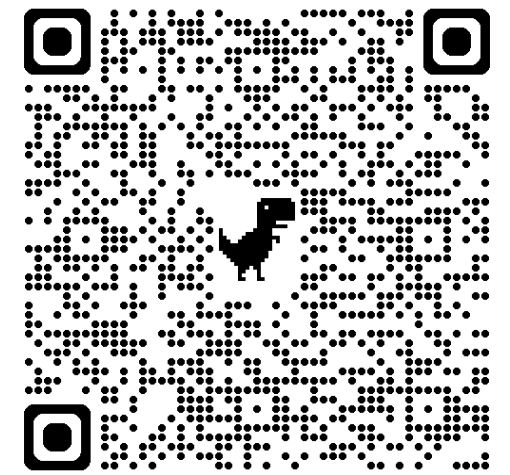


Jayhawk Area Council

Trail's End®

2025 Unit Leader Training

REGISTER NOW



Powered by Popcorn

Trail's End[®]
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the 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
- How to handle rejection

2023 Top Sellers

Rank	Scout	Unit	District	Total Sales \$
1	C. Zaiss	Bison	Pack 175	\$6,556
2	H. Thompson	Bison	Troop 249	\$5,524
3	R. Austin	Bison	Pack 175	\$3,201
4	C. Stanton	Bison	Pack 175	\$2,224
5	A. Moncrief	Sojadi	Pack 106	\$2,202
6	J. Moncrief	Sojadi	Pack 106	\$2,176
7	D. Harbert	Bison	Pack 249	\$2,111
8	K. Hall	Bison	Pack 175	\$2,081
9	J. Patrick	Sunflower	Pack 55	\$2,047
10	B. Dodds	Bison	Pack 246	\$2,001

Rank	Unit	District	Total Sales \$
1	Pack 175	Bison	\$41,926
2	Troop 249	Bison	\$10,199
3	Pack 77	Pony Express	\$8,474
4	Pack 249	Bison	\$8,340
5	Pack 106	Sojadi	\$8,049
6	Pack 71	Pony Express	\$7,764
7	Pack 345	Sunflower	\$7,754
8	Pack 55	Sunflower	\$7,392
9	Troop 175	Bison	\$4,065
10	Pack 183	Bison	\$3,929

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,
use, or activity



Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!

Enjoy the Year!



Ideal Year of Scouting

Fund Your Scouting Year

	Activities / Program Items	Cost
✓	Pack Dues	\$60
✓	Summer Camp	\$350
✓	BSA National Fee	\$85
✓	Council Program Fee	\$80
✓	Shirt	\$35
✓	Pants or Skorts	\$35
✓	Hat	\$23
✓	Belt	\$15
✓	Neckerchief	\$13
✓	Neckerchief Slide	\$8
✓	Socks	\$8
✓	Belt Buckle	\$7
✓	Patches	\$6
✓	Handbook	\$20
✓	Other	\$0

\$745

35%

\$2,129

Total Cost

Unit Commission

Sales Goal

**Available for
download in
training section of
the Unit Portal!**

2024-2025 Program Planner						Trail's End®	
1. Enter your Unit's activities and costs under each month.						Pack/Troop	
2. Enter your number of Scouts and unit commission %.						Number of Scouts in Unit	
3. Fill in the five shaded fields at the bottom of the sheet.						Unit Commission %	
September		October		November			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
December		January		February			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
March		April		May			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
June		July		August			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
Enter Cost per Scout							
Pack Dues						Total Activity Cost & Expenses	
Scout Life Magazine						Other Unit Expenses	
Advancements						Unit Sales Goal	
BSA National & Council Program Fee						Scout Sales Goal	
Total Expenses						Unit Commission	
\$0						\$0	
						#DIV/0!	
						#DIV/0!	
						#DIV/0!	

