

# 2024 Popcorn Sale Calendar



## 1. Unit Leader Kick Offs & Briefings:

- June 17: 7:00pm Kent Laboratory Academy. 10515 SE 208<sup>th</sup> St. Kent & Zoom
- July 11: 7:00pm Seattle Council Office & Zoom
- July 17: 7:00pm Bremerton (In Person Only)
- Thursday August 20: 7:00pm Grand Columbia Area & Zoom

2. July 23: Store Front Reservation system open for all units.

3. **July 26: Early Bird Orders submitted online by 11:59 PM**

4. August 1: Unit Program Calendars and Budgets due

5. **August 8: Early Bird Order Delivered to sites and distributed.**

- Metrie Distribution: 2200 140th Ave East. Sumner, WA 98390
- United Moving & Storage: 1770 NE Fuson Rd. Bremerton, WA 98311
- Tyco, Inc Schaeffer Oil: 3720 E Broadway Ave. Moses Lake. WA 98837

6. **August 19: 2nd Order submitted online by 11:59 PM**

7. **August 29: 2<sup>nd</sup> Order Delivered to sites and Distributed**

- Metrie Distribution: 2200 140th Ave East. Sumner, WA 98390
- United Moving & Storage: 1770 NE Fuson Rd. Bremerton, WA 98311
- Tyco, Inc Schaeffer Oil: 3720 E Broadway Ave. Moses Lake. WA 98837

8. **October 31: Popcorn Sale Ends**

9. **November 4:** Scout Rewards finalized and submitted in TE Leader Portal. And Council Incentives forms emailed to Council Office.

10. **November 5:** Council finalizes Heroes & Helpers & TE Incentives. Email for any outstanding AR is sent to units.

11. **November 22:** Final payment due.

12. **January 11:** Big Spin Party at Seattle Service Center - 3120 Rainier Ave S. Seattle, WA 98144 from 10:00am-12:00pm

## PREPARE

### Register Your Unit Today →



- Gain access to:
  - Reserve & manage storefronts
  - Track Scout sales
  - Inventory management
  - and much more...
- New Leaders receive their username by email after registering

### Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget →
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal



### Trail's End Storefronts (for participating Councils)

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

### Leader Portal →



- Sale Resources
  - NEW Leader training videos
  - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council

### Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells \$1,500 earns an overnight at the Zoo!*

### Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
  - Give your Trail's End Unit Code (coming soon) to new Scouts



## SELL

### Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

### Heroes & Helpers Donations

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time! →



### Credit is Preferred

Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:

- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

### Parent Pay Now

- Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



## WRAP UP

### Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality!  
Thank you for choosing the Trail's End fundraiser!

**For more information  
Visit our FAQs**



**Join the Trail's End Popcorn  
Community on Facebook**



## PREPARE

### Download the App →

New Scouts: register an account

- Use your zip code or Trail's End Unit Code \_\_\_\_\_ (coming soon)
- You can use one email for multiple accounts

Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

### What's Next in App?

- Set your goal on Rewards page
- Customize your online fundraising page
- Reserve storefront shifts
  - After reserving, view site instructions for arrival and setup details
- Watch NEW storefront videos on Training page

### Practice Your Pitch

*"Hi, my name is \_\_\_\_\_ (first name only!) and I'm earning my way to \_\_\_\_\_ (goal for your funds)! Can I count on your support?"*

*My favorite flavor is \_\_\_\_\_ (pick one!). If you don't have cash, don't worry, we prefer credit card!"*

*Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?"*

*Even if the customer says no, always say, "Thank you" and "Have a good day."*

### Tips

- Follow Scout Oath, Scout Law, and Guide to Safe Scouting at all times
- Make prospect list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your Class A uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support →



### Storefront Code of Conduct

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or location specified by store
- Enhance the shoppers' experience! Do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

## SELL

### Best Practices

- Record all sales in App, including donations
- Heroes & Helpers Donations: your customers can send products to military troops, first responders and food banks, while still supporting you!
- Follow-up with online customers who have not purchased
- Track progress in App & sell to your goal!

