

THREE FIRES
COUNCIL

2023
POPCORN
KICKOFF

Trail's End™



WHY POPCORN?



Fund Your Adventures

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn Rewards

- Amazon e-gift cards
- Millions of rewards to choose from
- TFC Prizes and Opportunities

A SUCCESSFUL SALE



A SUCCESSFUL SALE



Unit Leader Preparation

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

Prepare your Scouts & Families

- New Scout? Download the app
 - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

BUDGET & GOAL



Plan Your Ideal Year of Scouting!

- Plan your adventures for the year
- Determine Unit expenses
 - Dues
 - Advancements
 - Supplies
 - Etc.
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

Review Kernel Guide for planning



UNIT KICKOFF



Make it fun

- Create excitement with food, games, and prizes

Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

A SUCCESSFUL SALE



Tips and Training

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have a parent take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.
- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Your Top Customers:
5 houses up and 5
houses down on
both sides of the
street

WAYS TO SELL



WAYS TO SELL



ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

WAGON SALES

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

ONLINE SALES



Via the Trail's End App
No Cash or Product Handling
\$65 Average Order Value



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 directly to your customer's home.



DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October*, Black Friday & Cyber Monday

*Subject to Change

ONLINE ASSORTMENT

www.trails-end.com



\$27



\$34



\$20

IMPROVED FLAVOR



\$25



\$25

NEW



NEW

\$50



\$72

NEW



\$42

NEW



\$47



\$62



\$54



\$45

NEW

Road Trip Variety Pack

Movie Night Bundle

Picnic Bundle

Let's Go Hiking Bundle

Ultimate Snack Pack

Game Night Bundle



\$27



\$35



\$30



\$55

LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*Products & Pricing are subject to change

ONLINE SALES

www.trails-end.com



Shipping Information Effective 7/5/2023

- **\$10.99 Paid Freight** (vs. \$13.99)
- **\$65+ Free Shipping** (vs. \$70)
- **+\$3.00 Handling**
 - Microwave, Popping, Sea Salt Snack Pack (new)



MAKE YOUR SALE EASY!



Trail's End App for Scouts

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- www.trails-end.com/leader
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
 - Track progress toward goals
 - Inventory monitoring
 - Oversee storefront sign-ups
 - Storefront setups
 - Split sales
 - Manage accounting and more!

TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP

CREDIT CARDS



- Many consumers prefer credit or debit card transactions
 - “Advise your customers we prefer credit or debit payments”
- Trail’s End covers credit card fees for transactions recorded via the APP*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail’s End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen**

**TIP: Recording sales via the Trail’s End app is required for credit card fees to be covered (Square app not required)*

***NOTE: Using Pay Now does not qualify as a credit card sale towards Trail’s End rewards points*

2023 TRAINING & LIVE SUPPORT



Attend Live Moderated Webinars

- Register at www.trails-end.com/webinars
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 6 – Sept 9

Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

GET READY TO SELL

Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

“Hello, I’m [Your First Name] from [Pack#]”

- 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”

Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

TRAIL'S END MANAGED STOREFRONTS



- Prime hours and prime locations booked by Trail's End
- Reservation Rules:
 - Day 1 - \$20,000+ Units: 3 picks (within district)
 - Day 2 - \$20,000+ Units: 3 picks (within district)
 - Day 3 - \$10,000+ Units: 2 picks (within district)
 - Day 4 - \$10,000+ Units: 2 picks (within district)
 - Day 5 - ALL Units: 2 picks (within district)
 - Day 6 - ALL Units: 2 picks (Council wide)
 - Day 7 - ALL Units: Unlimited (Council wide)

Benefits

- Saves Unit Leaders time
- Provides more opportunities for all Scouts to earn their way
- Improves relationships with store managers

Best practices when booking your own storefronts:

- Determine high foot traffic days, times, and locations (Google Analytics)
- Book one to two months in advance
- Visit the store in your Uniform with one or more Scouts
- Shop the store, then request to speak with the manager
- If permission is granted, ask for and notate expectations and follow the rules
- Always say ‘Thank you!’

2023 REWARDS PROGRAM



REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!*



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.

Download on the App Store

GET IT ON Google Play

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



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Three Fires Council Rewards



MOTIVATE YOUR SCOUTS!

BUILD YOUR OWN UNIT INCENTIVES

- Top Seller Prizes
- 50 State Challenge
- Be Creative

CHICAGO WOLVES POPCORN NIGHT

- **\$300 sellers** get one free ticket
- **\$1,000 sellers** get two free tickets and a Wolves hat
- **\$2,500 sellers** get two free premium tickets and a Wolves hat
- **\$5,000 sellers** get two premium tickets, Wolves replica jersey, Wolves hat, pre-game dinner, participate in the on-ice color guard, name recognition on matrix board.