Ideal Year of Scouting

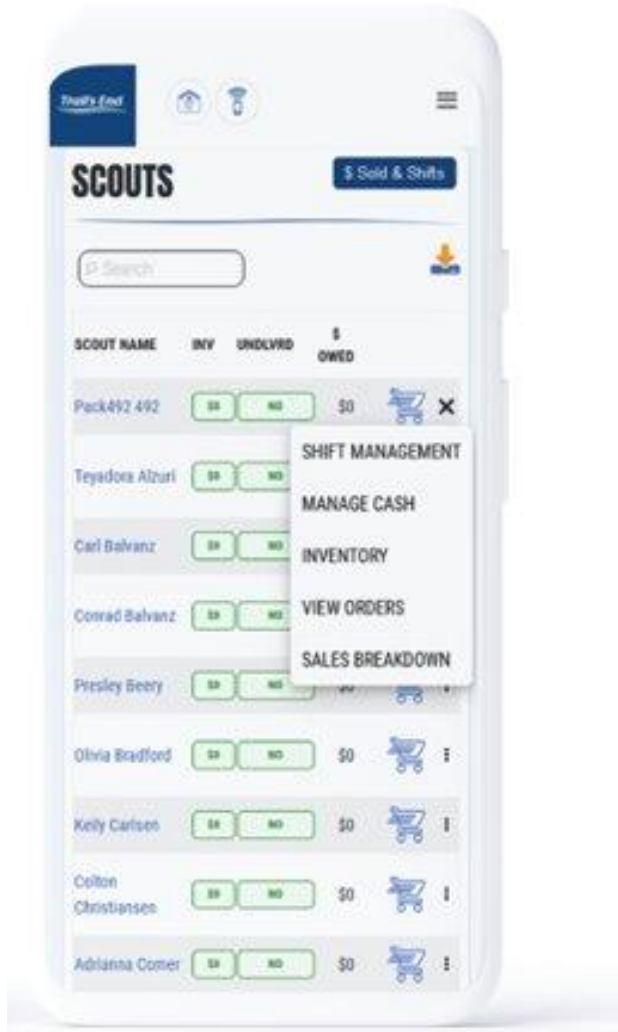
Trail's End[®]
Scout Fundraising

Help Units (or Scouts) Set Their Budget!

- Total Program Costs \div Unit Commission $=$ Sales Goal
- Hit Sales Goal $=$ **100% PROGRAM FUNDED**

Leader Portal

Trail's End
Scout Fundraising



Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

Leader Training

Trail's End[®]
Scout Fundraising

Videos

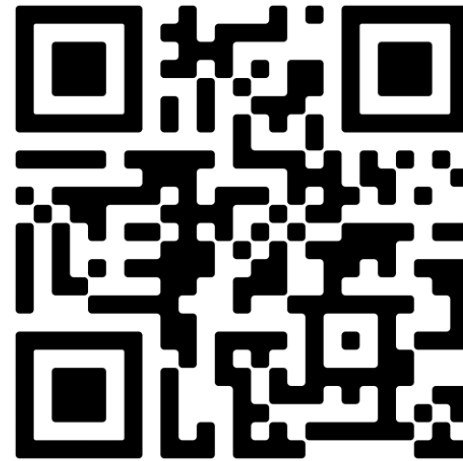
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



Trail's End App

Trail's End
Scout Fundraising

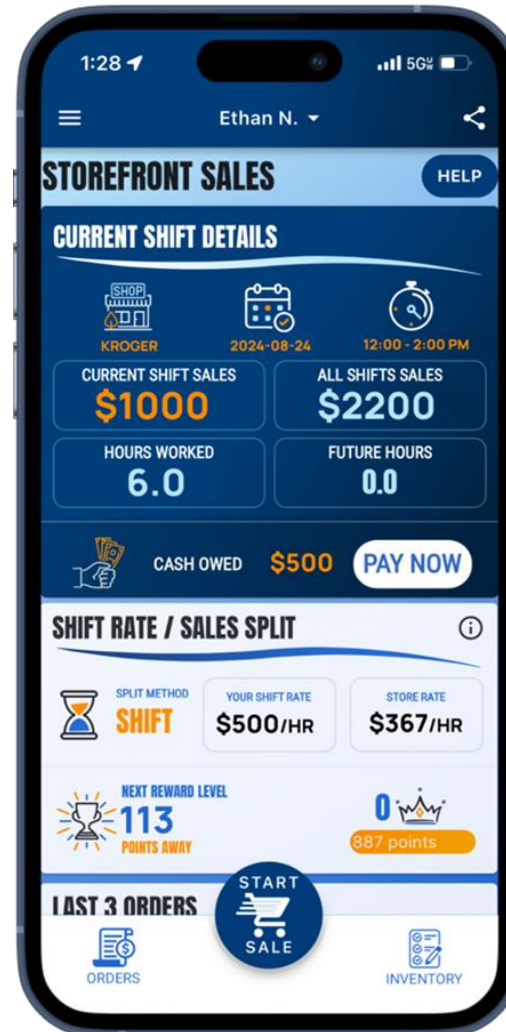
Save Time Managing Your Sale!

