2020 Popcorn

“Preparing for Adventure”
Why Do We “Sell” Popcorn?

Philosophy #1

If we are doing it right we don’t...

We invite members of the community to support Scouting...

They “buy” popcorn to support Scouting and our Scouts...

They “buy” popcorn to support the development of our youth...
Why Do We Encourage our Youth to “Sell” Popcorn?

Philosophy #2 From the Scout Handbook

"A Scout is thrifty. A Scout works to pay his way and to help others. He/She saves for the future. He/She protects and conserves natural resources. He/She carefully uses time and property."
Why Do We Sell Popcorn?

Philosophy #3

Because Scouting as a force for good in our communities and our world depends on our annual product sales now more than ever. If we want to continue to provide quality programming, facilities, resources, to an increasing number of youth “we” collectively need help.
Fall 2019 Sale Results
## WLAAC Top Selling Packs

<table>
<thead>
<tr>
<th>Pack</th>
<th>Customer</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>527</td>
<td>Bill Hart</td>
<td>$27,674</td>
</tr>
<tr>
<td>229</td>
<td>Balboa Oaks</td>
<td>$26,754</td>
</tr>
<tr>
<td>777</td>
<td>Las Colinas</td>
<td>$25,850</td>
</tr>
<tr>
<td>580</td>
<td>Bill Hart</td>
<td>$24,817</td>
</tr>
<tr>
<td>86</td>
<td>Antelope Valley</td>
<td>$24,695</td>
</tr>
<tr>
<td>Troop</td>
<td>Region</td>
<td>Sales</td>
</tr>
<tr>
<td>---------</td>
<td>-------------------</td>
<td>---------</td>
</tr>
<tr>
<td>609</td>
<td>Bill Hart</td>
<td>$28,614</td>
</tr>
<tr>
<td>50</td>
<td>Crescent Bay</td>
<td>$14,910</td>
</tr>
<tr>
<td>92</td>
<td>Balboa Oaks</td>
<td>$10,062</td>
</tr>
<tr>
<td>86</td>
<td>Antelope Valley</td>
<td>$9,255</td>
</tr>
<tr>
<td>127</td>
<td>Las Colinas</td>
<td>$8,433</td>
</tr>
</tbody>
</table>
In 2019 WLACC Units and Scout Families Sold

$482,321

This generated a return of $352,094 to local units and scouting.
2020 Product Line

Trail's End®
Over 70% goes to local Scouting
SCOUT REWARDS

Trail’s End
Over 70% goes to local Scouting
2020 Scout Rewards

**CREDIT SALES ARE BEST FOR SCOUTS**

Tell your customers, “We prefer credit/debit!”

Trail’s End pays for all credit card fees!

- Bigger Rewards – Earn 1.5pts per $1 sold in the Trail’s End App
- Safer – Scouts don’t have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device’s microphone, location, and Bluetooth in order to accept debit and credit cards.

**ONLINE DIRECT**

The safest way of fundraising for Scouts!

- Safe for Scouts: Fundraise from the safety of home.
- Product Variety: Traditional products & prices plus more.
- No Handling: Products ship to your customers and all sales are credit.

**How It Works**

**Two Ways To Sell Online**

1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

**Build Your Plan To Sell $1,000 Social Distancing**

Text MYPLAN to 62771 to learn more!

**Trail’s End Rewards**

Earn Amazon.com Gift Cards and choose the prize you want!

- 6,000 pts: Earn a $650 Amazon.com Gift Card
- 5,000 pts: Earn a $375 Amazon.com Gift Card
- 4,000 pts: Earn a $300 Amazon.com Gift Card
- 3,500 pts: Earn a $250 Amazon.com Gift Card
- 3,000 pts: Earn a $200 Amazon.com Gift Card
- 2,500 pts: Earn a $100 Amazon.com Gift Card
- 2,000 pts: Earn an $80 Amazon.com Gift Card

**Sign In & Set Your Goal**

Text APP to 62771 to download the app

The displayed items above are not delivered by Trail’s End. These are suggested prizes or prize ideas to be purchased with your Amazon.com gift card. Participation in Amazon’s gift card program terms at https://www.amazon.com/gc-legal.
2020 Council Scout Rewards

Council Prize Incentives:

Each Scout who sells a single item receives a 2020 Popcorn Patch

Each seller of $1,500 or more will receive two (2) tickets to the LA Kings

The Top 50 sellers in the Council will receive an invitation to a private Spin & Win event that takes place prior to our LA Kings Game.

The Council Top seller will get to ride a Zamboni in-between periods during the LA Kings game.

$50 Scout Shop Weekly Drawing Winner beginning July 10th for Online Direct Selling Scouts. Promotion will run from the week of July 10th – September 13th
2020 Opportunities

Online Sales -> Take Order -> Show & Sell

• July 1st start to the online sale
  • Sales can be generated through e-mail solicitation, social media posts, or through the Trails-end App

• September 13th initial Take Order/Show & Sell due (fulfillment on October 3rd)

• November 1st final Take Order/Show & Sell due (fulfillment on November 21st)
ONLINE DIRECT PROMOTIONS

• **Free Shipping Weekend - July 3 - 5**
  • Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!

• **Units Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15**
  • *Unit must be registered to sell by no later than August 15, 2020 to qualify.

• **Scout Online Direct Entrepreneur Pledge**
  • Scouts that will pledge to do their best to sell $2,500 or more through Online Direct from July 1 - August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a $200 Amazon.com Gift Card, and a plaque celebrating their accomplishment.
Trails End App

The Sale Just Got A Whole Lot Easier

Trail’s End App Demo

Have questions? Get answers.
teappsupport@trails-end.com

SAVE TIME
with the
New Trail’s End App

Text APP to 62771 to get a link to download.

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, and sign up for storefront shifts.

Please check for updates as we will continue to release improvements as we receive feedback.
Goal Setting

Unit Goals should be tied to the

“Ideal Year of Scouting”

Dream Big and Let the Magic Happen

Communicate to the Families the “Power” of Popcorn

On average units that set a Goal earn twice as much compared to those units that do not.
2020 Campaign Mechanics
Dates to Remember

July 1 – Online Sales open on trails-end.com and trails-end app
July 7 – Top 50 Seller Zoom Kickoff Event Held
July 6 – Biweekly Unit Kernel Zoom Meetups begin
July 10 – Weekly Scout Direct Sale Promotion begins
July 11 – Storefront Sales Reservations Open
August 1 – Non-direct Sale Take Order Starts
September 13 – Initial Take Order & Show and Sell Due
October 3 – Initial Take Order & Show and Sell Fulfillment
November 1 – 50% of Outstanding Balance Due
November 1 – Final Take Order & Show and Sell Due
November 21 – Final Take Order & Show and Sell Fulfillment
November 21 – 100% of Outstanding Balance Due
November 28 – Prize Submissions for Trails-end Due
December 18 – Commission checks mailed
## Commission Structure

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Commission</td>
<td>28%</td>
</tr>
<tr>
<td>On Time Payments</td>
<td>1%</td>
</tr>
<tr>
<td>“Direct to Consumer Sales” are 15% of Gross Sales</td>
<td>3%</td>
</tr>
<tr>
<td>60% participation of Scouts at $400 per Scout, or sales equal to that number (June 30th Membership used)</td>
<td>3%</td>
</tr>
<tr>
<td><strong>All Online Sales</strong></td>
<td>35%</td>
</tr>
<tr>
<td><strong>Total potential</strong></td>
<td>35%</td>
</tr>
</tbody>
</table>
QUESTIONS?
Thank You