Wolves game scheduled for Saturday, January 27, 2024



Three Fires Council Rewards



TOP 50 SELLERS EVENT!

**Scheduled for Saturday, January 27, 2024
Right before the Wolves Popcorn Night**

Only the Top 50 Sellers

Event will include dinner, a special Council Shoulder Patch, recognition, and a spin of the wheel for more great prizes.

Three Fires Council Rewards



6 WEEK CHALLENGE

- Sell one of the designated Items during the correct week
- Post a picture of Scout selling product
TFC Facebook Page
#TFC Popcorn
- Chance to win \$20 Scout Shop Gift Card or prize
- **Chance to enter each week with Storefront photo!**

Scouts and their parents are challenged to post a photo of their Scout selling a popcorn product to the Council Facebook Page: facebook.com/TFCBSA. Scouts will be entered into a contest to win their choice of a \$20 Scout Shop Gift Card or a prize of equal value per week of the sale. Drawing will be held the Monday after each week of the sale!

One Prize will be given away each week of the sale - council employee families are not eligible to win.

Double your efforts!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse

Three Fires Council Rewards



SET YOUR SALES GOAL - \$1,000!

- Only **44%** of parents say their Scout set a sales goal.
 - Scouts who **set goals** average **\$626** in sales.
 - Scouts with **no goal** average **\$304** in sales.

SET YOUR UNIT SALES GOAL TO FUND YOUR PROGRAM!

UNIT COMMISSION – 30%

HEROES AND HELPERS INCENTIVE

Scout Incentive

Sell \$150 and earn a patch!



Unit Incentive

Red Ribbon

For \$250 in Heroes Orders

White Ribbon

For \$500 in Heroes Orders

Blue Ribbon

For \$1,000 in Heroes Orders

Tri-Color Ribbon

For \$1,500 in Heroes Orders

2023 PRODUCT LINEUP



TRAIL'S END 2023

TRADITIONAL PRODUCTS



Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$17



White Cheddar
Popcorn

\$20



S'mores
Popcorn

\$25



Unbelievable
Butter Microwave
Popcorn

\$25



Salted
Caramel Corn

\$25



Chocolatey
Pretzels

\$30



Sea Salt
Popcorn

\$50



S'MORES ORDERING INFORMATION















- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.

ORDERING



PLACING ORDERS

- Login at www.trails-end.com
 - Contact support@trails-end.com if you do not know your user name and password
- Click the blue “Order Popcorn” button at the top of the dashboard once you login to the leader portal
- Ordering will only be available after the Council enters the delivery site and opens ordering
- Click “Choose Delivery” and select a site
- This year your order will Auto Populate right away and you may make changes in the adjustment column
- Remember, only 10% for Smores
- Click SUBMIT
- You will receive an email confirmation once Council approves the order

 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.*

2023 COUNCIL SALE SPECIFICS



Next Steps

1. Review your **Kernel Guide and Other Resources**.
2. **Plan** your program and **Set Goals**.
3. **Motivate** your Scouts with INCENTIVES! – Be Creative!
4. Build your best **Popcorn Kickoff** ever!
5. Constantly **Communicate** with Scouts and parents.
6. Use **Online Direct** and the other ways to **Sell** and achieve your goal!
7. **Enjoy your Ideal Year of Scouting!**

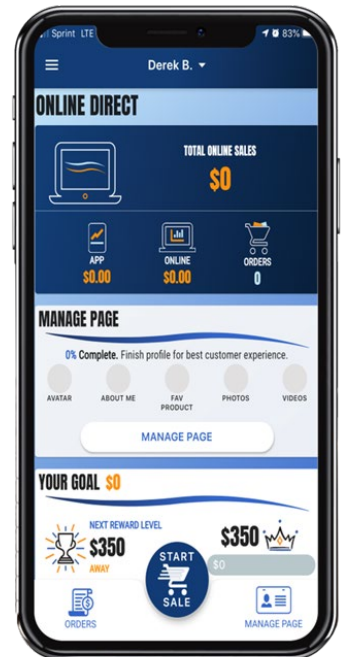


What you will find in the Kernel Guide:

- Contacts
- Timeline
- Kernel Responsibilities
- Kernel Checklist
- Resources
- Reference

Utilize the Unit Leader Portal:

- Training videos and materials
- TE App & Online Direct instructions
- Scripts and Kickoff materials
- Product information
- Storefront Booking and scheduling for Scouts
- Current sales data



NO SETTLEMENT FORM THIS YEAR!

KERNEL CHECKLIST



July/August

1. Determine your budget & set your goals
2. Place an initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's Cub Scout recruiting season! Register their account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit; progress toward goals, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e., incentives and reminders of what funds do for your unit & Scouts.