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
- schedule Scouts for storefronts.

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register.

Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

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

Scout Rewards

Scouts 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

Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 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

Trail's End[®]

Scout Fundraising

sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



Ways to Sell

Trail's End®
Scout Fundraising

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



Scout Sales Pitch

Trail's End[®]
Scout Fundraising

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?

My favorite flavor is _____. If you don’t
(pick one!)

have cash, don’t worry, we prefer credit card!”

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.”



Trail's End[®]

Storefront Best Practices

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Place products highest to lowest
- NEVER put prices on the table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

Credit Card

Trail's End[®]
Scout Fundraising

Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!

NEW

Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

NEW

Leader Pay Now

- Leaders use their card and keep the cash.
- Storefronts
- Available after shift until 12pm ET that day.
- Scouts earn more Rewards.



NEW



Cash App Pay



Square

\$10 Products



Not Trails End Products

\$20 Products



Product Mix

Trail's End®

\$25



\$30



Trail's End®

Online Products

Trail's End®



Online Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products available online.

Customize Page

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.

Share

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!

NEW

Heroes & Helpers Donations

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



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Council Key Dates

Trail's End[®]
Scout Fundraising

August 19 Product Pre-Order Due

September 1 Sale Starts

September 4-5 Pre-Order Product Distribution

September 15 Replenishment Order #1

October 6 Replenishment Order #2

October 25 Super Saturday

November 6-7 Final order distributed (including Chocolate)

December 1 Final Payments Due



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

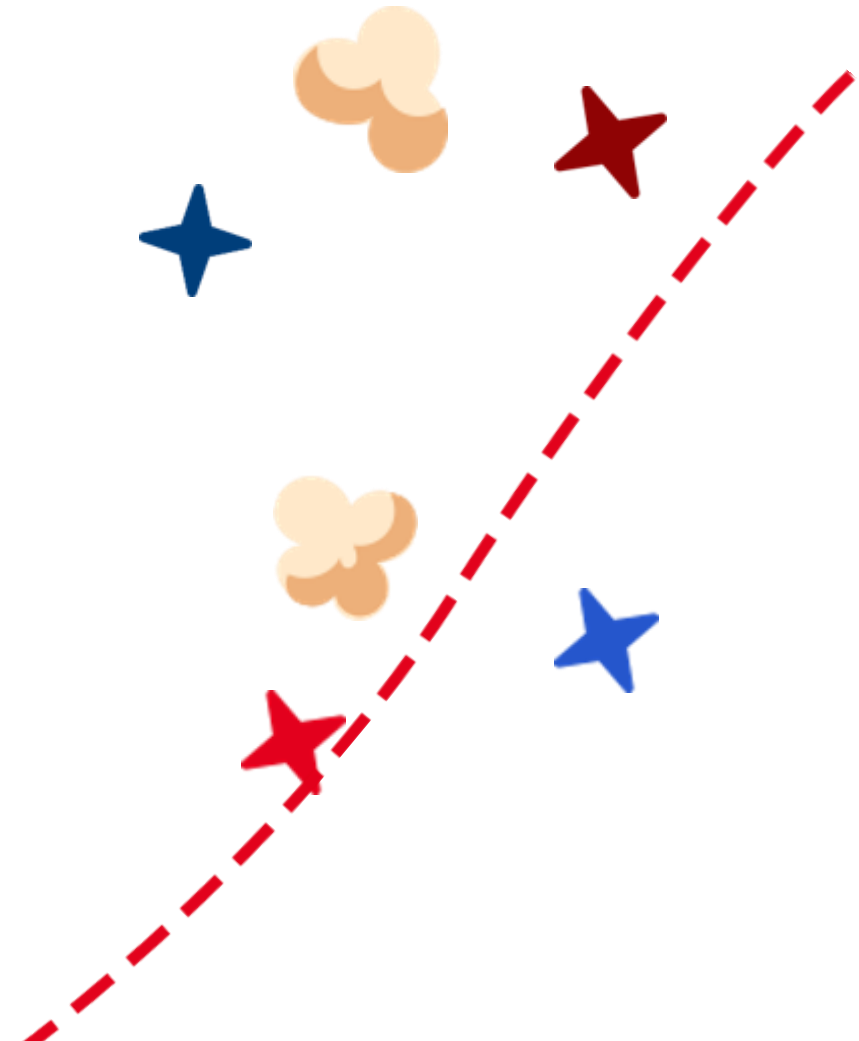
*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

