-0911 x280

Gil Hernandez: Council Kernel
gilhern76@gmail.com
Questions
THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity
## Appendix: Resources

Text **the keywords below to 62771 to Download.**

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<th>Leaders</th>
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