### Ways to Sell

- Storefront: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text
- Wagon: sales to neighbors

### Earn Rewards

- Accumulate points towards your Amazon eGift Card when using the Trail's End App
- Credit & Online: 1.25 pts per \$1 sold
- Cash: 1 pt per \$1 sold
- Parent Pay Now: turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash
- View NEW storefront & online bonuses! →

### Credit is Preferred

- Trail's End pays all fees!
- Major credit cards are accepted using Square readers or manual entry
- Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!
- How to connect a Bluetooth reader →

## WRAP UP

### Finish Strong

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank your customers
- Claim your Reward
- Choose the prizes you want on Amazon

Enjoy the rest of your Scouting year!

My Leader: \_\_\_\_\_

Phone | Email: \_\_\_\_\_

For more information, visit our FAQs →



## 2024 Popcorn Sale Commission and Recognition



### 2024 Unit Commission

- **Base Commission:** 35%
- **Key Leader attend Unit Leader Briefing:** 2%
- **Total:** 37%
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### 2024 Individual Recognition

- **Participation Patch:** *Make 5 sales in the App.*
- **Collector's Edition Heroes & Helpers Council Strip:** *Scouts earned with \$100 in sales. Units will be awarded 1 CSP for every \$100 of Heroes and Helpers recorded in the system to distribute as they see fit.*
- **Achievers Club = \$2,000** *Scouts receives two Tickets to a 2025 Mariners Game.*
- **Big Spin Party =** *Special event for the Top 30 Sellers Council Wide who sell a minimum of \$3,000. These 30 top sellers will receive a \$50 gift card and be invited to the Big Spin Party with great food and an awesome prize wheel where they can win great prizes. These top 30 sellers will get 1 spin/prize for every \$3000 in Sales.*
- **Championship Belt = \$10,000** *Scouts will be awarded a unique first ever Chief Seattle Council Championship Belt. These prizes to be awarded at the Big Spin Partys.*

### 2024 Unit Incentives

- **New Unit Incentive:** *Defined as a first time or returning participant in the sale. Units receive \$570 in free product. They must attend the leader briefing and staff 2-3 store front locations. They will be encouraged to order a small \$2500 order for which \$570 is guaranteed.*
- **Returning Unit Growth Incentive:** *Units with strong year over year growth will receive their choice of an amazon gift card or Scout Bucks deposited in their unit custodial account to spend on any council related expense such as camp, activities, advancements, scout shop, etc. The Gift size will be determined by sales growth over 2023. Increase \$2500+ (\$200); Increase \$5,000+ (\$400); Increase \$7,500 (\$600).*

# Trail's End<sup>®</sup>

## 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.

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

**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.

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

**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.

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

**TOTAL SALES \$1,125**

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

**EARN POINTS\***

**App Credit/Debit Card & Online**

**1.25 pts per \$1 sold**

Trail's End pays all transaction fees!

**Cash**

**1 pt per \$1 sold**

**Parent Pay Now (NEW)**

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



more info here



**2024 Bonus Rewards\***

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
  - To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

POINTS	GIFT CARD
17,500+	10% of Points
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!**

Download the App today

GET IT ON Google Play

Download on the App Store

Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

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# SCOUT PITCH

“Hi, my name is \_\_\_\_\_ and I’m earning my way  
(first name only!)  
to \_\_\_\_\_! Can I count on your support?  
(goal for your funds)



My favorite flavor is \_\_\_\_\_. If you don’t  
(pick one!)  
have cash, don’t worry, we prefer credit card!”

Remember:

**NEVER, NEVER, NEVER** ask customers to buy popcorn.  
It’s to support You!

If you cannot remember your sales pitch, say,  
“Will you help me go to Camp?”

Even if the customer says no, always say,  
“Thank you” and “Have a good day.”

