



P313 – Storefront Best Practices

Trail's End®

ABOUT US:

We're Pack 313 from Clearwater, Florida

We've been participating in the Trails End Popcorn Fundraiser for the last 4 years:

2022: \$97K (#1 in Florida)

2023: \$191K (#1 in Florida and 4th in the country)

2024: \$313K (#1 in Florida and #1 in the country!)

2025: \$400k (#1 in Florida and #1 in the country!)

This fundraiser has allowed us to run an amazing Scouting program, filled with fun, learning, activities & adventures.

Nearly all our Scouts complete all belt loop adventures for each Den & we have a 98% crossover rate from our Pack to the Troop for the last 4 years in a row.



WHY WE CHOSE TRAIL'S END



INFRASTRUCTURE!!

Trails End infrastructure is excellent.

- **Easy ordering**
- **No upfront costs**
- **Excellent app**
- **Easy to schedule, assign and manage storefronts**
- **Free and easy credit card processing**
- **Storefront reservations**
- **Fast, effective support**
- **Always working to improve & enhance the program**
- **Easy accounting and reporting tools**
- **TE rewards for the Scouts**

NOTE: The first year and second year we sold we didn't get any additional help. But when I needed something, we reached out and they assisted. It's not only "BIG" sellers that get help.

KEY SUCCESSFUL ACTIONS:



- 1) Parents need to be interested & on board.**
 - **Explain WHY we fundraise**
 - **Show / explain actual benefits from earned funds**
 - **Make sure rewards are also interesting & fun to them**
 - **Set expectations so everyone knows what's needed from them**
- 2) Craft a rewards structure that aligns with the Council & TE gift card tiers.**
- 3) Ensure the rewards are appealing to the families.**
- 4) Hold a parent-only orientation meeting/party at the start of the Scouting year and include all the details about popcorn fundraising.**
- 5) Hold a fun launch party that creates excitement for all.**
- 6) Regular updates to keep excitement high – at weekly meetings.**
- 7) Reward Scouts every week for selling and making goals.**
- 8) Track progress and encourage each family to reach the next reward.**

KEY ORGANIZATION ACTIONS:



1) Identify our goals early on:

- **Fund all supplies & activities for every belt loop adventure for every den (80 kids) – including field trips, hands-on activities, etc.**
- **Fund the full program year with all Scout events such as Pinewood Derby, Raingutter Regata, Blue & Gold, etc.**
- **Fund a trailer for the pack + all camp kitchen supplies for entire pack**
- **Fund 3x campouts for over 180 people**
- **Fund 3x other major activities (Fort Wilderness, Fishing Charter, Kennedy Space Center sleepover)**
- **Fund a successful foster child Christmas project**
- **Be the #1 selling unit in the entire country again!**

2) Share the goals & benefits so everyone is on board & wants to achieve it.

3) Figure out how to make that goal happen by working back from it.

- **What are our average sales per storefront?**
- **How many storefronts would we need to make the goal?**
- **How many sale days will we have for the season and how many storefronts must we run per day to make the goal?**
- **How many Scouts are participating?**
- **How many storefronts needed per Scout in order to make the goal?**

KEY ORGANIZATION ACTIONS:

Figure out how to make that goal happen by working back from it.

Facts: **Goal is \$100K, we do 1 Scout per shift, shifts are 3 hrs**

What are our average sales per storefront shift? **\$629 (\$210 per hour)**

How many storefronts would we need to make the goal? **\$100K goal, with an average \$629 per storefront shift = 159 shifts**

How many sale days will we have for the season **24 weekend days**

How many storefronts must we run per day to make the goal? **1 storefront (and 3 shifts) per day will only get us 72 shifts. So we need to run 2-3 storefronts per day to make the goals.**

OR we need to run 2 storefronts every weekend day plus 15 Friday evening shifts to hit our 159 shift goal.

How many Scouts are participating? **35 Scouts**

How many storefronts needed per Scout in order to make the goal? **4.5, rounded up to 5 to be safe OR ask all Scouts to do 4 shifts and ask your bigger sellers to fit in 1 or 2 extra to make the goal. Use gift cards and rewards to push this.**



2026 STOREFRONT BEST PRACTICE

Trail's End®

The Power of One Scout per Shift

Opportunity: 45% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on
1 shift

\$132

Or

2 Scouts on
solo shifts

$\$117/\text{hr} \times 2 = \234

Solution: More one Scout shifts

2026 STOREFRONT BEST PRACTICES

Trail's End®



FUN PARTIES & CREATE EXCITEMENT





Ideal Year of Scouting

Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

Budget

- Use TE budget tool to assign costs 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

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$.
- Divide Unit goal by # of Scouts to get Scout goals.

Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

Enjoy the Year!



BEST PRACTICES

Trail's End[®]
Scout Fundraising



SET YOUR GOAL



Plan your unit's
Ideal Year of Scouting

Check out the
Goal Setting Tool

available in the Training Resources

**Note: Unit Goal will be required
to reserve storefronts**

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★ LET'S GO!!