

2023 POPCORN SALE PLAYBOOK



 <p>1 Trail's End App</p>	 <p>2 Storefront Sales</p>
 <p>3 Goal Setting</p>	 <p>4 Finding Customers</p>
 <p>5 Heroes & Helpers</p>	 <p>6 Sales Commitment</p>

- ◆ Suggestion to use for Stations for your Unit Kick-Off Event. All Stations must be signed off on to be eligible to receive an award at the end of your Unit Kick-Off event.

Jr. Blues Experience

Scouts who sell a minimum of \$750 will be invited to attend a Springfield Jr. Blues game on Saturday, December 2, 2023 with possible on ice experiences and incentives for the top selling Pack and Troop.



POPCORN CONTACTS

TITLE	NAME	PHONE #	EMAIL
Lincoln Home District Kernel	Kathleen Ball	217-652-8760	ScoutingMomPack52@gmail.com
Log Cabin\Rail Splitter District Kernel	Deanna Sleboda	217-710-4465	DeeSleboda78@gmail.com
Honest Abe District Kernel	Jessica Dye	217-529-2727	Jessica.Dye@scouting.org
Council Popcorn Kernel	John Boykin	217-202-2917	JohnBoykin07@comcast.net

SUPPORT

Contact your District Kernels with any issues . You can also contact Trails-End for any issues related to the Trails-End App.

Trail's End Support:

Everything you need to know about the app

Text **APPGUIDE** to **62771**

Join the Scout Parent Facebook Group

Text **PARENTFB** to **62771**

Visit the Trails-End FAQ's

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

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 [Unit#]”

Let people know your goals

“I’m earning my way to [adventure or summer camp]”

Close your sale

“Can I count on your support today?”

Thank your customer and end your sale

“Thank you, we prefer credit / debit payment”

NOTES

TOP SELLERS CLUB BIG SPIN PARTY

The Top Selling Scouts that sell popcorn in 2023 will be invited to the BIG SPIN party before the Jr. Blues Hockey game Saturday, December 2, 2023. Scouts must sell a minimum of \$1,200 to be eligible for the Top Sellers Club BIG SPIN Party. Highlights of the BIG SPIN Party include:

- ◆ Food
- ◆ Spin on the BIG SPIN wheel to earn fabulous prizes!
 - ◇ \$1,200 - One Spin on the \$20 Prize Wheel
 - ◇ \$1,700 - One Spin on the \$35 Prize Wheel
 - ◇ Each additional \$1,700 - One Spin on the \$35 Prize Wheel
- ◆ Recognition of Top Selling Scouts and Scout Units

All donations count towards Scouts Total Sales, Points, and Unit Commissions as well as earning the “Heroes & Helpers” Patches.



SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- ⊕ Introduce yourself (first name only), where you are from, what you are doing, and close the sale
"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- ⊕ Encourage credit sales for higher Reward points
"I earn more points when you pay with a credit card."
- ⊕ Wear your Class A uniform and always say
"Thank You."
- ⊕ Always have an adult present
- ⊕ Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- ⊕ Wagon Sales: Never enter anyone's home
- ⊕ Find repeat customers by checking your Trail's End App order history

MULTIPLE WAYS TO SELL

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
- ⊕ **Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader
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!
- ⊕ **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.

TRAIL'S END APP

⊕ Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

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



NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!

bit.ly/Scout-App-Guide

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 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

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

POINTS	GIFT CARD
17,500	10% <small>OFF 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

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



NEVER MISS A SALE, LEAVE BEHIND A DOOR HANGER!

bit.ly/Door-Sign



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

bit.ly/We-Prefer-Credit

Abraham Lincoln Council - Popcorn Sale HEROES & HELPERS

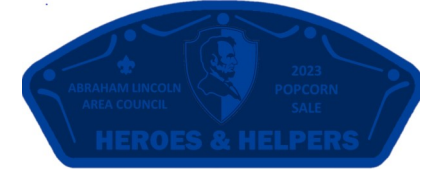
Blue Level "Heroes & Helpers" Patch

Minimum \$150



Silver Level "Heroes & Helpers" Ghost Patch

Minimum \$300



Gold Level "Heroes & Helpers" Ghost Patch

Minimum \$600



"EVERY HERO DESERVES A SNACK!"

With the donations collected by Scouts like you, we are able to recognize local Heroes and Helpers with a gift of Popcorn!

HOW SCOUTS EARN THE PATCH

Each Scout that collects a minimum of \$150 in Heroes & Helpers Donations will receive a "Heroes & Helpers" patch. Scouts can wear the patch all year!

Trail's End®

Fund Your Entire Year!

How to Sell Over \$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!

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!

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!

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

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

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

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

TOTAL SALES \$1,125

Trail's End™ 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!

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.

**1.25 PTS PER
\$1 SOLD**

APP CREDIT / DEBIT CARD
& ONLINE DIRECT

**1 PT PER
\$1 SOLD**

CASH



Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!

Price & color may vary. Examples of the types of prizes available on Amazon.

ALL PRIZES IN THIS SECTION ARE ON TOP OF TRAILS END REWARDS AND ARE CUMULATIVE

NEW! COUNCIL BONUS LEVELS - IF YOU SELL AT THE LEVELS BELOW YOU WILL EARN:

- **\$750 - SCOUT NIGHT AT THE JR. BLUES EXPERIENCE FREE TICKET FOR SCOUT (Game is first Home Saturday game in December)**
- **\$1,200 - A SPIN ON THE \$20 PRIZE WHEEL AT THE JR. BLUES PRE-GAME EXPERIENCE**
- **\$1,700 - A SPIN ON THE 435 PRIZE WHEEL AT THE JR BLUES PRE-GAME EXPERIENCE**
- **SPIN PRIZES WILL INCLUDE BUT ARE NOT LIMITED TO AMAZON GIFT CARDS, LEGO SETS, CAMPING SUPPLIES, ETC.**
- **FOR EACH ADDITIONAL \$1,700 - YOUR SCOUT GETS ANOTHER SPIN ON THE \$35 PRIZE WHEEL**
- **NEW! \$2,500 PRIZE LEVEL**
 - ◇ **A DRAWING WILL TAKE PLACE FOR 4 SCOUTS TO WIN A \$500 GIFT CARD FOR THEIR CHOICE OF SIX FLAGS, SCOUT SHOP, CAMPING CREDIT, OR FAMILY ACTIVITY AGREED TO BY THE COUNCIL POPCORN COMMITTEE.**
- **COUNCIL LEVEL TOP SELLER PRIZES:**
 - ◇ **COUNCIL TOP SELLER: \$250 AMAZON GIFT CARD**
 - ◇ **EACH DISTRICT TOP SELLER: \$100 AMAZON GIFT CARD (Council Top Seller ineligible for District Top Seller as well)**

70% BACK TO FUTURE LEADERS*



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!
Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!
Donation Levels: \$50 \$30 \$1 Custom amount
For details visit trails-end.com/terms

POPPING CORN
\$15



CHOCOLATEY PRETZELS
\$30



UNBELIEVABLE BUTTER MICROWAVE POPCORN
\$25



NEW!
28PK SNACK PACK
SEA SALT POPCORN
\$50



MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT



ALLERGEN & NUTRITIONAL FACTS



TAKE ORDER FORM

SWEET & SALTY KETTLE CORN
\$15



IMPROVED FLAVOR!
WHITE CHEDDAR POPCORN
\$20



NEW!
S'MORES POPCORN
\$25



SALTED CARAMEL CORN
\$25



ADVENTURE AWAITS

Scan the QR code
DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!
trails-end.com/app

Available on the
App Store
GET IT ON
Google Play