October/November

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

PRE-ORDER AND HOME DELIVERY

- Pre-Order Due **August 9th**
Enter in the Unit Leader Portal
Use this form if you fax or email
- Home Delivery Request
Must use this form
Due August 9th



HOME DELIVERY REQUEST

District: _____ Unit#: _____

Pack Troop Crew Post

Kernel Name: _____ Date: _____

(if different from delivery name)

Pages: _____

Delivery Name: _____ Special Instruction/Delivery Notes:

Delivery Site & Address: _____

Delivery Site Phone: _____

*Delivery Email: _____

**Delivery notifications will be sent from DeMar Logistics to this email*

This form is due by September 4 to receive home delivery.

Pre-Order *Check all that apply*

- We are unable to place the attached pre-order online. Please enter it for us.
- I will contact the Popcorn Team to confirm the Council's receipt of this order
- I understand that our popcorn order and this form are **due by 5 p.m. on September 4.**

Home Delivery *Check all that apply*

- We are opting to receive our Pre-Order via Home Delivery from DeMar Logistics.
- We understand that this order must be in full cases.
- I will contact the Popcorn Team to confirm the Council's receipt of this order
No more than 2 units may combine for 1 delivery location.
- I understand that DeMar Logistics will email me in advance regarding product delivery dates and the approximate time window of my delivery.
- I understand that my unit will be charged a \$230 fee for this delivery, and that will be due with our payment on Super Saturday, November 2.

Popcorn Email
TFCpopcorn@scouting.org

Sale Dates



August 9	Pre-Orders & Home Delivery Due
August 15	Popcorn Sale Starts
August 22-25	Pre-Order Home Delivery
August 25	Sycamore Distribution
August 26	Pre-Order Distribution (in Aurora)
September 14	Bonus Order Due
September 23	Bonus Order Distribution (in Carol Stream)
November 4	Super Saturday – Everything is Due! (in Batavia)
November 16-17	Final Order Home Delivery
November 17	Sycamore Distribution
November 18	Final Order Distribution (in Carol Stream)
December 1	Final Payments Due and Processed
December	Prize Show and Tell and Unit Prizes

Distributions



August 25 **Pre-Order Distribution (in Sycamore)**

August 26 **Pre-Order Distribution (in Aurora)**

- No limit on order, but be smart
- No Chocolate Pretzels and limitations on Smores

September 23 **Bonus Order Distribution (in Carol Stream)**

- Approved Returns with no limit
- Chocolate Pretzels will be available if ordered

November 4 **Super Saturday – Everything is Due! (in Batavia)**

- 15% Return limit on the overall value of the product
- Units should use the product transfer feature in the leader portal
- Print Trails End Invoice – **No Settlement Form this year!**

November 19 **Final Order Distribution (in Sycamore)**

November 20 **Final Order Distribution (in Carol Stream)**

Resources



- Popcorn Page at www.ThreeFiresCouncil.org/popcorn
- 2023 Popcorn Kernel Guide
 - Key Contacts & Dates
 - Job Descriptions/Responsibilities
 - Checklists
 - Trails End App User Information
 - Home Delivery Forms – Due August 9
 - Prize Information
- Kernel Packet – Order Forms
- District Popcorn Kernels and Council Team

TAKE YOUR SALES TO THE TOP
Fund Your Adventures

Trail's End
Over 73% goes to local Scouting

SET YOUR SALES GOAL
\$ _____

Map out your trek to the top of your sales tracker.

- 1 Work with your leader to set your Sales Goal
- 2 Post your Goal Setting poster on your refrigerator or bulletin board
- 3 Color the mountain peak to mark your progress toward your Sales Goal
- 4 Turn over your poster and learn how selling popcorn can help you advance in Scouting!

CHECKPOINT CHALLENGE
Scout Sales Tracker

Track Your Progress

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

COMMIT YOUR UNIT!



If you have not registered your unit for the Popcorn Sale, please do so today!

www.trails-end.com/unit-registration



Find us on



Facebook.com/TFCBSA
Groups – TFC Popcorn Kernels

HAVE QUESTIONS? GET ANSWERS



Council Contacts

- John Gondos – Council Kernel
jrgondos@aol.com
(954) 415-4485
- Donnie Helstern – Staff Advisor
donnie.helstern@scouting.org
(630) 797-4618
- Ron Wentzell – Staff Advisor
ron.Wentzell@scouting.org
(630) 797-4615

Three Fires Council Support

- ThreeFiresCouncil.org/Popcorn
- TFCPopcorn@scouting.org

Trail's End Support

Join Unit Leader Popcorn Community Group

- Text FACEBOOK to 62771

Join Scout Parent Facebook Group

- Text PARENTFB to 62771

Visit our FAQ's

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

THANK YOU!

Trail's End®