Council Commissions / Incentives

Trail's End[®]
Scout Fundraising

Commissions - 30%

Top Sellers Club

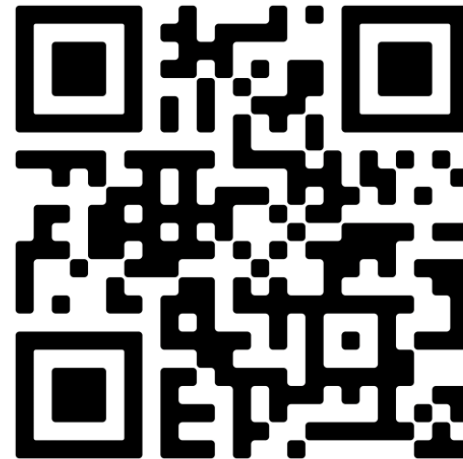


Support

Trail's End[®]
Scout Fundraising

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Facebook Group

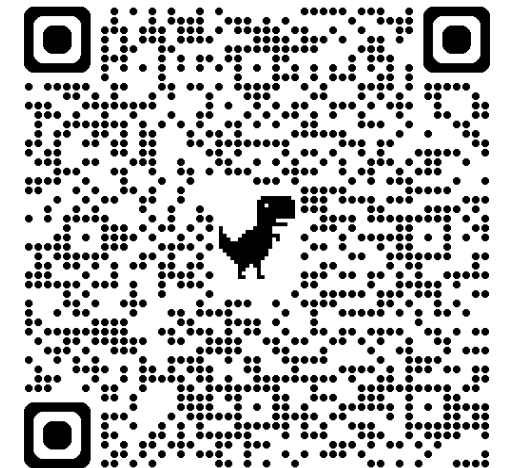
Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Wayne Pancoast, Scout Executive

Wayne.Pancoast@Scouting.org

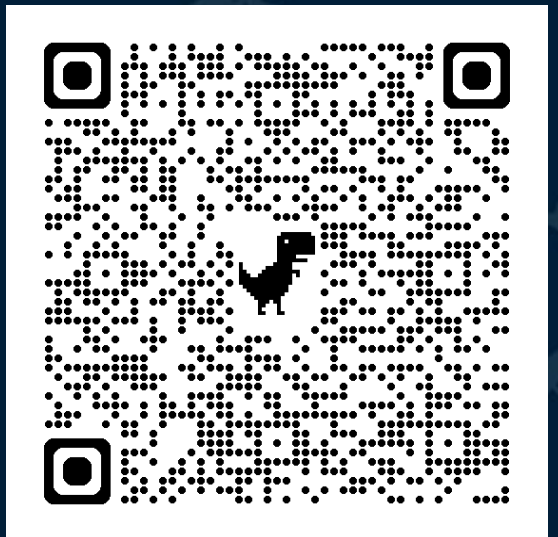
REGISTER NOW





THANK YOU!

REGISTER NOW



Trail's End[®]